



# Southport

## Neighbourhood Plan

If you need this document in another language, please [contact us](#).

# Contents

About the Area

Community Events & Clubs

Local Facilities

Travel

Action Plan

Local Councillors

Community Action Days

Planned Improvements

Regeneration & Development

Neighbourhood Statistics

Staff Members

Customer Board

Click here to find out  
about applying online  
for our community  
funding Bright Ideas  
Fund



@prima\_grp



@prima\_grp



Prima Group



@PrimaGroupHousing

## Sign Up to Our Local Jobs and Training Bulletin

Head to [www.primagroup.org/local-jobs](http://www.primagroup.org/local-jobs) to sign up to our regular email bulletin and find out about jobs and training opportunities near you.



## About the Area

Southport is a historic seaside town and has a variety of attractions and facilities, including the beach, the UK's oldest iron pier, a fun fair and a marina. The town also boasts a number of scenic parks and gardens, high street shopping, exciting night-life and a wide range of restaurants.

Birkdale and Churchtown villages are home to some excellent restaurants and bars as well as a number of independent retailers, including a bridal shop, florists, chocolate shops, delis and cheese shops. Both villages are just a five minute drive from Southport town centre.

## Community Clubs & Events

- [Southport Community Centre](#) - SCC host a number of events aimed at bringing people together. It is located on Norwood Rd and further details are available on their website.
- [The Atkinson](#) - host a variety of art-related events throughout the year.
- **Places of Worship** - Southport and its surrounding villages has a host of places of worship. A selection of places of worship that are situated near to our homes can be found [here](#).

A number of different clubs you can join in Southport can be found [here](#).

## Local Facilities

Southport is a buzzing community with a wide variety of local facilities. Some of these include:

- [Southport Pier](#) - Opened in August 1860, it is the oldest iron pier in the country.
- [Southport Beach and RSPB nature reserve](#) - A great natural space.
- [Southport Marina](#) - Home to a variety of water sport activities.
- [Ocean Plaza](#) - A retail and leisure park area situated near the beach, includes a variety of shops, restaurants, takeaways, a bowling alley and a cinema.
- [The Atkinson](#) - Arts venue staging music, comedy and theatre in a 19th-century building, with a shop and a cafe.
- [Dunes Splash World](#) - Fitness centre and water park on two levels, with a gym, pool, sports hall, flume rides and bubble spa.
- [Hesketh Park](#) - Victorian public park situated to the North of Lord Street.
- [Victoria Park](#) - Situated at the south end of Lord Street and home to the annual Southport Flower Show.
- [Rotten Row](#) - A restored Victorian herbaceous border and one of the longest in the country (746 metres), situated next to Victoria Park and maintained by volunteers.
- [Botanic Gardens](#) - Situated in Churchtown Village, this is a wooded botanical garden which has a fernery, aviary, gift shop and a cafe.
- [Southport Recycling Centre](#) - Situated next to B&Q at Kew Retail Park and open all year round.
- [Kew Retail Park](#) - Hosts a variety of super-size stores including an Argos, B&Q, Home Bargains, Aldi and Tesco.
- [Schools and Colleges](#) - Southport has some excellent schools, colleges and early years learning centres. Detailed information is available [here](#).



Photo by George Millson

# Travel

Southport is well served by public transport. In particular, there are good rail links. The Northern Line connects Southport with Liverpool City Region and stations are situated at Hillside, Birkenhead and Southport Town Centre. Further details can be found [here](#).

Mainline trains also run from Southport station and connect with Wigan, Bolton, Manchester and beyond.

Bus services are good and there are express services that connect with Liverpool, Preston and a variety of other local areas. Further details can be found [here](#).

