

Public Document Pack
SOUTHEND-ON-SEA BOROUGH COUNCIL

Place Scrutiny Committee

Date: Monday, 15th June, 2020

Time: 5.30 pm

Place: Virtual Meeting via MS Teams

Contact: Tim Row - Principal Committee Officer

Email: committeesection@southend.gov.uk

A G E N D A

- 1 Apologies for Absence**
- 2 Declarations of Interest**
- 3 Questions from Members of the Public**

****** ITEMS CALLED-IN/REFERRED DIRECT BY CABINET HELD ON TUESDAY
25TH FEBRUARY 2020**

- 4 Southend Central Area Transport Scheme** (Pages 1 - 142)
Minute 858 (Cabinet Book 1, Agenda Item No. 5 refers)
Report of Executive Director (Neighbourhoods and the Environment) attached
Called in by Councillors Cox and Davidson

TO: The Chair & Members of Place Scrutiny Committee:

Councillor A Moring (Chair),
Councillors M Flewitt (Vice-Chair), B Ayling, J Beck, A Bright, K Buck, L Burton,
A Chalk, D Cowan, T Cox, M Dent, S George, D Jarvis, S Wakefield, C Walker, N Ward
and P Wexham

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Southend-on-Sea Borough Council

Report of Executive Director for Neighbourhoods and Environment

to
Cabinet
on
25 February

Agenda
Item No.

4

Report prepared by: Chris Styles, Engineer, Major Projects
and Strategic Transport Policy

Southend Central Area Transport Scheme (S-CATS) Phase 3 & 4 London Road and Victoria Circus

Place Scrutiny Committee(s)
Executive Councillor: Councillor Woodley
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To provide Cabinet with an update on the progress of the 'Southend Central Area Transport Scheme (S-CATS)'.
- 1.2 To advise Cabinet that two design options have been developed for S-CATS Phase 3 - London Road (between College Way and the High Street) and an outlined plan for Phase 4 Victoria Circus, refer to **Appendix 1** for scheme extents based on "concept design and vision statements" which were included in the S-CATS Cabinet paper submitted on 15 March 2016 (**Appendix 2**). These design options have been produced through extensive consultation throughout 2018-2019 via the SUNRISE Co-Creation project.
- 1.3 To advise Cabinet that a series of workshops have been held in public spaces including the Forum, the Civic Centre and the High Street. These events have included internal and external stakeholders as well as members of the public. Further consultations have been undertaken throughout August 2019, via an online survey (**Appendix 5**) which highlighted the priorities as seen by the local residents, businesses and visitors to the town. The results of this combined approach led to multiple options being produced and shortlisted through the SUNRISE Core Group which also included local businesses and the public. These options have been taken to events targeting the key users of the High Street to ascertain the preferred options.
- 1.4 To advise Cabinet that Design Option 1 scored higher on the scheme options matrix (refer to **Appendix 4**) and therefore is the preferred option.

2. Recommendations

- 2.1 That Cabinet endorses both proposed design options for Phase 3 London Road and Victoria Circus and confirms that either of the two options may be taken forward to construction.
- 2.2 That delegated authority be given to the Chief Executive and Executive Director (Neighbourhoods and the Environment), in consultation with the Leader of the Council, to agree the final detailed design option based upon the Option 1 preliminary design.
- 2.3 This confirmation will allow the selected option be taken forward to implementation with a programmed commencement in Spring 2020 as proposed with key stakeholders prior to this report. Together with the advertisement of any necessary Traffic Regulation Orders.

3. Background

- 3.1 S-CATS is a Local Growth Fund Scheme that has an allocation of £7m. The purpose of the scheme is to take forward aspects of transport and public realm infrastructure that are seen as necessary to support both housing and employment growth in the Town Centre.

The scheme is being developed in four phase:

S-CATS	Phase 1: Victoria Avenue Improvements	Phase 2: London Road Area (between Queensway-London Road roundabout and College Way)	Phase 3: Stub-end of London Road Area (between College Way and Victoria Circus)	Phase 4: Victoria Circus
Financial Year	2016-2017	2017-2018	2020-2021	2020-2021
Local Growth Fund	£1m	£2m	£0.5m	£3.5m

Phase 1

This included a series of junction improvements along Victoria Avenue that better manages traffic into and out of the town centre. Access and public realm improvements along London Road, College Way, Queens Road and Elmer Avenue are the next steps to encourage more residents and tourists to visit and spend time in the Town Centre and for local businesses to flourish.

Phase 2

Focused on London Road (between Queensway and College Way), which is the key western approach for pedestrians and cyclists into the town centre. Phase 2 also included streetscape works on the College Way / Queens Road / Elmer Avenue route between London Road and The Forum / South Essex College.

