

# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Corporate Director for  
Place

to

Cabinet

on

17<sup>th</sup> March 2015

Report prepared by: Scott Dolling, Head of Service –  
Economy, Regeneration and Tourism

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## Regeneration Priorities

Place Scrutiny Committee  
Executive Councillor: Councillor Graham Longley  
Part 1 (Public Agenda Item)

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### 1. Purpose of Report

- 1.1 To set out recommendations for regeneration priorities over the next 10 years and update the 2007 Regeneration Framework.

### 2. Recommendations

- 2.1 That Cabinet confirms the priorities for regeneration and economic development in Southend-on-Sea.
- 2.2 That Cabinet agrees priorities identified in Appendix 1 will be used to inform a new regeneration framework to 2025.

### 3. Background

- 3.1 In 2007 Renaissance Southend published its regeneration framework setting out a vision and key objectives for growth and regeneration in Southend-on-Sea. It recognised that the Southend-on-Sea Core Strategy and the Regeneration Framework should be closely aligned. There was particular emphasis in sending out a clear message to the public and private sector of the importance of Central Southend and London Southend Airport as key opportunities.
- 3.2 Several key projects have subsequently been delivered, others are in progress and further ambitions and aspirations have been identified for the town's continued development. This paper and appendix sets out the refreshed position and identifies priorities for the coming years to 2025.
- 3.3 Regeneration projects across the Borough have already resulted in some outstanding improvements to the public realm. City Beach, Cuckoo Corner, Progress Road, Victoria Gateway, The Forum Southend-on-Sea, Pier Royal

Pavilion, and Garon Swimming and Diving Centre have all now been completed. Private sector investment has also consolidated a confident local economy with massive expansion at London Southend Airport, along with a wealth of new hotel investment, transport and leisure development in recent years.

- 3.4 There are more plans on the cusp of realisation too. The Seaway cinema scheme and Airport Business Park are detailed within Southend Central Area Action Plan (SCAAP) and recently adopted London Southend Airport and Environs Joint Area Action Plan (JAAP).
- 3.5 Southend successfully negotiated City Deal status and the new business incubation centre funded by this agreement is now open. Southend-on-Sea as part of South Essex is recognised by Government as a location where projects are delivered on time, on budget and with the ability to make transformational change. The single minded focus over successive rounds with Government teams and LEP partners on the need to transform Victoria Avenue gained traction as Southend's Central area was one of the only non-transport projects funded in the SELEP round 1 allocation. This was also aided by Southend having emerging detailed planning policies for the central area in the SCAAP.
- 3.6 A positive track record and communication of the long term strategic benefits has helped the Council to successfully win Growth Deal funding beyond the original per capita allocations. We now have funding allocations for a range of projects including transport and enablement to deliver new jobs in the JAAP area.
- 3.7 To succeed in future funding rounds, the focus needs to be clear and meaningful with strategic aims and planning policies backed up by deliverable actions. **Appendix 1** identifies projects that meet the criteria and allows the flexibility to steer towards funding opportunities as they unfold.
- 3.8 Cultural regeneration is at the heart of ambitions for Southend – skills, education and aspiration need to sit across the community to tackle issues of low attainment and health inequality. Aligning our physical regeneration projects with opportunities for employment and entrepreneurialism will form a key means to deliver lasting change for future generations. Linked to ambitions with our Better Start programme for the 0-3 year olds, enterprise and regeneration also offer improved opportunities for those in our disadvantaged communities.
- 3.9 A business focused attitude through the planning framework needs to be reflected in policy – particularly for the high profile Central Area. The Southend Core Strategy, SCAAP and JAAP provide the strategic as well as detailed planning policy in Southend to ensure that development is managed positively as well as proactively. The refresh of the Regeneration Framework and preparation of the emerging SCAAP in particular is an opportunity to align these important documents to ensure they meet the needs of businesses, visitors and the local population whilst safeguarding the Borough's environment for future generations.

#### **4. Other Options**

- 4.1 An external assessment of regeneration projects and priorities could be commissioned.

#### **5. Reasons for Recommendations**

- 5.1 The existing regeneration framework has now been partially delivered. The current context therefore needs to be produced to aid delivery of future priorities.

#### **6. Corporate Implications**

##### 6.1 Contribution to Council's Vision & Corporate Priorities

- 6.1.1 Regeneration links across all of our priorities and in particular prosperous. Through the developing economy, skills and employment aspirations for the future of the Borough can be met.

##### 6.2 Financial Implications

- 6.2.1 Growth Deal funding allocations will be reliant on effective business cases being made. This Regeneration Framework will set out how the existing allocations for Growth Deal funding relate to priorities in the Borough. It will additionally support future bidding rounds by identifying these priorities. Southend-on-Sea Borough Council's capital programme features major projects included within the appendix which will be cross referenced in the Regeneration Framework.

##### 6.3 Legal Implications

- 6.3.1 N/A.

##### 6.4 People Implications

- 6.4.1 N/A.

##### 6.5 Property Implications

- 6.5.1 The aspirations identified will significantly enhance public realm and the highway infrastructure.

##### 6.6 Consultation

- 6.6.1 The priorities have been identified from the existing Regeneration Framework and agreed Council priorities. Major projects outlined in the appendix will be further consulted with stakeholders.

##### 6.7 Equalities and Diversity Implications

- 6.7.1 N/A

## 6.8 Risk Assessment

6.8.1 Individual projects within the priorities will carry their own separate risk assessments.

## 6.9 Value for Money

6.9.1 Projects have to demonstrate good value for money and need to meet appropriate criteria. Those supported through the Growth Deal will be subject to an independent technical evaluation.

## 6.10 Community Safety Implications

6.10.1 N/A.

## 6.11 Environmental Impact

6.11.1 N/A.

## **7. Background Papers**

7.1 The existing Regeneration Framework was concluded in 2007.

## **8. Appendices**

### **8.1 Appendix 1 – Regeneration Priorities.**