Merseyrail

Southport & Formby Bus Route Map

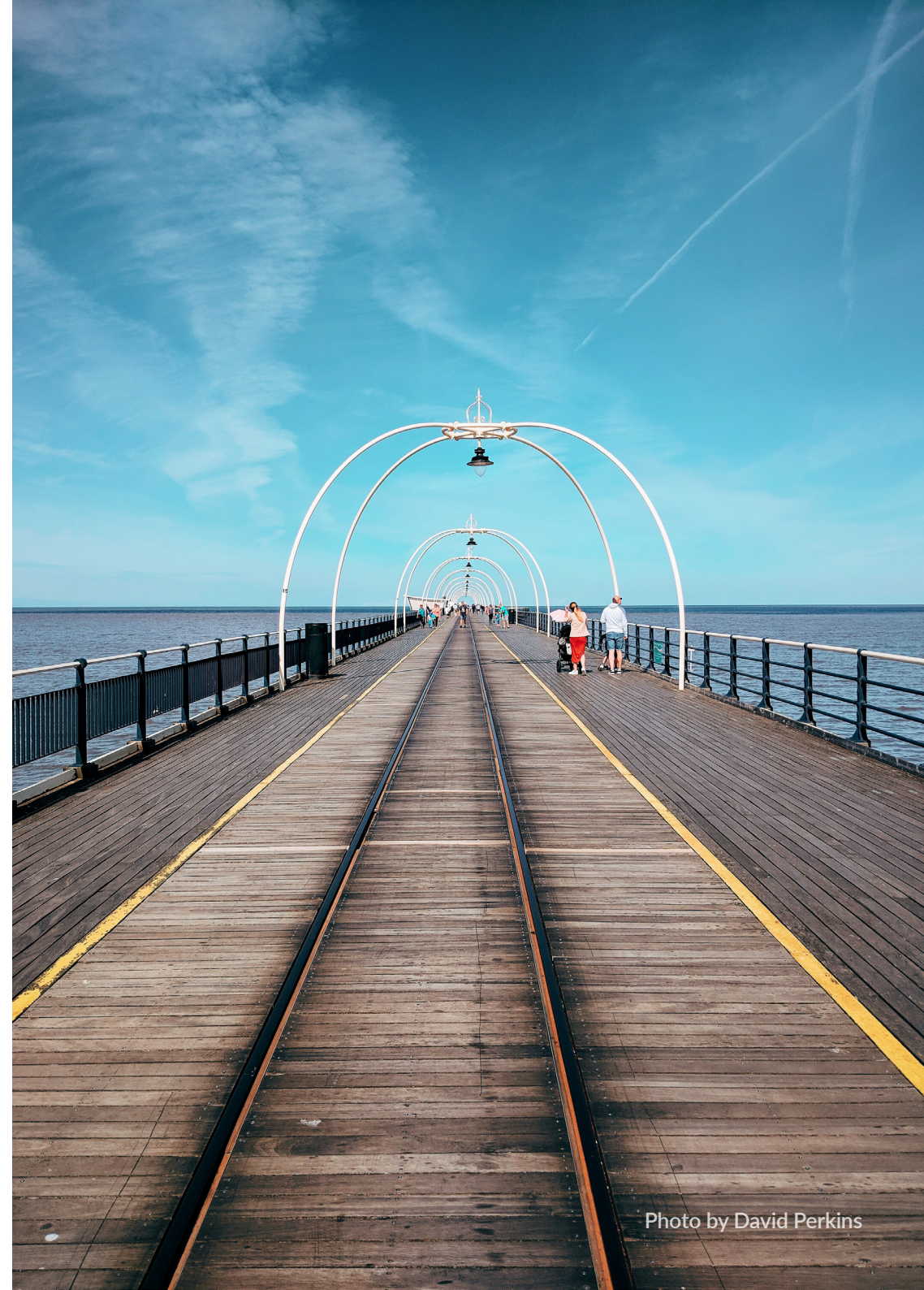


Photo by David Perkins

# Action Plan

Action	Partners/Staff	Details	Outcomes
<p>Create new links with not-for-profit groups and local amenities to increase usage by Prima Group tenants.</p>	<ul style="list-style-type: none"><li>• Housing Officer</li><li>• Communications &amp; Marketing Advisor</li></ul>	<p>Create a proactive outreach plan to work with not-for-profit groups to look at better relationships for services that could assist tenants such as the Station Masters House and Living Well Sefton.</p>	<p>Increased opportunity for tenants to access or volunteer local community services for their health and wellbeing.</p>
<p>Increase the number of applications to the <a href="#">Bright Ideas Fund</a>.</p>	<ul style="list-style-type: none"><li>• Housing Officer</li><li>• Communications &amp; Marketing Advisor</li><li>• Local Organisations</li></ul>	<p>Encourage, share and publicise the Bright Ideas Fund.</p>	<ul style="list-style-type: none"><li>• Increased the awareness of the Bright Ideas Fund.</li><li>• Assist with progression of community projects, events or activities.</li></ul>
<p>Work with the Community Regeneration Officer to offer a greater range of employment and training opportunities that meet the needs of local people and increasing the number of people signed up to the employment, training and skills bulletin.</p>	<ul style="list-style-type: none"><li>• Housing Officer</li><li>• Community Regeneration Officer</li></ul>	<p>Create a proactive approach to support tenants by building the awareness of support that is available from Prima Group. Utilising new technologies such as SMS &amp; App to help widen knowledge.</p>	<p>Increased numbers of tenants accessing support and benefiting from a wide range of tailored support.</p>