Phase 3 & 4

These phases will also focus on improved street scape works along London Road between College Way and the High Street and Victoria Circus and creating a formal gateway into the High Street as well as establishing a more functional space for local businesses and residents.

The scheme supports and compliments the improvements already made to A127/A13 Victoria Gateway and links to the junction improvement works along Victoria Avenue. Furthermore, the scheme continues the public realm, walking & cycling enhancements being undertaken along Victoria Avenue as a part of S-CATS phase 1 and London Road from phase 2.

- 3.2 The S-CATS Business Case was submitted to the South East LEP (SELEP) in January 2019 (Appendix 6) to unlock £4m from the Local Growth Fund to deliver S-CATS Phase 3 & 4.

S-CATS represents a major opportunity to support the continued growth and regeneration of the Southend Central Area. It is the delivery mechanism for the policies set out in the Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Document that are aimed at strengthening and transforming the Town Centre sub-regional role as a successful commercial and retail destination, cultural hub, educational centre of excellence, leisure and tourism attraction – an excellent place to live, work and visit.

- 3.3. Two design options have been developed for London Road and Victoria Circus based on the SUNRISE Co-Creation process as well as the cabinet paper submitted on 15 March 2016 'Concept designs and Vision Statements' for the S-CATS scheme (**Appendix 2**).

In both options the key features of the proposed layouts include:

- Realignment of the carriageway to restrict vehicular movements through the stub-end of London Road to encourage pedestrian movement throughout the space.
- Redistribution of the taxi bays on London Road.
- New access restrictions onto the High Street from London Road to be controlled by CCTV and a rising bollard system.
- Realignment of the carriageway to include provisions for cycling.
- A new blanket access restriction onto the High Street.
- Reduction in speed limit from 30mph to 20mph.
- Sustainable Urban Drainage System along the footway.
- Improved street lighting.
- Block paving of footway, cycleway and parking bays.
- Improvements to landscaping including introduction of trees and planters.

These changes will require the reallocation of road space to provide a larger area for pedestrians and an improved street environment, while also maintaining essential access for delivery vehicles, taxis and cars.

- 3.4 Improved safety, access and mobility in the town centre area will encourage more walking and cycling, resulting in positive benefits for health and well-being, whilst also enabling a “shop local” culture, reinforcing the offer of the High Street.
- 3.5 Public realm and transport investment plays a key role in raising aspirations, the quality and growth potential of an area and is therefore at the core of this work. The scheme will invest £7m in improvements, which will support both Borough Council and private sector investments and development.

4. Other Options

- 4.1 SCAAP will guide development and regeneration within the Town Centre area and central seafront until 2021. The SCAAP Revised Proposed Submission Document sets out all known major potential development sites and the vision for them within the central area which includes the key sites identified for the Southend Central Area Transport Scheme.
- 4.2 This intervention will demonstrate a strong commitment to provide the infrastructure needed to support growth in the Town Centre. Whilst the development will be phased over the SCAAP period, it must be recognised that in order to encourage the investment and to revitalise the Town Centre, a clear funded route for infrastructure development must be put forward to support the SCAAP developments and further economic growth.
- 4.3 The third option would be to take no action. This makes no changes to the public space in which case this investment opportunity would be lost. Failing to deliver the preferred options from the S-CATS consultation would reduce the contribution to supporting local health and wellbeing and restrict accessibility and local mobility, and potentially undermine business confidence and investment within this area.
- 4.4 This scheme is a critical element of a wider improvement to support planned growth in Southend Central Area. Therefore, if the scheme is not progressed there will be a greater impact from un-planned growth, including reduced highway capacity, increasing congestion and a lack of access to sustainable transport choices.

5. Reasons for Recommendations

- 5.1 High quality public realm enhancements will create spaces within the Town Centre to attract more people to the area, encourage activities in the public spaces and revitalise the commercial areas.
- 5.2 Improved access to the High Street will encourage more walking and cycling to the town from surrounding areas.

- 5.3 Better streets and public spaces will bring greater civic pride to encourage investment and visitor numbers supporting the local economy.
- 5.4 To support the spatial planning activity identified in the SCAAP and other plans either prepared or being prepared by the Council's planning team.
- 5.5 To support and align with both of the previous S-CATS phases 1 & 2 to provide a welcoming Gateway to the Town Centre.

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

- 6.1.1 The SCATS project is fully aligned to deliver the vision and corporate priorities of the Council, particularly in respect of supporting the SCAAP, 2050 and other plans either prepared by or under preparation by the Council's Planning Team.

