

# Southport Town Investment Plan and Masterplan



## Making the funding case for town centre regeneration

### CLIENT

Sefton Council

### LPA

Sefton Council

### STATUS

Complete

### SERVICES

Planning, Design, Strategic Communications, Economics

### Our role

- We led research, consultation on, and preparation of a town investment plan for the coastal town of Southport.
- We prepared a holistic masterplan for the town centre to address issues of falling footfall, rising vacancy rates and townscape and mobility constraints to revitalisation.
- We designed and delivered a virtual “whole town” community engagement programme over six months that engaged residents, businesses, visitors, every school, the college and university stakeholders.
- We helped to positively engage MHCLG in unlocking funding and contributing to the business case for funding.

### Results

- We secured the 2nd highest funding award nationally (£37 million) for the town investment plan – supporting regeneration of the town centre and waterfront area.
- The process that we led helped to create investor confidence with over £100m of investment projects currently at pre-application stage covering hotels, visitor attractions and mixed-use development.
- Our engagement strategy led to the biggest single conversation that the town has ever had, featuring over 7,000 pieces of written feedback.
- The project has been shortlisted for a Planning Award for consultation in the plan making process.