

What is Sefton 2030?

Sefton 2030 is a partnership between Sefton Council and The Sovini Group to deliver 1,000 new affordable homes across the borough by 2030.

The programme will help provide high-quality homes for local people, support regeneration, and contribute to the borough's long-term housing needs.

Where will the new homes be built?

New homes will be delivered on a number of sites across the borough. Locations are being identified through the planning process and in line with Sefton's Local Plan. Specific sites will be announced as they progress through planning and development stages.

Who are The Sovini Group?

The Sovini Group offers a unique housing solution: providing seamless, end-to-end services across the entire sector. From construction and development to property maintenance, trade supplies, and housing management, the Group's collective of specialist businesses are equipped to deliver on any housing ambition.

Commercial success directly fuels social impact, with the Group reinvesting profits back into communities.

Who will be able to live in the new homes?

Homes will be available to those who meet the set criteria which differs depending on the affordable rent or homeownership opportunities available. Sefton 2030 will deliver a range of affordable, sustainable properties.

All affordable rent properties will be allocated fairly via Property Pool Plus, with homeownership opportunities being advertised via One Vision Housing's (part of The Sovini Group) website - <https://ovh.org.uk/>

Find out more about Property Pool Plus - <https://www.propertypoolplus.org.uk/>

Will local people get priority for these homes?

Housing allocations are managed through established local housing policies and housing association procedures. This process aims to fairly prioritise people with local connections and those with the greatest housing need.

What types of homes will be built?

The programme aims to provide a mix of property types to meet different needs, including family homes, accessible homes, and smaller homes for individuals or

couples. The exact mix will vary depending on the site, local housing demand and planning permission.

Will local jobs and apprenticeships be created?

Construction projects often include opportunities for local employment, apprenticeships, and training. The Council and its partners aim to maximise the benefits of new developments for the local economy.

All career opportunities relating to Sefton 2030 will be advertised at <https://sovini.co.uk/careers/>

Why is new housing being built in this area?

New housing helps meet local demand, supports population growth, and provides a range of homes for different needs, including affordable housing. Developments are planned in line with Sefton's Local Plan to ensure they are sustainable and appropriate for the area.

How will this development affect local traffic and roads?

The Sovini Group are required to submit transport assessments showing the impact on traffic levels. If needed, they must provide improvements such as upgraded junctions, new pedestrian crossings, road widening, or safer walking and cycling routes. These measures are agreed with the Council before planning permission is granted.

Will there be enough school places for new families?

Sefton Council works with education planners to assess whether local schools have capacity. If extra places are needed, developers may be required to contribute funding toward school expansions or new facilities through planning conditions.

Will this put pressure on GP surgeries and health services?

As part of the planning process, local NHS organisations are consulted. Where developments create additional demand, developers may be asked to provide financial contributions to help increase local healthcare capacity.

What new infrastructure will be provided as part of the development?

Infrastructure can include new roads, play areas, green spaces, drainage systems, transport links, or community facilities. Specific requirements vary by development and are secured through planning obligations.

How will flooding and drainage be managed?

All developments must provide a Sustainable Drainage System (SuDS) to prevent increased flood risk. Plans must demonstrate how water will be managed on-site and ensure there is no negative impact on existing homes.

How will wildlife and natural habitats be protected?

We will ensure the completion of ecological surveys and propose measures to protect or enhance habitats. This may include retaining trees, creating green buffers, or providing new habitat areas such as ponds or wildflower zones.

What construction impacts should residents expect?

Construction may involve temporary increases in noise, dust, and traffic. We will ensure full compliance in following agreed working hours, managing dust, and ensuring safe access routes, with limited disruption. All concerns should be reported to the Council's enforcement teams.

How can residents provide feedback or raise concerns?

During the planning process, residents can comment online or in writing. After approval, queries about construction, traffic, or site issues can be directed to The Sovini Group at <https://sefton2030.com/contact-us> or the Council's Planning Enforcement Team at <https://sefton.gov.uk/planning-building-control/planning-enforcement/>

How long will the development take to complete?

Timelines vary depending on the size of the site, infrastructure requirements, and phasing.

The Council and The Sovini Group will communicate with local residents and businesses of these timescales, whilst ensuring minimal disruption during construction.