6.2 Financial Implications

- 6.2.1 The SCATS has obtained funding of £7m from the South Essex Local Enterprise Partnership. The allocation is profiled across four years as set out below and is wholly grant funded. The allocation for 2017/18 was delivered through Phase 2- London Road improvement and support design work to enable the other scheme elements undertaken in 2017/18.

Financial Year	2016-2017	2017-2018	2020-2021	2020-2021
Local Growth Fund	£1m	£2m	£0.5m	£3.5m

6.3 Legal Implications

- 6.3.1 Any necessary Traffic Regulation Orders will be identified and follow the legal processes

6.4 People Implications

- 6.4.1 The scheme affects the lives of all those who live, work and visit the Town. The intention to improve accessibility, safety and improve the public realm are positive outcomes.

6.5 Property Implications

- 6.5.1 The schemes proposed will affect land for which the Council is the highways authority and will involve collaborative working with private landowners and local business, such as Sainsbury's.

6.6 Consultation

- 6.6.1 The consultation process for this work was based on the SUNRISE Co-Creation process which sought to engage and inform residents, businesses and key

stakeholders as to the design of the space and throughout the life of the project. A public survey was undertaken and the results from that survey can be found in Appendix 5

6.7 Equalities and Diversity Implications

6.7.1 Best practice will be adopted in the design proposals with the aim to improve accessibility for pedestrians, cyclist and the disabled which will be a major factor in the development of the scheme.

6.7.2 Different user groups have different needs and part of the development of the final design plans through stakeholder engagement has been full equality analysis.

6.8 Risk Assessment

6.8 Risks are reviewed throughout the life of the project and mitigation measures undertaken to reduce risks.

6.9 Value for Money

6.9.1 S-CATS Phases 3 & 4 – an additional £4m of funding has been obtained through the Southend East Local Enterprise Partnership (SELEP), refer to **Appendix 6** for more details.

6.10 Community Safety Implications

6.10.1 Understanding the community safety impacts and improving the quality of streets and public spaces provided in the Town Centre area is an essential part of this scheme.

6.11 Environmental Impact

6.11.1 This will be considered in the effective re-use of materials, sustainability of the supply chain, managing flood risk, low energy lighting systems and ensuring that corporate policies have been considered.

7. Background Papers

7.1 Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Document:

http://www.southend.gov.uk/info/200420/development_plan_documents/391/southend_central_area_action_plan_scaap

8. Appendices

Appendix 1: Southend Central Area Transport Scheme (S-CATS) Phase 3 & 4 scheme extents.

Appendix 2: Southend Central Area Transport Scheme (S-CATS) Cabinet paper submitted on 15 march 2016.

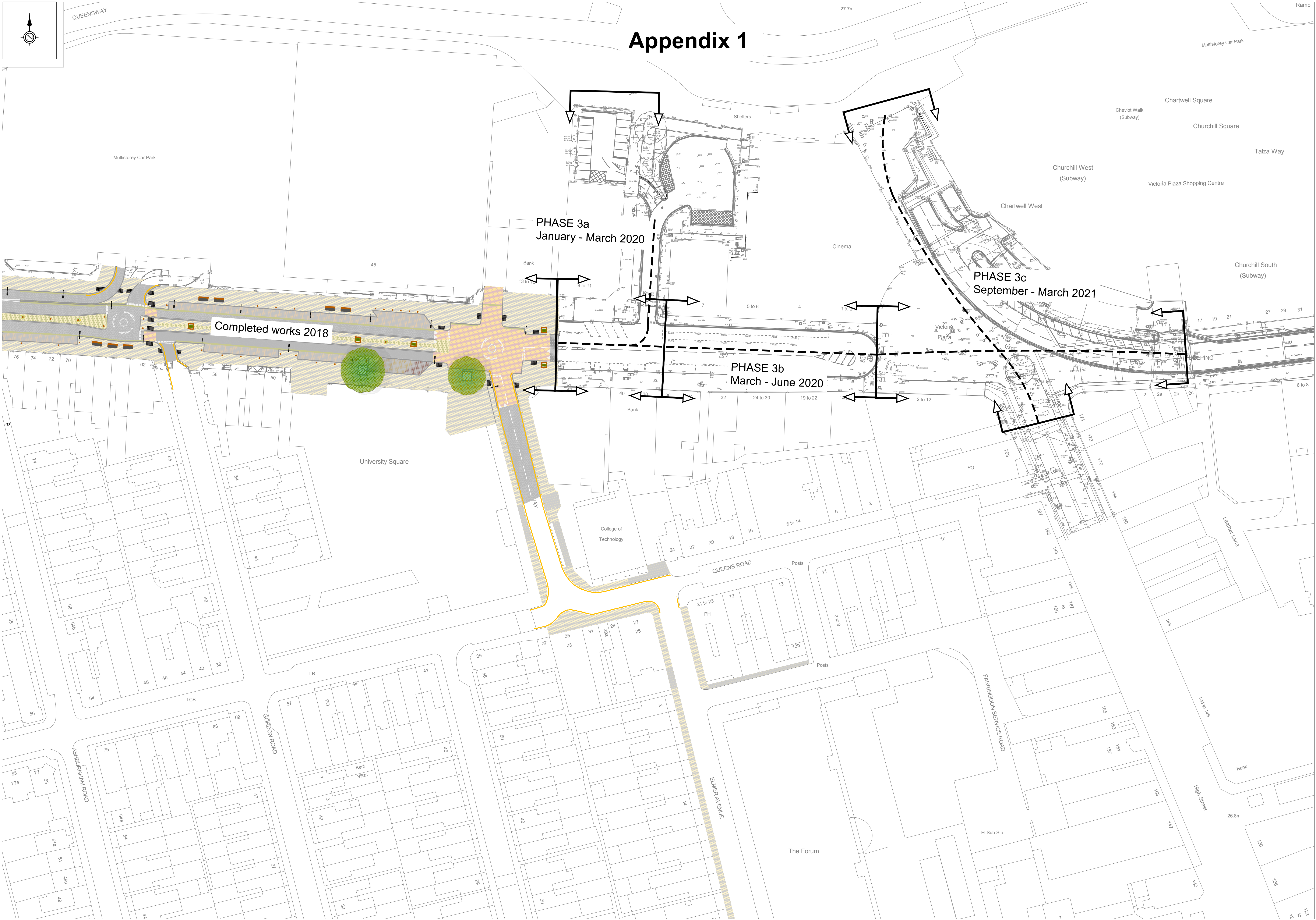
Appendix 3: Southend Central Area Transport Scheme (S-CATS) Design Options.

