



Sefton Strategic Recovery Plan-Economy

November 2020

Appendices

Southport Theatre & Convention Centre

- Sefton's main conference and theatre facility, strategically important for Southport and the City Region
- The last 10 years the venue has hosted more than 170 major conferences contributing over £100 million to the economy. This fell from circa £22m P.A in 2008 to £10m in 2019.
- Theatre and Floral Hall need substantial investment with the venue no longer fit for purpose.
- Scale and impact of project to enable kick-start of Southport's recovery post Covid-19, the opportunity to do something truly remarkable in Southport, the project would be complementary to Southport's Town Deal acting as an enabler.



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New Build Redevelopment: replace the existing STCC building with a new build scheme, including;

1,200 seat state of the art theatre

1,500sqm of exhibition space and supporting facilities.

Retain and refurbish the break-out spaces

Create a further c250sqm of meeting space

early design work is ongoing and full consultation to be progressed

Estimated Economic Benefits

- £70 million capex investment
- Over 300 FTE local jobs created through construction
- Over 35 FTE Jobs created through operation and over 100 staff for events
- 500 plus jobs created through increased tourism spend
- Over £20m net additional GVA per annum

Southport Market

- The project will deliver a revitalised market hall with a shift in focus to more food and drink while still retaining a flexible space to hold markets and other temporary events to meet the changing consumer demands building on and maximising the value of the previous investment in 2012.
- The project will enable further development within an enhanced Market Quarter – potentially as part of a Digital and Creative Hub - that will attract creative and culture industries.

The £1.4m scheme will;

- Create a sense of place, where residents and visitors will spend time, socialise and spend more, in recognition of an excellent food and beverage offer and experience.
- Opportunities for new business start-ups and growth of already established businesses creating and safeguarding jobs
- The creation of a visitor economy asset that forms part of a critical mass of attractions in Southport that will contribute to the vitality and viability of the town centre and contribute to the continued growth and diversification of the visitor economy
- Act as a catalyst for the regeneration of ‘The Market Quarter’
- Eliminate the risk of closure and ‘mothballing’ based on current losses and further decline.



Southport's Visitor Attractions

Project Description

Southport waterfront area comprises a number of key visitor, leisure, recreational and retail areas, all of which interact and relate to each other as part of the Southport waterfront visitor offer and perform a significant role for the wider town centre economy in terms of generating economic demand for the wider town as well as forming a strong place making and destination anchor for residents and visitors to Southport.

This project seeks to bring forward significant investment to the Pleasureland site by attracting an internationally known IP brand that will significantly change the quality and appeal of Pleasureland Leisure Park. This will transform the current historic leisure offer into a major visitor attraction of appeal across the UK and beyond

In addition to the redevelopment of the existing Pleasureland site with the introduction of an internationally known IP Brand, this project will also create a more competitive leisure offer with a much wider visitor appeal and become a major destination attraction for Southport, the wider city region and the whole of the North West of England. It will include a new Viking themed adventure golf attraction, a Dinosaur Park and redevelopment of the existing miniature railway – the oldest continuously running 15-inch gauge railway in the world.

The development and investment of this key asset is being brought forward through a public /private partnership of Universal Rides Limited, the current owner/operator) Sefton Council and Liverpool City Region Combined Authority.



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The redevelopment and creation of a destination attraction will deliver greater visitor numbers to Southport as a result, generating jobs and attracting visitor spend into the area. The development will also seek to create specialist leisure sector training and skills, in partnership with Southport College to embed and develop the required skills and experience needed to work in this sector and assist those looking to work in this growing industry.

