

REPORT TO: Urban Renewal Policy and Performance Board

DATE: 21 November 2007

REPORTING OFFICER: Strategic Director, Corporate and Policy

SUBJECT: Merseyside Action Plan

WARDS: Boroughwide

1.0 PURPOSE OF THE REPORT

1.1 To advise members of the Policy and Performance Board (PPB) of the production of the Action Plan for the Liverpool City Region 2008-2011 (formerly the Merseyside Action Plan)

2.0 RECOMMENDATION: That the Board note the report.

3.0 SUPPORTING INFORMATION

3.1 Purpose of the Action Plan

In producing this year's Action Plan, partners in the City Region agreed that the document:

- Should be the 'business plan for the Sub-Regional Partnership (SRP)'. It should cover the range of activities that impact on the economy, not just those seeking EU or NWDA funding.
- Needed to be clearer in identifying Merseyside's baseline position; aspirations for the next three years and how the projects supported will help to achieve that. In this the business plan should also be able to be used as a performance and monitoring tool for the SRP.
- Should provide a clear rationale for prioritisation of projects
- Should balance aspiration with the need to be realistic about spending profiles and ensure the use of available funding 2008-2011 is maximised.

3.2 As a result, the consultation draft of the Action Plan points out that:

- The plan is a business plan for the economic development of the sub-region, not just a bidding document or an additional strategy
- The document is underpinned by a database of projects submitted by partners over the past six months
- The document is working towards a more evidenced based, outcome led approach. This is not yet complete but the framework provides the basis for this in the future

3.3 The final draft of the Action Plan for the Liverpool City Region has been signed off by The Mersey Partnership Board on 31st October 2007.

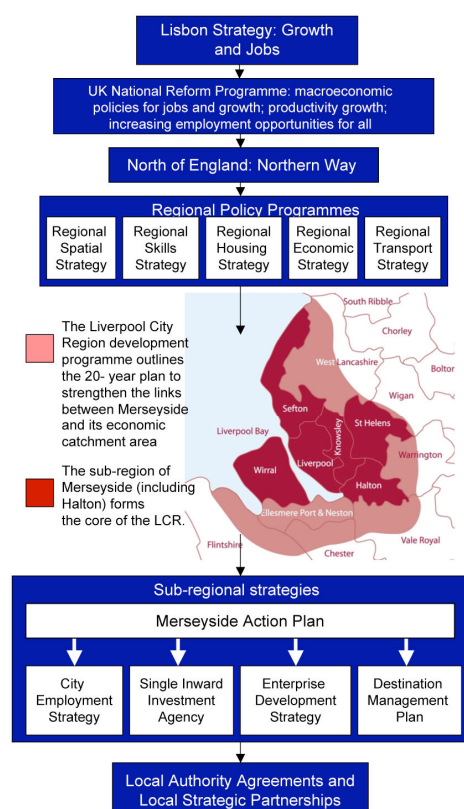
- 3.4 Members are advised that the Action Plan gives details of projects and programmes to be implemented across the Liverpool City Region over the coming three years. It demonstrates the growing confidence and investment of the private sector in the Liverpool City Region. It also provides a framework for allocating public sector resources, identifying major public investments that have already secured funding as well as additional resources required to further accelerate growth and develop the City Region's asset base.
- 3.5 The Action Plan also provides a clear statement of priorities that will guide investment from the private, public and voluntary sectors.

The Action Plan has been coordinated by The Mersey Partnership, in its role as the sub-regional partnership following detailed consultation and input from partners across the City Region, including: the 6 Local Authorities of the Liverpool City Region, LSC Greater Merseyside, Liverpool City Region's three universities, Merseyside's Chambers of Commerce, Merseyside's College Association, Job Centre Plus, Merseytravel and the LTP Support Unit and the Voluntary and Community Sector.

Members will note that a number of Halton project have been included in the document namely; Daresbury Science Park, Castlefields, Runcorn Canal Quarter, Silver Jubilee Bridge, Widnes Waterfront EDZ, 3MG, Mersey Gateway, Halton LTP Initiatives, and a range of enterprise, employment and skills packages.

