



Public Engagement and Consultation Panel

Key Messages.



Date of meeting: 11th July 2025.



Chair of Panel: Councillor Liz Dowd.



Officer Contact: Michelle Anglesea.

Michelle.anglesea@sefton.gov.uk



The reports are presented to the Public Consultation and Engagement Panel (The Panel).

This is what was discussed at the meeting:

Everton Stadium and Bootle Business Opportunities Feedback Report.



Mike Mullin explained that in May, the team carried out a survey and visited businesses door-to-door. They received 47 detailed responses from a mix of businesses, including:



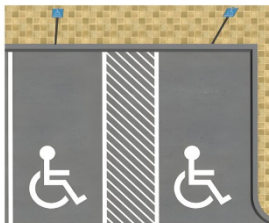
- Shops and retail
- Social enterprises
- Leisure and hospitality venues

Some of the feedback from businesses included:



74% knew about the shuttle bus services linked to the stadium.

Concerns raised included:



- Parking availability
- Public spaces and cleanliness
- Health and safety



Salt and Tar is an event space near the Strand Shopping Centre. The events include concerts and comedy festivals.

Businesses said that they are interested in using Salt and Tar as a venue for Fan Zones and football themed events.



Businesses also said that they support local hiring through Sefton at work and buying goods and services locally.

Mike said that the next steps are:

Continue working with local businesses, Liverpool Football Club and other key partners.

They will look at the marketing plans linked to transport and parking and promoting Bootle as a hub for away fans to park, eat, and relax

The Panel thanked Mike for his report and suggested:

- Engaging with Everton fan groups.
- Promoting Bootle as a welcoming stop for visitors.

For more information, please contact

Mike.mullin@sefton.gov.uk

Bootle Area Action Plan and Regeneration update.

Ian Loughlin explained that the Bootle Area Action Plan is a planning document that helps guide how land is used in Bootle. It aims to:

- Attract investment
- Create homes and jobs
- Support improvements to the town centre, the Strand shopping area, and Salt and Tar.

The plan is currently being reviewed by a planning inspector and is expected to be officially adopted later in 2025.





Ian explained that Between September 2024 and Spring 2025, several events for adults, college students and families were held to involve the community, including:

- National Heritage Open Day Festival.
- Family fun days at the Strand.



These events included:

- Quizzes.
- Displays of old photos.
- Creative workshops.



The main things that are important to local people are:

- Green spaces.
- Places for entertainment.
- Good public transport.



A drop-in event is planned for August 2025, so residents can share their views. There will be large maps and 3D illustrations available for people to look at.



Ian said it was important to work with the local community groups and schools and to use more social media to reach more people.

The Panel thanked Ian for the update.

For more information, please contact:

Ian.loughlin@sefton.gov.uk



Infant feeding and breastfeeding support feedback report.



Tim Martin led a consultation to understand how breastfeeding and infant feeding services can be improved.



Tim said that 25 people took part. They included mothers from breastfeeding support groups and postnatal depression support groups.

The consultation used focus groups and one-to-one interviews.

Participants shared both positive and negative experiences. Key points included:



- Before birth: Many mothers said they didn't get enough information about breastfeeding during pregnancy.
- In hospital: Some felt there wasn't enough support from maternity staff after giving birth.
- In public: Breastfeeding in public places was often uncomfortable or difficult.
- Returning to work: Mothers found it hard to continue breastfeeding after going back to work.
- Specialist infant feeding clinics were praised.
- Peer support groups were helpful and supportive.





Some of the challenges mentioned were:

- Transport to services was difficult for some.
- There were long waiting times for support.
- Access to treatment for tongue tie was limited.



The recommendations were:

1. More support services for breastfeeding across the area.
2. Better education about breastfeeding during pregnancy.
3. Make public spaces more breastfeeding-friendly.
4. Work with employers to support breastfeeding at work.



Tim said it's important to share these findings with the people who took part and to keep working with others to make these changes happen.



The Panel thanked Tim for his report and said it is a good idea to reach out to parents who don't breastfeed to understand their reasons and improve support for them too.



For more information, please contact:
tim.martin@sefton.gov.uk

Direct Payments Scheme Feedback Report.



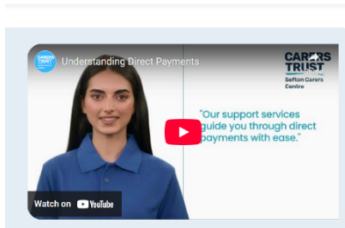
In 2024, Karen Lee led a consultation to hear from people who receive **direct payments** for adult and children's social care. The goal was to find out how to improve the scheme and make sure people understand how to manage their payments.



Over 3,000 letters were sent out.

- 39 adults who receive care responded.
- 34 other service users also gave feedback.

Adults' services feedback:



- 85% said the payments helped them get the care they needed.
- Many asked for more face-to-face meetings and videos to help them manage their accounts.