Appendix 4: Southend Central Area Transport Scheme (S-CATS) Phase 3 & 4 scheme options matrix

Appendix 5: Southend Central Area Transport Scheme (S-CATS) SUNRISE Public Vote report

Appendix 6: Capital Project Business Case S-CATS – Phase 3 – Victoria and the Sub End of London Road

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Southend-on-Sea Borough Council

**Agenda
Item No.**

Report of Corporate Director for Place

to
Cabinet

on

19 September

Report prepared by: Krithika Ramesh, Project Officer and
Justin Styles, Senior Engineer, Major Projects and Strategic
Transport Policy

Southend Central Area Transport Scheme (S-CATS) Phase 2 London Road

Place Scrutiny Committee(s)
Executive Councillor: Councillor Tony Cox
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To provide Cabinet with an update on the progress of the 'Southend Central Area Transport Scheme (S-CATS)'.
- 1.2 To advise Cabinet that two design options have been developed for S-CATS Phase 2- London Road (between Queensway and College Way, refer to **Appendix 1** for scheme extents) based on "concept design and vision statements" which were included in the S-CATS cabinet paper submitted on 15 March 2016 (**Appendix 2**). These design options were submitted with the Business Case application to the South Essex LEP for Local Growth Funding (refer to **Appendix 3** for design options).
- 1.3 To advise cabinet that Design Option A has emerged as the preferred option as it scored higher on the scheme options matrix (refer to **Appendix 4**). However, Design Option B also meets all the project objectives and the final selection between the two options will be made upon conclusion of on-going stakeholder and public consultation.

2. Recommendations

- 2.1 That cabinet considers the proposed design options for London Road (between Queensway and College Way) and confirm that either of the two options can be taken forward to construction. This confirmation will allow selection of final design to be carried out in consultation with stakeholders and public.
- 2.2 That cabinet approves that drainage works can be started along London Road in September 2017 in preparation for the scheme construction to start in October 2017.

- 2.3 That delegated authority be given to the Chief Executive and Deputy Chief Executive (Place), in consultation with the Leader of the Council and the Executive Councillor for Transport, Waste and Regulatory Services, to agree the final design option, Option A or Option B, selected after stakeholder and public consultation, be taken forward to implementation with a programmed commencement in October 2017, together with the advertisement of any necessary Traffic Regulation Orders.

3. Background

- 3.1 The Southend Central Area Transport Scheme (S-CATS) is a Local Growth Fund Scheme that has an allocation of £7m. The purpose of the scheme is to take forward aspects of transport and public realm infrastructure that are seen as necessary to support both housing and employment growth in the Town Centre.

