

4 Vision

4.1 Sections 1 to 3 have provided us with a baseline of how Sefton is now and have enabled us to identify the key issues that the Core Strategy will focus on. From this we have derived a **vision** which sets out what we would want Sefton to look like at the end of the Core Strategy period, i.e. in 2028. To support our vision (set out in paragraphs 4.2 – 4.9 below) we have also identified four overall **aims** for the Core Strategy, and a set of **objectives** based on the key issues we have highlighted.

A Vision for Sefton – what might Sefton be like in 2028?



4.2 Sefton has retained all that makes it special – varied and distinctive communities, and an outstanding natural environment in a coastal location. Sefton has become a much more sustainable place to live by promoting development that achieves a balance between the environmental, economic and social needs of the Borough. In particular the regeneration of Bootle and central Southport has continued to improve the lives of residents in these areas and provide better prospects for those in most need. Sefton continues to contribute to, and benefit from, being an integral part of the Liverpool City Region.

4.3 Residents in all our towns and villages are able to enjoy healthier lifestyles as a result of better housing, safer neighbourhoods, less pollution, improved opportunities for recreation and better access to services. This has helped to reduce the problems of health inequalities associated with Bootle and respond to the issues associated with an ageing population.

4.4 Sefton has helped to reduce the causes of climate change through limiting the amount of carbon from its own activities and those activities which it can influence, and by accommodating new forms of renewable energy. New development has been located and designed to adapt to problems associated with climate change, such as the increased risk from flooding and, where practicable, defences have been strengthened against coastal erosion.

4.5 We have made better use of our built and natural resources by giving priority to bringing underused urban land and buildings back into use. There has been a particular focus on bringing back into use vacant industrial land in Bootle, and vacant homes in Bootle and central Southport. This has helped us to limit our use of undeveloped land and to protect land which has natural, recreational and cultural value. Opportunities to enhance the natural environment have been taken where appropriate. We have balanced the recreation, tourism and other economic pressures on these areas, particularly the coast, with their natural value.



4.6 New homes have been well integrated into our towns and villages and have helped to provide more choice in terms of size, tenure and type. These have been designed to a high standard and in many cases are suitable and adaptable for those with a specialist need. In Southport and Formby, we have provided more accommodation which is affordable and also which is able to meet the specific needs of our increasing numbers of older people.

4.7 It is easier to get around in Sefton both because new homes are located close to existing facilities and services and new services and facilities are provided in places which are easy to get to. This means that people do not have to depend so much on the car. In some areas development has helped to provide new services. In addition, improvements to the existing transport network, such as the Thornton to Switch Island link and a station at Maghull North, have helped reduce local congestion.

4.8 While traditional employment activities in Sefton, such as manufacturing and the public sector, have continued to decline, new job opportunities have been provided in the private sector. These are linked to tourism, recreation and leisure, broadening the rural economy and developing renewable energy. These changes have been encouraged by the protection and improvement of our employment areas, by growth in local entrepreneurship and improvements in the education and skills of our local people. Initiatives like the Single Regeneration Framework have helped to stimulate a fresh approach to unlocking the potential of the assets in south Sefton. The Port continues to play a key part in Sefton’s economy. The economic growth in Sefton has been balanced with the impact on local communities and the environment.



4.9 Our individual communities are served by thriving town and local centres which meet a range of needs including shopping, leisure, employment and culture. Southport and Bootle provide a wider range of services and facilities that attract people from both within and outside Sefton, including major new retail development in central Southport. Maghull and Crosby centres have been redesigned and have attracted further facilities and are now better able to meet the needs of their own residents. A new role has been found for Seaforth centre so that it is better able to serve its local community, and new uses have been secured for former shops in the many shopping parades across Sefton.

4.10 **The Aims of the Core Strategy are:**

1. To support **urban regeneration** in Sefton, especially in Bootle and central Southport
2. To support **sustainable development**
3. To maintain and enhance the **local distinctiveness** of Sefton and its individual communities
4. To make sure Sefton contributes to, and benefits from, its **place within the Liverpool City Region.**

4.11 The Objectives of the Core Strategy are:

1. To make sure that development is designed to a **high quality** and respects **local character**.
2. To manage **new housing** provision to meet the needs of a changing population.
3. To meet the **affordable and special housing needs** of Sefton's residents.
4. To make sure that development includes essential **infrastructure, services and facilities**
5. To make sure that **access to services, facilities and jobs** is improved wherever possible, so that people do not have to rely on the car.
6. To support Sefton's **town and local centres** so they are able to meet local and wider needs for shopping, leisure and other services.
7. To promote a wider based **economy** in terms of job type, skills and the local labour supply; support existing businesses, small start-up businesses and new business opportunities.
8. To make the most of the value of **the Port** to the local economy, while making sure that the impact on the environment and local communities is kept to a minimum.
9. To enable people living in Sefton to live a **healthy life** and in **safe and secure** environments.
10. To preserve and enhance Sefton's **natural and built environment**.
11. To mitigate and adapt to the effects **of climate change**, to encourage **re-use of resources**, land and buildings and to **reduce Sefton's carbon footprint**.

Questions

Do you agree that the Vision is appropriate and relevant to Sefton?

If not, what changes do you suggest?

Do you agree that the Objectives are the right ones we should focus on for Sefton?

If not, what changes do you suggest?