

**“The year 2050 can seem like a long way away** when you’re working hard to meet the challenges of today.

An important conversation is happening right across Southend-on-Sea called ‘Southend 2050’, it’s about the future of the borough and how it affects the everyday lives of the people that live, work and visit here.



As we look forward to the future, and developing a shared community vision for Southend 2050, we are working closely with our local community and partners to map out our journey and to promote a preventative approach that is empowering and facilitates people to take control of their own lives rather than being told what to do “

Simon Liffley, Deputy Chief Executive (People)  
Southend-on-Sea Borough Council



The Locality Approach supports communities by joining up professionals across a range of areas, including health, housing, the voluntary sector and other community providers. Positioning teams directly in the heart of our community instead of council offices has opened up different conversations with people.



“The adult social care transformation programme in Southend is changing our approach to supporting individuals, families, carers and the community looking at positives by focussing on people’s strengths rather than the things they can’t do”



Sharon Houlden, Director of Adult Services & Housing  
Southend-on-Sea Borough Council

We supported  
**2,642**  
people over **65** years old  
in Adult Social Care with  
long term needs  
2,699 in 2016/17

**Moving in the right direction** ▶▶▶

In 2016/17 we pledged to position ourselves in the heart of Southend’s communities as an integral drive to hear citizen voices and understand each part of our vibrant Town. So what has gone well since our last Local Account?

✔ **Integrated working**

Last year we worked together with partners to join up support for residents so people only have to tell their story once. We continue to locate social workers in GP surgeries across the Borough to bring health and social care together.

✔ **Community engagement**

Our drive continues to make sure we are having meaningful engagement with the people of Southend.

✔ **Robotics**

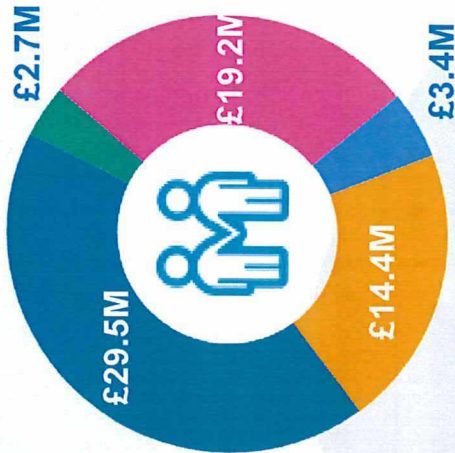
This year Pepper the robot has been working with people to drive forward the potential to increase their independence and reduce social isolation.

✔ **Community hub project**

Social workers and other professionals are now located in 6 sites spanning across each geographical locality in Southend with 2 more hubs in development for the end of summer 2018.

For more about statistics and for other information about the quality of local care and support go to :

www.southend.gov.uk



Compared to 2016/17, a higher proportion of older people were living at home as a result of reablement after being in hospital

In 2017/18, there was a higher proportion of people in paid employment with learning disabilities than the national average

Overall, we have improved performance in delaying and reducing the need for care and support since 2016/17

## Challenges ahead

Southend has a growing and ageing population with more complex long term health conditions

Financial pressures mean local authorities need to find more innovative and creative ways of supporting people to have a good quality of life.

We want to work more closely with citizens and communities to find the best ways to meet these challenges.

## ADULTS ASSET MAP

People have told us that the don't always know what is available locally and how it can be difficult to find information, so we have now developed an interactive asset map..[search and discover places near you!](#)

Visit >> [southend.maps.arcgis.com/apps/webappviewer](https://southend.maps.arcgis.com/apps/webappviewer)

## Future plans

So what do we need to do to get better to move ahead in the future?

Wherever possible, we want people to be able to enjoy their lives in their own homes

We want to work with our health colleagues to enhance the offer of health and social care support in the community

People want to have more of a say in the type of support they need

We want to offer easy to understand advice and information to everyone