The scheme is being developed in four phase:

S-CATS	Phase 1: Victoria Avenue Improvements	Phase 2: London Road Area (between Queensway-London Road roundabout and College Way)	Phase 3: Stud end of London Road Area (between College Way and Victoria Circus)	Phase 4: Victoria Circus
Financial Year	2016-2017	2017-2018	2018-2019	2019-2020
Local Growth Fund	£1m	£2m	£2m	£2m

Phase 1 included a series of junction improvements along Victoria Avenue that better manages traffic into and out of the town centre. Access and public realm improvements along London Road, College Way, Queens Road and Elmer Avenue are the next steps to encourage more residents and tourists to visit and spend time in the Town Centre and for local businesses to flourish.

Therefore, Phase 2 focuses on London Road (between Queensway and College Way), which is the key western approach for pedestrians and cyclists into the town centre. Phase 2 also includes streetscape works on the College Way / Queens Road / Elmer Avenue route between London Road and The Forum / South Essex College.

The scheme supports and compliments the improvements made to A127/A13 Victoria Gateway and links to the junction improvement works along Victoria

Avenue and continues public realm, walking & cycling enhancements being undertaken along Victoria Avenue as a part of S-CATS phase 1.

- 3.2 The Business Case was submitted to the South East LEP (SELEP) in July 2017 to unlock £2m from the Local Growth Fund to deliver S-CATS Phase 2.

Southend Central Area Transport Scheme (S-CATS) represents a major opportunity to support the continued growth and regeneration of the Southend Central Area. It is the delivery mechanism for the policies set out in the Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Document that are aimed at strengthening and transforming the Town Centre sub-regional role as a successful commercial and retail destination, cultural hub, educational centre of excellence, leisure and tourism attraction – an excellent place to live, work and visit.

- 3.3 Two design options have been developed for London Road based on 'Concept designs and Vision Statements' for the S-CATS scheme which were included in S-CATS cabinet paper submitted on 15 March 2016 (**Appendix 2**).

In both options the key features of the proposed layouts include:

- Realignment of the carriageway to include provision for cycling
- Replacement of Sainsbury's' mini roundabout with simple junction that is at a raised level acting as a traffic calming feature simplifying movements for pedestrians at this location
- Replacement of the mini roundabout junction at College Way with a simple junction that is also at a raised level acting as a traffic calming feature
- Raised tables at London Road's junction with Ashburnham Road and Gordon Road
- Reduction in speed limit from 30mph to 20mph
- Sustainable Urban Drainage System along the footway and cycleway
- Improved street lighting
- Block paving of footway, cycleway and parking bays
- Improvements to landscaping including introduction of trees and planters

These changes will require the reallocation of road space to provide a larger area for pedestrians and an improved street environment, while also maintaining essential access for delivery vehicles, taxis and cars.

- 3.4 Improved safety, access and mobility in the town centre area will encourage more walking and cycling, resulting in positive benefits for health and well-being, whilst also enabling a "shop local" culture, reinforcing the offer of the High Street.
- 3.5 Public realm and transport investment plays a key role in raising aspirations, the quality and growth potential of an area and is therefore at the core of this work. The scheme will invest £7m in improvements, which will support both Borough Council and private sector investments and development.

4. Other Options

- 4.1 The Southend Central Area Action Plan (SCAAP) will guide development and regeneration within the town centre area and central seafront until 2021. The Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Document sets out all known major potential development sites and the vision for them within the central area which includes the key sites identified for the Southend Central Area Transport Scheme.
- 4.2 Without the improvement that S-CATS Phase 2 will bring, the wider improvements to the Town Centre as set out in the SCAAP, both completed and planned will not fully maximise their intended benefits. This will have on-going consequences for securing investment in Southend.
- 4.3 This intervention will demonstrate a strong commitment to provide the infrastructure needed to support growth in the Town Centre. Whilst the development will be phased over the SCAAP period, it must be recognised that in order to encourage the investment and to revitalise the Town Centre, a clear funded route for infrastructure development must be put forward to support the SCAAP developments and further economic growth.
- 4.4 The other option would be to take no action on these issues and continue as now in which case the investment opportunity would be lost. This would reduce the contribution to supporting local health and wellbeing and restrict accessibility and local mobility, and potentially undermine business confidence and investment within this area.
- 4.5 This scheme is a critical element of a wider improvement to support planned growth in Southend Central Area. Therefore if the scheme is not progressed there will be a greater impact from planned growth, including reduced highway capacity, increasing congestion and a lack of access to sustainable transport choices.