The new development will generate a significant increase in the number of visitors to Southport town centre as well as increase their stay length, and as a result have a significant positive impact on the visitor economy

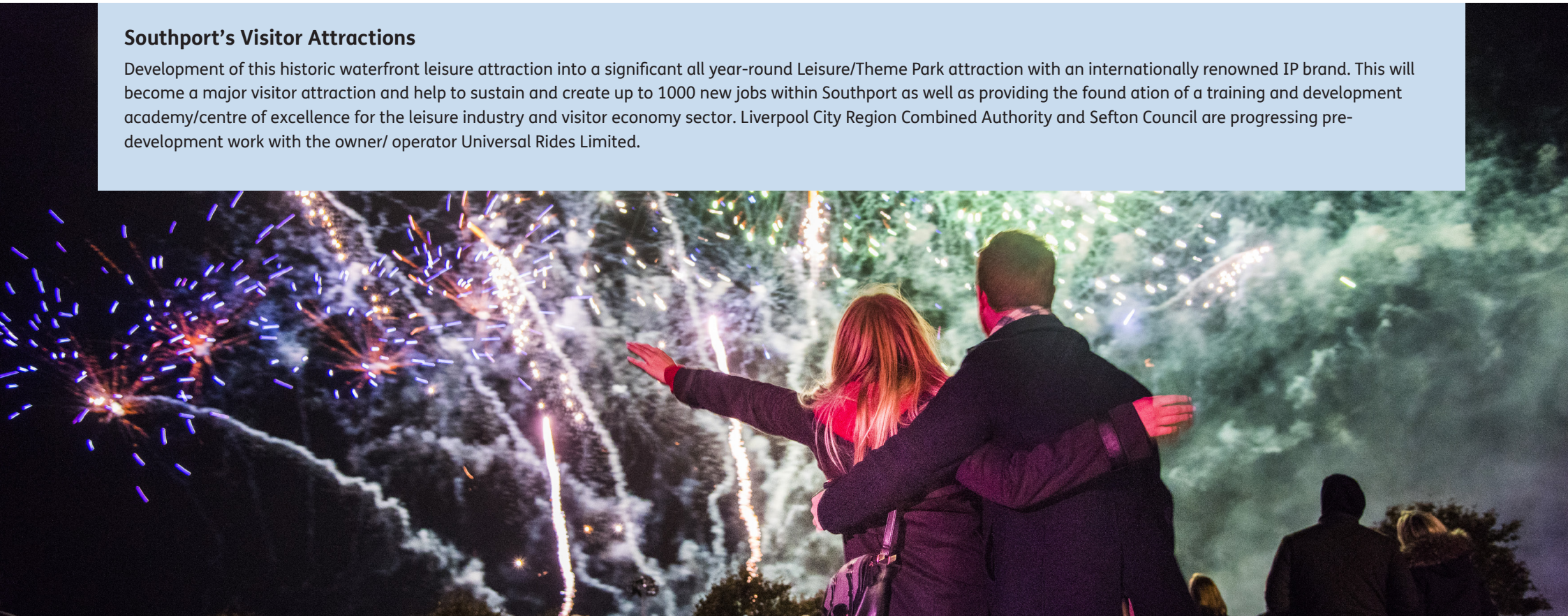
within Southport.

Pre-development work for the delivery of this project is underway and includes a detailed masterplan, economic feasibility study and financial forecast.

Following completion of the feasibility and masterplan work, the lead delivery partner will then move forward with delivery of the new Leisure Park development with a view to opening the first phase of the new park in 2022/3.

Southport's Visitor Attractions

Development of this historic waterfront leisure attraction into a significant all year-round Leisure/Theme Park attraction with an internationally renowned IP brand. This will become a major visitor attraction and help to sustain and create up to 1000 new jobs within Southport as well as providing the foundation of a training and development academy/centre of excellence for the leisure industry and visitor economy sector. Liverpool City Region Combined Authority and Sefton Council are progressing pre-development work with the owner/ operator Universal Rides Limited.



Crosby Village

Sefton Council has identified Crosby Centre as a regeneration priority and is committed to promoting development and investment in the Centre in order to deliver the step change needed to make the centre of Crosby an attractive and successful place.

In recent years a number of proposed development projects have not progressed, and alongside the well-documented changes and challenges to high streets and town centres and the impact of a recession, Crosby is just one of many centres across the UK which has struggled to maintain its position as an important destination for its community.

