

## **Council – 20<sup>th</sup> March**

### **Cabinet – 3<sup>rd</sup> March 2025**

#### **Minute 99: City Vision**

The Cabinet considered a report of the Chief Executive presenting the refreshed Southend-on-Sea City Vision setting out a clear direction for Southend's growth and development, aligned with the aspirations of Southend City's diverse communities and stakeholders.

Recommended:

That Council be recommended to endorse the City Vision for Southend-on-Sea.

Reasons for recommendation:

As a core member of the Southend City Partnership, Southend-on-Sea City Council is committed to improving the quality of life for residents, workers, visitors, students, and businesses. The City Vision offers an opportunity for the Council to optimise its resources and foster collaboration with other leading organisations, delivering inclusive outcomes across Southend City.

Other options:

The City Partnership and major organisations could continue to operate independently within their existing strategic and partnership frameworks. However, this approach would miss the opportunity to leverage the added value and synergies that come from collaborating under a shared Vision.

Note: This is an Executive Function

Not eligible for call-in.

Cabinet Member: Cllr Cowan