5. Reasons for Recommendations

- High quality public realm enhancements will create spaces within the Town Centre to attract more people to the area, encourage activities in the public spaces and revitalise the commercial areas.
- Improved access to the High Street will encourage more walking and cycling
- The better streets and public spaces will bring greater civic pride to encourage investment and visitor numbers supporting the local economy.
- To support the spatial planning activity identified in the SCAAP and other plans either prepared or being prepared by the Council's planning team.
- To support and align with S-CATS phase 1 to provide a welcoming Gateway to the Town Centre.

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

The SCATS will be fully aligned to delivering the vision and corporate priorities, particularly prosperous in respect of supporting the SCAAP and other plans either prepared by or under preparation by the Council's planning team.

6.2 Financial Implications

The SCATS is seeking funding of £7m from the South Essex Local Enterprise Partnership. The allocation is profiled across four years as set out below and is wholly grant funded. The allocation for 2017/18 will deliver the Phase 2-London Road improvement and support design work to enable the other scheme elements to commence in 2017/18.

Financial Year	2016-2017	2017-2018	2018-2019	2019-2020
Local Growth Fund	£1m	£2m	£2m	£2m

6.3 Legal Implications

Any necessary Traffic Regulation Orders will be identified and follow the legal processes

6.4 People Implications

The scheme affects the lives of all those who live, work and visit the town. The implications are positive as the intention to improve accessibility and safety and improve the public realm.

6.5 Property Implications

The schemes proposed will affect land for which the Council is the highways authority and will involve working with private landowners and local business, especially Sainsbury's, to bring forward detailed proposals.

6.6 Consultation

The consultation process for this work is based on the "Southend Together" toolkit which seeks to engage and inform residents, businesses and key stakeholders throughout the life of the project.

Detailed stakeholder engagement plan attached (**Appendix 5**)

6.7 Equalities and Diversity Implications

Best practice will be adopted in the design proposals with the aim to improve accessibility for pedestrians, cyclist and the disabled which will be a major factor in the development of the scheme.

Different user groups have different needs and part of the development of the final design plans will be a full equality analysis as part of the stakeholder engagement plan.

6.8 Risk Assessment

Risks are reviewed throughout the life of the project and mitigation measures undertaken to reduce risks.

6.9 Value for Money

S-CATS Phase 2 represents Very High Value for Money with a BCR of 4.06.

The following Value for Money indicators have been estimated for S-CATS Phase 2:

- Present Value of Benefits (PVB): £8.43 million (2010 prices with future benefits over a 60-year appraisal period discounted to 2010).
- Present Value of Costs (PVC): £2.07 million (2010 prices with future costs over a 60 year appraisal period discounted to 2010).
- Net Present Value (NPV): £6.36 million (2010 prices discounted to 2010).
- Benefit Cost Ratio (BCR): 4.06.

Sensitivity analyses show that a four-fold increase in scheme costs would be required to reduce the BCR to 1.0. Sensitivity analyses also show that the BCR is not overly sensitive to small changes in the main assumptions.

(Refer to **Appendix 6** for more details)

6.10 Community Safety Implications

Understanding the community safety impacts and improving the quality of streets and public spaces provided in the Town Centre area is an essential part of this scheme.

6.11 Environmental Impact

This will be considered in the effective re-use of materials, sustainability of the supply chain, flood risk and managing surface water systems, low energy lighting systems and ensuring that corporate policies are considered.

7. Background Papers

Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Document:

http://www.southend.gov.uk/info/200420/development_plan_documents/391/southend_central_area_action_plan_scaap

8. Appendices

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Appendix 2: Southend Central Area Transport Scheme (S-CATS) Cabinet paper submitted on 15 march 2016.

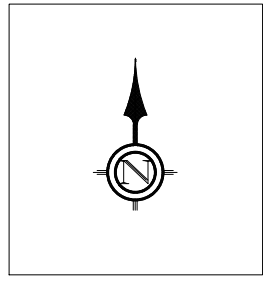
Appendix 3: Southend Central Area Transport Scheme (S-CATS) Design Options.

Appendix 4: Southend Central Area Transport Scheme (S-CATS) Phase 2 scheme options matrix