The Crosby Investment Strategy was prepared and approved by Sefton Council, key partners and stakeholders in 2015 - <https://www.sefton.gov.uk/your-council/plans-policies/sefton-economy/crosby-investment-strategy.aspx>. The Strategy sets out the development ambition for Crosby village.

The associated development framework comprises the high level vision, a set of development principles, proposals for the key regeneration sites, access and parking.

The objective of the Strategy is broadly to enable the redevelopment of key sites to introduce new uses and occupiers, to increase footfall and activity within the centre and improve its vitality and viability.

The strategy sets out the preferred development scenario, it identifies three key Regeneration Sites and aims to deliver viable development schemes that will encourage investment and kick-start wider regeneration in Crosby.

Moor Lane North

This site provides an opportunity for short to medium-term comprehensive redevelopment, with an opportunity for incorporation of improvements to Moor Lane in conjunction with the redevelopment of the site. It is considered to be a catalyst for regeneration due to its location, capacity and links to Moor Lane and car parking. Prioritising this site helps to promote wider investment in other areas and sites. A potential retail-led mixed-use redevelopment site, the recent new owners of the site are in discussion with Sefton Council on details proposals for a mixed use redevelopment.

Islington

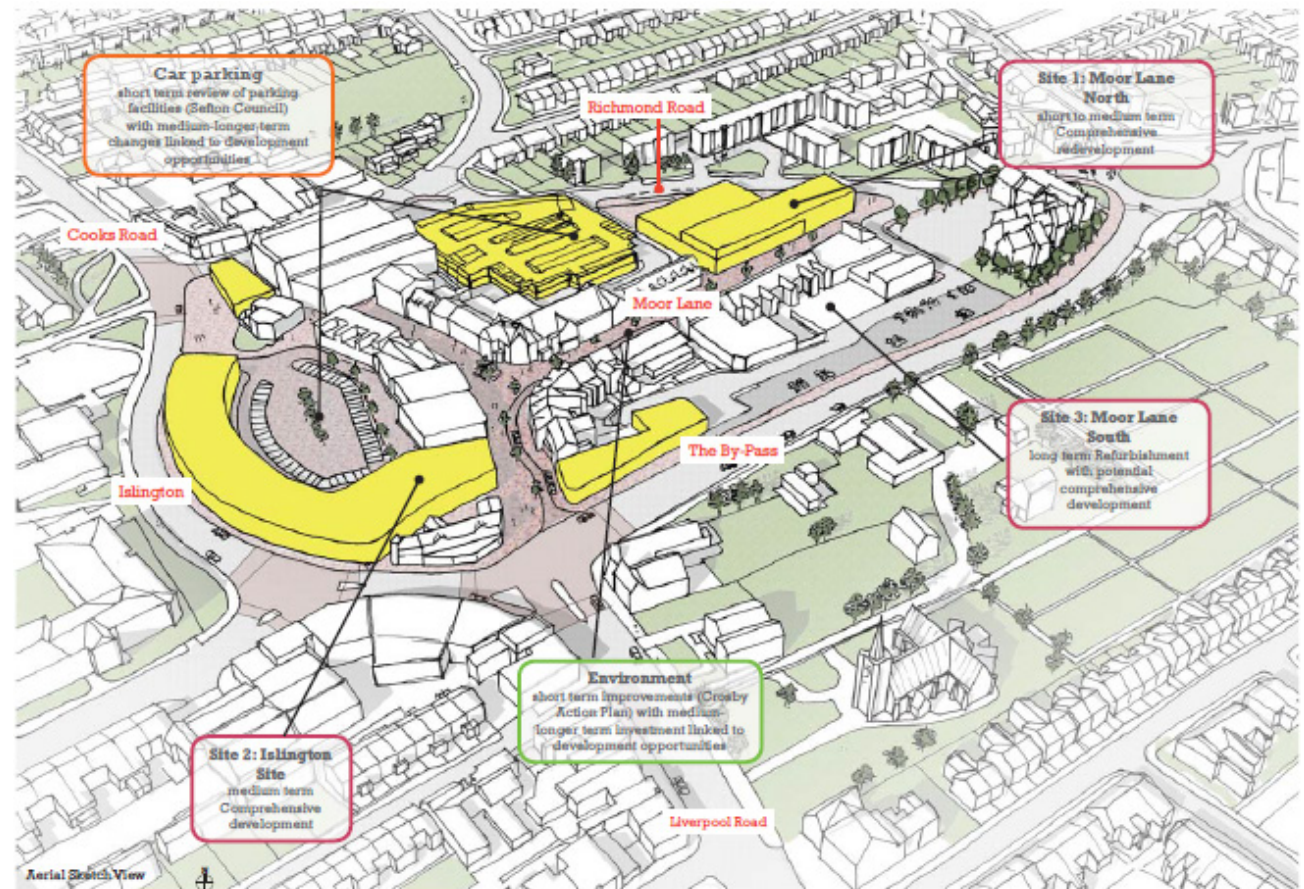
This site is envisaged as the second major opportunity site for redevelopment. The location and nature of the site combine to ensure that it has the potential to form a key part in delivering enhanced profile for the village and importantly enhancing the connectivity, and the sense of connection between Crosby village and wider area, notably College Road.