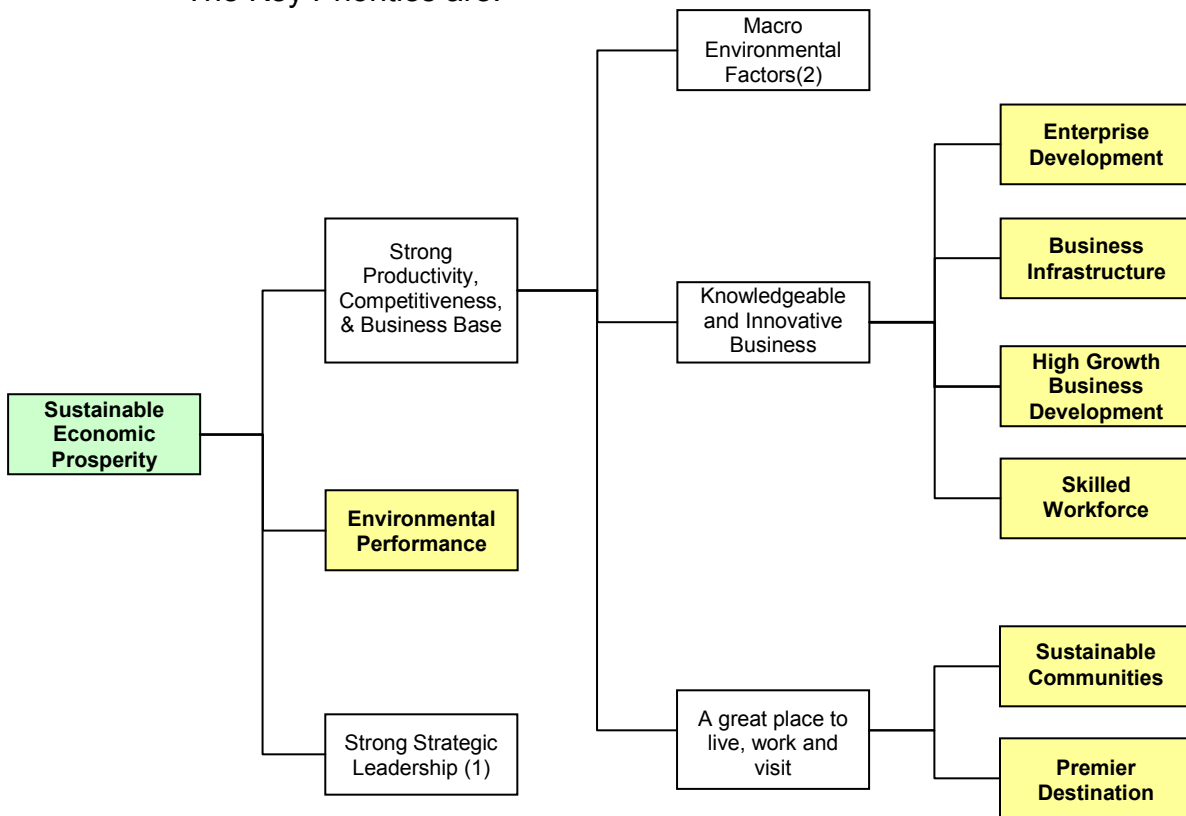
3.6 Strategic Linkage

The illustration below outlines where the Action Plan for the Liverpool City Region sits.



3.7 Listed below is a snapshot of the Action Plan's priorities.

The Key Priorities are:



Priority 1 – Enterprise Development

Generating Enterprise: Growing the business base through increased business start-ups and improved survival rates and supporting growth and increased productivity in key sectors. Developing an enterprise culture throughout the City Region.

Priority 2 – Business Infrastructure

Creating a Demand-Led Infrastructure: Continue to provide the right conditions for further investment, both to new inward investors to strengthen our existing business base and to speculative property developers. A well-connected City Region including key schemes such as Mersey Gateway and 3MG.

Priority 3 – High Growth Business Development

Investment Growth in High Value Sectors: Increase levels of inward investment in target high value sectors, through a combination of product improvement and effective promotion and selling of this improved product in target growth markets.

Priority 4 – Skilled Workforce & Working Communities

Up-skilling the Workforce, Retaining our Graduates: Tackling worklessness and improving skills levels across the whole range of qualifications is essential to underpin the move toward a knowledge based and innovative economy.

Priority 5 – Environmental Performance

Improving performance, Maximising Opportunities: TO take action to address the causes and impacts of climate change and to maximise the economic opportunities that mitigation and adaptation could present.

Priority 6 – Sustainable Communities

Delivering Sustainable Communities: Covering a range of social, environmental and economic issues. Both physical place making – the things which h make an area an attractive place to live – and quality of life factors such as the range and standard of local services which affect people’s lives on a day-to-day basis.

Priority 7 – Premier Destination

Grasping the Opportunities, Exploiting the Assets: 2008 will showcase the City Region’s unique and outstanding cultural and sporting heritage. Part of the legacy of 2008 will be further investment in our cultural infrastructure, including a new museums, theatres and sports-related infrastructure

4.0 POLICY IMPLICATIONS

- 4.1 Section 3.2 of this report states that the plan is viewed as a business plan for the economic development of the sub-region and is not regarded as just a bidding document. Nevertheless the document will certainly inform the production of the NWDA’s 3 year Strategic Investment Plan and will be used to agree priorities in the new European Programme. Consequently, members of the Urban Renewal Policy and Performance Board will need to maintain a strategic overview of the development and delivery of the plan, contributing key information on Halton’s projects as required.

5.0 OTHER IMPLICATIONS

- 5.1 Any other implications associated with issues connected with the Action Plan will be identified and report to the Board in future updates.

6.0 IMPLICATIONS FOR THE COUNCIL’S PRIORITIES

6.1 Children and Young People in Halton

None

6.2 Employment, Learning and Skills in Halton

Specific reference to taking forward Employment, Learning and Skills in Halton evidenced by reference to City Employment Strategy and Priority

1 Enterprise Development and Priority 4 Skilled Workforce & Working Communities

6.3 **A Healthy Halton**
None

6.4 **A Safer Halton**
None

6.5 **Halton's Urban Renewal**
Specific reference to taking forward Halton's Urban Renewal evidenced by reference to Priority 2 Business Infrastructure

7.0 RISK ANALYSIS

7.1 None

8.0 EQUALITY AND DIVERSITY ISSUES

8.1 None

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
Action Plan for the Liverpool City Region 2008-2011	External Funding Team 1 st Floor, Municipal Building,	Wesley Rourke