

The Council – 20th March 2025

Notice of Motion

Economic Assessment and Policy Prediction

Every policy enacted by the Council has a tangible economic impact on our local community. At the national level, policies are often accompanied by economic forecasts and analyses to ensure policymakers can make informed decisions that benefit the nation. It is imperative that Southend-on-Sea adopts a similar approach to bolster our local economy.

Southend-on-Sea faces significant economic challenges, including an employment rate of 75.6% – lower than the regional average – whilst unemployment stands at 5.2%, notably higher than the East of England's 3.6%. Additionally, 21% of working age residents are economically inactive, and our GDP remains relatively low at £3.5 billion. The city also experiences above-average deprivation, with nine Lower Super Output Areas ranking among the most deprived 10% in England. These factors not only affect the livelihoods of our citizens, but also impact the financial health of the Council and the overall perception of Southend as a place to live, work, and invest.

This Council therefore resolves to:

1. Expedite the publication of a comprehensive city-wide economic plan adhering to the principles outlined in the Economic Strategy published last year;
2. Convene a Southend 'Economic Summit' with key stakeholders, both internally and externally, to gain deeper insights into the challenges and opportunities for investment in our city;
3. Develop economic impact assessments for all new policy proposals, evaluating metrics such as Gross Value Added (GVA), average salary, employment figures, and poverty rates;
4. Integrate economic impact assessments and forecasting reports on the local economy into future Budgets.

Proposed by: Cllr J Courtenay

Seconded by: Cllr J McMahon