Similarly, its location offers the opportunity to bring a new dimension to the offer of Crosby village. The site area incorporates two distinct parcels each deliverable independently or in combination. A planning application for the Southern quadrant of the site is currently under consideration comprising a mixed use development including residential with a small element of retail. The Second larger parcel comprising what is currently the Green Car Park remains available and is currently under consideration by Sefton Council for uses complementary to the objectives of the Investment Strategy and local community needs.

Moor Lane South

A refurbishment and part redevelopment of this site has recently been completed, providing environmental enhancements, physical improvements to the buildings, and new retail and commercial floorspace as part of a programme of works undertaken by previous owners, St Modwen.

Crosby Investment Strategy – General Layout



Bootle Strand

Project Description

Bootle Strand is a key asset within the Bootle town centre Framework 2016. Since its acquisition by the Council in 2017 the Council has been developing plans to both improve the operational management and invest in the asset.

The Council remains committed to the Strand as a key part of and platform for the Town centre's regeneration and economic recovery. There are ambitions to open out, enhance and diversify the asset. These ambitions include a continued commitment to providing the retail facilities that local people need and also to provide a range of other facilities, not only more open public space and food and beverage, but health and well-being, education, town centre living, leisure and provision for a night-time economy. These ambitions reflect the role the Strand has at the heart of the town and its potential to provide a 'Town Square' focus for the town centre.

Work is progressing on the production of a Masterplan to be followed by specific designs. A number of artists impressions have already been produced to provide a feel for the level of ambition.

In the short-term, the Council is looking to introduce 'Meanwhile Uses' in the newly acquired land to the south of the

Centre, along the canal (working with the Canals and Rivers Trust). These will focus on food and beverage as well as retail and also a 'blue highway' using the canal to link to the proposed new Everton Stadium at Bramley Moore Dock expected to go live in 2023.

Given the challenges facing the high street and retail sector in particular plus the lack of investment in this facility to date, a transformational approach is needed to comprehensively redevelop this key town centre asset through means of a short, medium and long term strategy. Sefton Council is therefore working with LCRCA and engaging with key stakeholders in the area, to develop a partnership approach to deliver this key town centre opportunity



Next Steps

The Strand is a central component of the town centre investment framework and regeneration strategy. Sefton Council is working with key delivery partners on a long term strategy for the transformation of this key asset.

The Council is committed to developing a long-term investment strategy and masterplan for the Strand in full partnership with LCRCA and other key stakeholders and delivery partners.

This long-term programme will:

- Bring about significant change and transformation of the Strand including diversify the range and type of uses on offer.
- Create a centre that is economically viable as well as socially and environmentally sustainable.
- Help facilitate local provision of services to support health and wellbeing.
- Improve the quality of public realm and open space within and around the Strand.
- Improve access and connectivity, capitalising on its excellent public transport links as well as improving pedestrian and cycling provision.
- Create a socially inclusive and community focused centre which is seen to support the local community as well as visitors to the area.



