



# Imagine SEFTON 2030

## newsfeed

Issue 1 September 2016

■ This first newsfeed shares key findings from the Sefton **2030 Vision** consultation. We will keep you updated on developments in future issues of the newsfeed.

Councillor Paulette Lappin



Councillor Trish Hardy



## Thank you from Sefton Council

As you know we are developing a new and exciting vision for the future of the Borough; focusing on what is important and to be bold and ambitious, so that Sefton is a place where we are all proud to live, where people want to spend time, where people can achieve and where businesses thrive and investors are drawn to.

Over the last few months we have worked very closely with our partners, businesses, private sector organisations, the voluntary, community and faith sector and our local community to understand what you love about the area and how we can work together to deliver the ambitions expressed leading up to 2030 and beyond. It has been really important that we ask local people, visitors and people who work in the Borough what your Vision is for the Borough and the engagement we have carried out on the Vision built upon the work and the many conversations that have taken place with communities during the summer.

We talked to over **3,500** Sefton people, who live, visit or have businesses here and they gave us some valuable insights on what they thought would be most important for Sefton in the future. We made a website and a Visioning Toolkit, a Pop-up Community Roadshow, had meetings and workshops, ran surveys, and had a big social media campaign – and we also collected views on a postcard.



# Our survey said...

We asked **3,500** people and they told us...

- We want to be kept informed and to stay involved.
- Our communities will benefit most by all partners working together.
- All the themes are important and once one is achieved, others will follow. Job opportunities are seen as one of the important areas to start with.
- Investing the infrastructure of Sefton will generate a strong, sustainable economy. This will help to bring life back to our Town centres and high streets. Better roads and connections will help develop urban, village communities that have a range of housing choices and access to social activities.
- Sefton's many natural assets such as our coast, local heritage and open spaces, should be used to promote Sefton.
- We are proud of Sefton and want to live in a place where we look out for one another. We would like our surroundings to be litter free and generally well kept.
- We want to feel safe on public transport and when we are out and about.
- We think its important to embrace all the different communities who live in Sefton especially those who might feel less-included.

Overall most people we spoke to felt the themes were comprehensive and whilst some people showed preferences for themes relating to themselves, many also showed consideration for issues that impact on the wider community. There were a some areas that some people perceived as gaps:

- Capitalising on Sefton's assets and developing an identity
- Sefton should continue to be renowned for its bio-diversity, embrace new technology and methods to reduce our impact in terms of waste, pollution and loss of species.

## What next?

The consultation report has been shared with Sefton Council's Cabinet at their meeting on the 1st September. Although the formal consultation is over, we will be continuing the work over the coming weeks to refine the Sefton 2030 Vision Outcomes Framework and strengthen the messages. We want to ensure that the messages are accessible to all our communities before taking it back to Cabinet and Council in November. This newsletter is also available in an easy read version and will be shared with the Talking Newspaper. There is also a poster available for display.

**Imagine**  
**SEFTON**  
**2030**

## Tell us more...

A full copy of the consultation report can be downloaded from [www.bit.ly/Vision2030AnnexeB](http://www.bit.ly/Vision2030AnnexeB).

If you would like to submit any feedback, please email [imaginesefton2030@sefton.gov.uk](mailto:imaginesefton2030@sefton.gov.uk) by Friday 7th October