# Action Plan

Action	Partners/Staff	Details	Outcomes
<p>Increased community walkabouts to assist with a visible presence in the neighbourhood areas, offering tenants the opportunity to get involved and help shape their communities by improving local assets. You can find the schedule of walkabouts and clean-ups <a href="#">here</a>.</p>	<ul style="list-style-type: none"><li>• Housing Officer</li><li>• Community Regeneration Officer</li><li>• Local Council Neighbourhood Teams</li></ul>	<p>Work closely with internal teams to identify streets and neighbourhoods that could benefit from community walkabouts.</p>	<p>Prima Group tenants can be part of local actions to improve areas, working closely with Prima Group staff and stakeholders as part of any action plans that are made.</p>
<p>Offer tenants the opportunity to join the new <a href="#">Prima Voices Facebook group</a> as part of resident involvement measures to ensure tenants can shape the future of Prima Group.</p>	<ul style="list-style-type: none"><li>• Communications &amp; Marketing Advisor</li><li>• Community Regeneration Officer</li></ul>	<p>Encourage tenant participation by promoting the resident involvement Facebook group and email campaigns that list the latest local jobs and news from Prima Group.</p>	<p>More direct feedback from people that use Prima Group's services.</p>

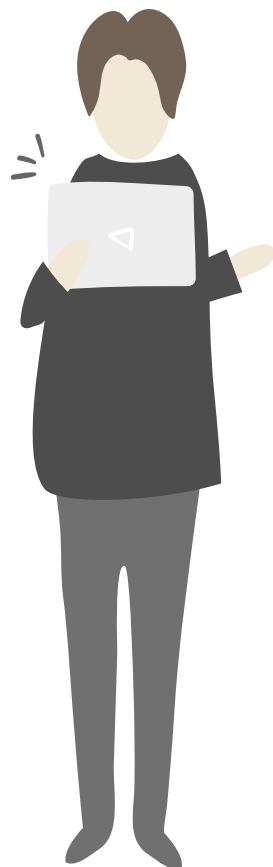
## Local Councillors

A councillor's primary role is to represent their ward or division and the people who live in it. Councillors provide a bridge between the community and the council. As well as being an advocate for local residents and signposting them to the right people at the council, councillors need to keep them informed about the issues that affect them.

Councillors have to balance the needs and interests of residents, the political party they represent (if any) and the council.

Our properties in Southport fall into a few different constituencies so there are multiple councillors you can contact depending on where you live.

A full list of local councillors can be found [here](#).



## Community Action Days

We regularly host clean-up days, estate walkabouts and community door knocks to help you remove any unwanted items from your home and to make sure we are hearing any concerns you may have about your area.

There are currently no planned community action days for Southport due to the ongoing COVID-19 pandemic. Please keep checking our website [here](#) to find out when the next one will be.

## Planned Improvements

Our planned improvements schedule has been heavily disrupted due to the ongoing COVID-19 crisis.

The majority of our programmed work was kitchen and bathroom replacements and these have now been postponed for this year now with the onset of the second wave of COVID-19.

It's likely that works planned for 20/21 will need to be phased over 21/22 and 22/2023. We will contact you directly with more information if you were due to have work carried out.

## Regeneration & Development

There are currently no plans to build any new homes in Southport.



## Prima Customer App

Download our app today and start managing your home at a time that suits you.

Simply search for **Prima Group** on the [App Store](#) or [Google Play Store](#).

# Neighbourhood Statistics

## Business Sectors

Below are the top three business sectors people in Southport are working in.



### Retail

15% of local businesses are in the Retail sector.



### Professional, Scientific & Technical Services

13% of local businesses are in the Professional, Scientific & Technical Services sector.



### Arts, Entertainment, Recreation & Other Services

10% of local businesses are in the Arts, Entertainment, Recreation & Other Services sector.

Find out more about our [Local Jobs & Training email bulletin here.](#)

## Industry Sectors

Below are the top three industry sectors people in Southport are working in.



### Health & Social Care

17% of people living in Southport work in Health and Social Care.



### Retail

12% of people living in Southport work in Retail.



### Education

11% of people living in Southport work in the Public Sector.

## Qualifications

'Level 1' qualifications are equivalent to a single O-level, GCSE or NVQ. 'Level 2' qualifications are equivalent to five O-levels or GCSEs. 'Level 3' qualifications are equivalent to two A levels.

285

People With No Qualifications

31% of Working Age Population

110

People With Highest Qualification Level One

12% of Working Age Population

115

People With Highest Qualification Level Two

12% of Working Age Population

100

People With Highest Qualification Level Three

11% of Working Age Population



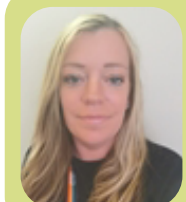
# Staff Members

Housing Officer



Karl Rooney  
Community  
Regeneration Officer

David Seasy  
Income Officer



Jenny Devon  
Tenancy Sustainment  
Officer

## Contacting Prima Group

 0151 452 0202

 [primagroup.org/contact-us](mailto:primagroup.org/contact-us)



Want to know  
how we're doing?

You can see how  
we're performing  
by clicking [here](#).



## Customer Board

We are looking for people to join our new customer board and help shape the way we work.

We want to put customers at the heart of everything we do and make sure their are heard when important decisions are being made about the services they receive.

For this reason, we have created the Prima Customer Board. This group will have an extremely important role to play, acting as the voice of the customer and helping to direct and shape the Group's future.

Find out more information on how you can join the Prima Customer Board [here](#).