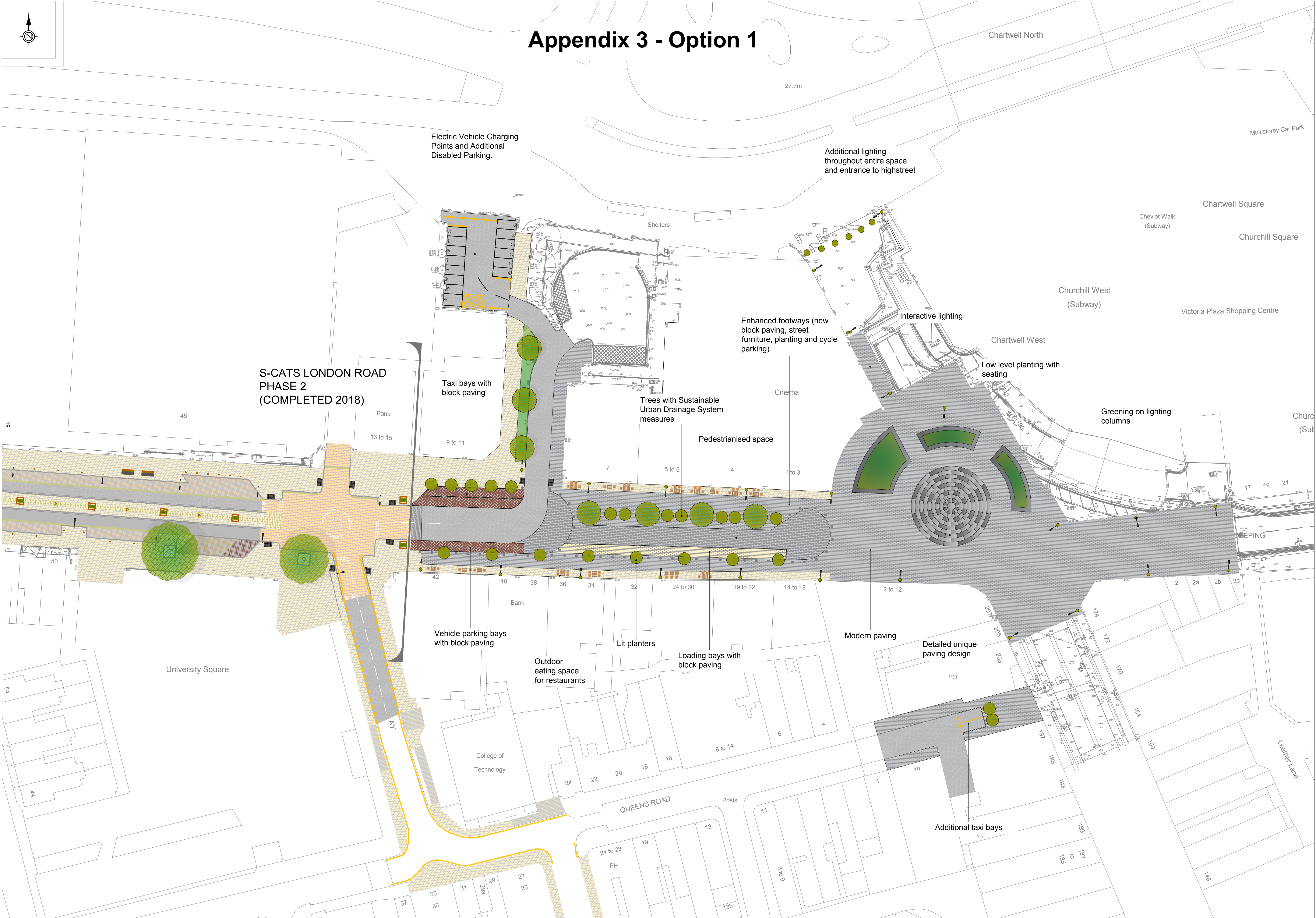
Appendix 5: Southend Central Area Transport Scheme (S-CATS) Phase 2 Stakeholder engagement plan

Appendix 6: Southend Central Area Transport Scheme (S-CATS) Phase 2 Economic Appraisal