Children's services feedback:



- 50% felt the payments met their needs.
- They suggested having workshops and in-person support.



Since the consultation, Karen and her team have:

- Published the results of the consultation.
- Updated the direct payments policy.
- Set up a co-production group to work with service users.
- Started reviewing the information given to recipients.
- Planned to offer workshops and better communication.

Karen also said that they have recognised the need for more face-to-face support and targeted outreach.

The Panel thanked Karen for her report.

Some actions were agreed:

- Michelle Anglesea to work with Karen on publishing the feedback report for direct payments on the "Your Sefton Your Say" platform.
- Michelle to support Karen in promoting the co-production group for direct payments through posters and online promotion.
- Karen to contact individuals who have recently started receiving direct payments to invite them to join the co-production group.
- Karen to review and improve the forms and letters sent to direct payment recipients, ensuring clarity and accessibility.
- Karen to organise workshops for direct payment recipients based on specific themes to provide additional support.



For further information, please contact
karen.lee@sefton.gov.uk



Care Homes in Sefton Consultation.

Kate Holmes has proposed a consultation to find out what matters most to people about care homes in Sefton. The goal is to hear from:



- People living in care homes
- Their families and carers
- The wider public.

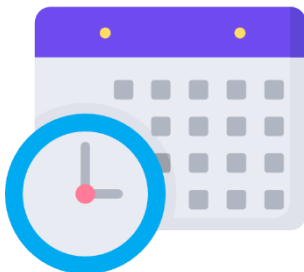


This feedback will help shape a new plan for how care homes are run, including the services they offer and the contracts they work under.



Online and paper surveys will be used to gather views. Paper surveys will be sent to care homes so residents can take part too.

The Panel made some suggestions to help the survey questions be clearer and to have face-to-face conversations too.

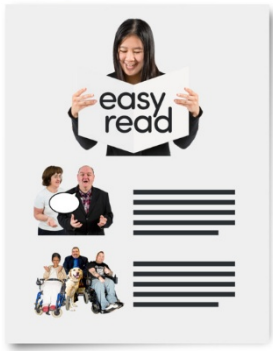


The Panel also suggested to extend the consultation period from 6 weeks to 3 months to allow more people to take part.

Kate Holmes agreed with these ideas and is happy to include them in the final plan.



The Panel thanked Kate for her report and the following actions were agreed.



- Michelle to assist Kate with revising the wording and questions and creating an easy-read version of the care home survey.
- Michelle to work with Kate on planning in-person activities during the consultation period for the care home survey.
- Kate to change the care home survey to include separate sections for individuals considering care home placements and those currently in care homes.
- To contact the Carers Centre and other relevant organisations to promote the care home survey and gather feedback.
- To seek approval to extend the consultation period for the care home survey to three months for fuller engagement.
- To distribute hard copy versions of the care home survey to care home providers for completion by residents and their families.



For more information, please contact

kate.holmes@sefton.gov.uk



Families First Partnership Social Care Reforms Consultation.

Helen Eccles and Kerrie Evans have introduced changes to social care through the Families First Partnership. They are launching a 12-week consultation to:

- Raise awareness of the partnership.
- Gather feedback from children, young people, families, professionals, and partners.
- Use this feedback to help design better services.



They want to understand how current services are working and ways to improve them.

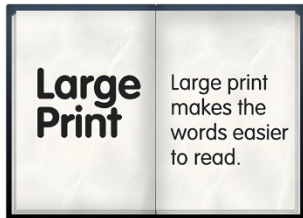
Kerrie explained that there will be many ways to get involved, including:



- Newsletters
- Surveys
- Online briefings
- Podcasts
- Face-to-face events and there will be 36 special sessions just for children, young people, and families.



The team is making sure everyone can take part by using documents that work well with screen readers and creating child-friendly paper surveys for younger participants.



They are committed to making the consultation inclusive and meaningful, especially for people with lived experience. They also want to:

- Be clear about what can and can't be changed.
- Give regular updates to everyone who takes part.



The Panel thanked them for their report and said:



- To attend participation training provided by Sefton Young Advisors to develop engagement methods.
- To link with Edge Hill University to explore ways for engaging children and young people.
- To ensure the consultation process for the Families First Partnership is inclusive and accessible, including the use of web-accessible documents and tailored surveys.
- To adapt consultation questions and methods based on initial feedback.
- To maintain a hub for communication materials and updates related to the Families First Partnership consultation.



Update from Sefton Youth Strategic Steering Group.



Georgia Ribbens shared an update from the latest meeting (3rd July).



Sefton Young Advisors are working on a 'Have Your Say' consultation. This is a project about young people's health and wellbeing.

They have also held three focus groups in schools about travel support.



Georgia also mentioned that at the meeting Edge Hill University talked about their 'Voices Project'. The project helps share messages using photos instead of words, so people are included.



The Panel thanked Georgia for the update.

For more information, please contact

Georgia.ribbens@sefton.gov.uk



Date of next meeting: 5th September 2025.