

**DRAFT – NOT COUNCIL POLICY UNTIL ADOPTED BY FULL COUNCIL,  
13.12.18**

**2050 Themes and outcomes**

**Pride and Joy**

**By 2050 Southenders are fiercely proud of, and go out of their way, to champion what our city has to offer.**

In five years' time:

- There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.
- The variety and quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors.
- We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
- Our streets and public spaces are clean and inviting.

**Safe & Well**

**By 2050 people in Southend-on-Sea feel safe in all aspects of their lives and are well enough to live fulfilling lives.**

In five years' time:

- People in all parts of the borough feel safe and secure at all times.
- Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
- We are well on our way to ensuring that everyone has a home that meets their needs.
- We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
- We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.

**Active and Involved**

**By 2050 we have a thriving, active and involved community that feel invested in our city.**

In five years' time:

- Even more Southenders agree that people from different backgrounds are valued and get on well together.

- The benefits of community connection are evident as more people come together to help, support and spend time with each other.
- Public services are routinely designed - and sometimes delivered - with their users to best meet their needs.
- A range of initiatives help communities come together to enhance their neighbourhood and environment.

### **Opportunity and Prosperity**

**By 2050 Southend-on-Sea is a successful city and we share our prosperity amongst all of our people.**

In five years' time:

- The Local Plan is setting an exciting planning framework for the Borough.
- We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
- Our children are school and life ready and our workforce is skilled and job ready.
- Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
- Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.

### **Connected and Smart**

**By 2050 people can easily get in, out and around our borough and we have a world class digital infrastructure.**

In five years' time:

- It is easier for residents, visitors and people who work here to get around the borough.
- People have a wide choice of transport options.
- We are leading the way in making public and private travel smart, clean and green.
- Southend is a leading digital city with world class infrastructure.