



Sefton's Growth Programme

Quarterly Update



Introduction

The **COVID-19** has placed huge pressure on our borough and on our organisation, but **Sefton Council** has continued to progress **key projects** that will underpin **economic recovery**, in both the short- and the long-term.

From the £37.5m Town Deal in Southport, which will be the catalyst for the largest investment in the town since the Victorian era, to the conversation underway about the exciting vision emerging for the future of Bootle, and everything in between, many exciting projects are moving at pace. From this Summer, residents and businesses will see new spaces opening adjacent to the Strand Shopping Centre, at Southport Market, at Crosby Lakeside, and much more.

This document briefly outlines some of the fantastic schemes being progressed and delivered across Sefton, and some of the exciting plans in place for the future. We have no doubt that you will share my pride in, and enthusiasm for, these projects and for our borough and its future.

Southport Town Deal



Southport is set to be transformed following confirmation that the town is to receive £37.5 million of Town Deal Funding for a range of exciting regeneration projects across the town centre and seafront.

The funding will be invested into existing attractions and the creation of new all-weather attractions in the seafront area and will breathe new life and support business growth in Southport

The Town Deal will ultimately help create:

- Over 1,000 new jobs
- More than 300 construction jobs
- An extra 1 million visitors per year

Sefton Council and the Town Deal Board will now prioritise the next steps in the plan to allocate the funding.



Highways and Transport



Exciting times to get on your bike!



Walking and cycling routes has always been a high priority for Sefton Council and this was only enhanced in 2020 when we installed new cycle routes in Southport, Bootle, Waterloo and Blundellsands.



Maghull to Kirkby cycle route

The second phase of repairs to the footbridge at Hightown station will take place in the Summer and new walking and cycling routes in Southport and through Crosby Coastal Park are also being planned.

In addition to this, a new cycle route connecting Maghull to Kirkby is currently being constructed and the major upgrade to the cycle route along the Coast Road to Southport is due to be completed this Spring.



We are keeping traffic safely moving. The Council invests each year in improving our transport infrastructure, making it easier and safer for people to travel.

In the last year we have completed major changes at key junctions, Netherton and Maghull, to help the moving of traffic more smoothly and to make it safer for people to cross the road.

The biggest project completed in 2020 was the new slip roads at junction 1 of the M58, providing much better connections to the motorway network for people in Maghull and the surrounding areas.



M58 Junction works

Looking ahead this year we aim to give people a smoother drive into Southport along Marine Drive as well as making improvements to three more junctions along the A59 Northway in Maghull.

Making walking and cycling easier and safer.

During the pandemic, it has never been more important for people's health and well-being to be able to get out and about safely.

This has meant a greater focus than ever on making it easier and safer for people to walk and cycle and enjoy the landscape of our Borough.

Southport Market

The transformation of the Southport Market into a food and drinks venue with 10 food units, a central bar and flexible events space to the rear capable of holding several events, is now underway!



The £1.4m scheme is being funded by £500k from The Liverpool City Region and £900k from the Acceleration Town Deal Fund.

The Southport Market is the permanent home of Blackhurst Butchers who is still trading at the front of the market.



Several new traders have signed up to The Southport Market and more details will be released over the coming weeks. All the new traders have been actively involved in the project, providing input for example, into agreeing the position of a 1.2 tonne Pizza oven!

Southport Market works are underway



Exciting times ahead!



Bootle Transformation

The transformation of Bootle to an aspirational living environment, which enhances the green and open spaces and has health and wellbeing at its heart is huge!

Bootle is the heart of a thriving business neighbourhood with a strong dockland heritage. Exploring opportunities to support both the residential and business community, building on this heritage will make Bootle an aspirational environment for living, working and visiting.

The ambitious plans for a fresh image of Bootle started with the purchase of Bootle Strand Shopping Centre. With a long-term investment view, Sefton Council can manage the transformation which will reflect and support the community around it.

The Bootle Area Action Plan (AAP), commencing March 2021, will be developed with stakeholders and will engage the community through consultation.

With a vision of opportunities for growth and investment, Bootle can develop a resilience for its future including the approach to the climate change agenda.



The Bootle Canalside development concepts

Bootle Strand

Sefton Council is progressing designs and plans for Bootle Strand and have recently appointed specialists to help it realise its ambitions for the town centre.

Sefton Council are working with key stakeholders in the area to help transform the centre.

The work involved will include its image and appearance, its waterfront location, opportunities for growth and diversifying its uses, including leisure, food and beverage, events and activities, as well as considering health and wellbeing.

Bootle Canalside

The demolition of buildings next to the canal was completed in 2020. This has enabled the first phase of development to the Strand Waterfront.

Working with the Canals and Rivers Trust, Sefton Council are exploring ways to create and exciting new event and activity space, including exploring the opportunity for canal boats to moor up.

Events and activities both to animate the waterfront, create a sense of place and attractive open environment for the community to enjoy from the Summer. Ideas for the area include an urban garden, a maker's market, food and drink stalls, light animation and an exciting programme of events and activities.

Crosby

Crosby Lakeside Adventure Centre

Sit on Marine Lake and a stone throw away from the coast, the Crosby Lakeside Adventure Centre is a perfect venue to stay, eat, drink and even get married!

Sefton Council have begun a £3.1 million project, funded by Liverpool City Region Combined Authority to transform the centre.

The transformation will include a new residential bunkbarn, providing overnight stays for groups, as well as better wedding, conference, hotel, dining and bar facilities.



Work now underway in Crosby Lakeside Adventure Centre

There will also be the installation of an accessible changing unit, cycle stands and electric vehicle charging points.

Appointing a hospitality operations company to manage the centre, they will aim to be the 'employer of choice' locally, offering a fantastic work culture with industry-leading terms and conditions for employees, including training programmes to support career development.

Improvements to lighting along the cycle and pedestrian paths in the coastal park and the restoration of the lake water management system, will complement the project and enhance this spectacular area of Crosby's coast.

The construction project and external works are expected to be completed by the end of 2021.

Cambridge Road

Refurbishment of Grade II Listed Building on Cambridge Road started in November 2020.

A £1.34m contract funded by the Skills Capital Fund and Sefton Council, was awarded to Cunard Construction.

The refurbishment will retain the buildings function as a key community learning hub for South Sefton and is expected to be complete in May 2021.



Sandway Homes



Sefton Council's wholly owned housing development company, Sandway Homes Limited, began operations in January 2019, to help accelerate the delivery of the Local Plan.

The target is to create 11,000 new homes in the borough by the end of the decade and generate financial returns to invest more in core services across the borough.

Despite the challenges of COVID-19, the company has continued to make strong progress and has already gained planning permission and started construction on 2 developments, "Hey Farm Gardens" at Crossens and "Sandy Brook" in Ainsdale,

The planning permission in for a third development, "Sefton Grange" in Netherton is due to commence construction this summer.

These initial three developments will collectively deliver nearly 150 new homes over the next 24 months.



The benefits to the council include:

- A multi-million pound financial return from these first 3 sites
- Acceleration of the delivery of the Borough's 2030 Vision and Local Plan target for 11,000 new homes by 2030
- Creation of new employment opportunities within the region
- Help to create communities that are open, respectful and resilient
- A robust business plan for a 'Phase 2' with an aspiration to have delivered c500 new homes over 10 years



To find out more
about this programme
go to mysefton.co.uk



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