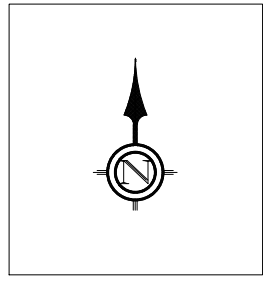
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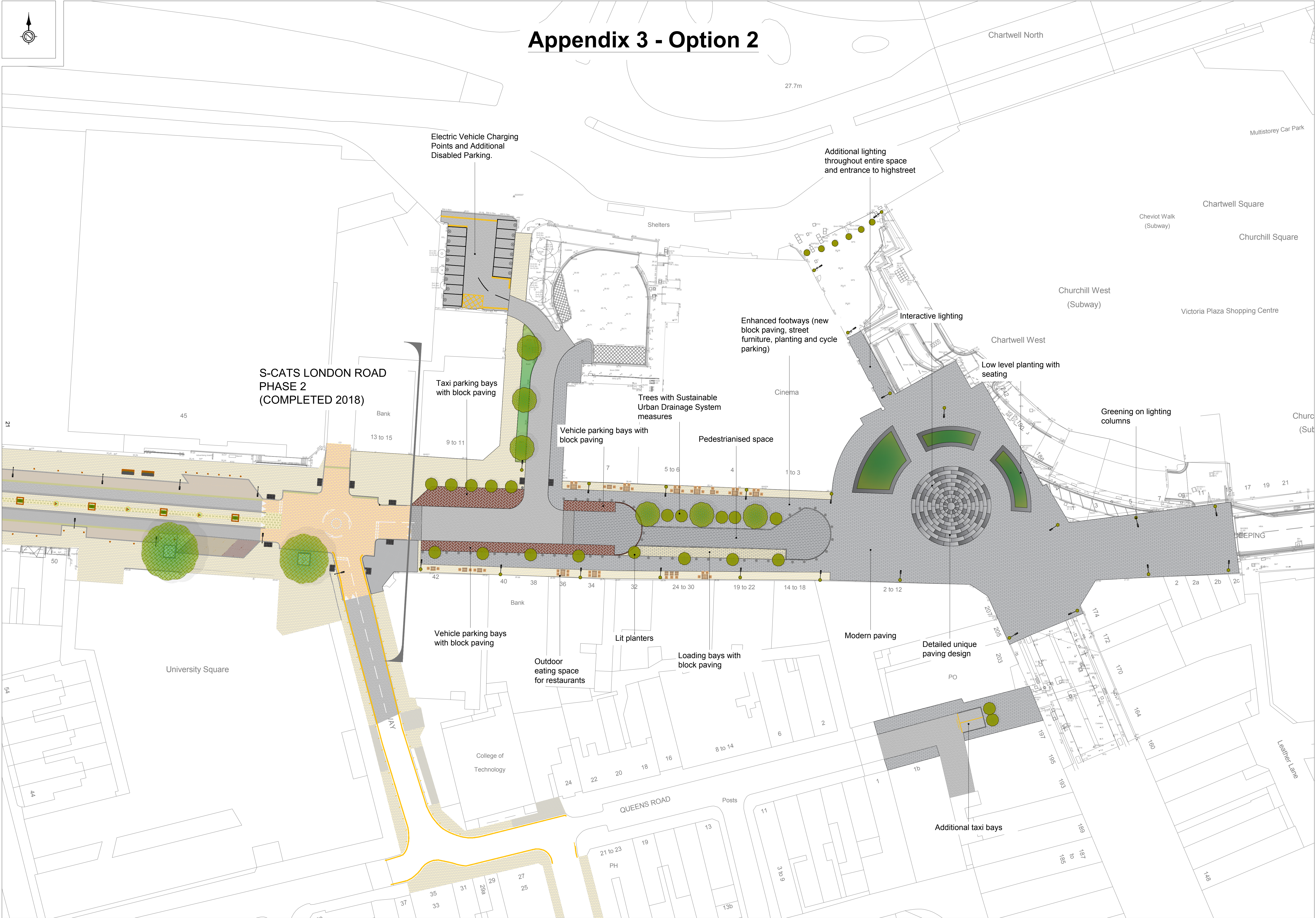
Appendix 3 - Option 1



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Appendix 3 - Option 2



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APPENDIX 4

Scheme Objectives	To support and align with S-CATS Phase 2 to provide a welcoming Gateway to the Town Centre.	Improve safety, accessibility and health and wellbeing through improved provision for pedestrians and cyclists.	To encouraging more pedestrian footfall & cycling through quality public realm improvements and enhancements to walking/cycling infrastructure.	To support the development of the centre of Southend in terms of delivering new housing, increased local business and the improved offer for tourist	To integrate Sustainable Urban Drainage Systems where possible to mitigate impacts of climate change	To contribute to the wider SCAAP ambition.	Overall Rating
Existing layout	0	0	0	0	0	0	0/18
Option 1 Full Pedestrianisation of London Road (Stud-End) carriageway with integrated SUDS	3	3	3	2	3	3	17/18
Option 2 Partial Pedestrianisation of London Road (Stud-End) carriageway with integrated SUDS	2	3	2	2	2	3	14/18

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SUNRISE

Questionnaire Data

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Introduction

The research took part between 12th August 2019 – 7th September 2019. We used both the SBC Consultation Portal and a Survey Monkey questionnaire service in order to extract the best response rate as we found some recipients struggled to complete the questionnaire on the SBC portal.

1. Demographics

When we used the SBC Portal we were able to ask demographic questions for people who managed to complete the survey (35 respondents). Due to restrictions with the SurveyMonkey system, we were limited to 10 questions so did not specifically ask these questions. However, we have used the SBC portal information to define the likely profile of those completing the survey.

From the demographic data we were able to identify that females were the most likely to fill out the questionnaire with 71.43% identifying as female. We were also able to identify that 54.29% of the participants were aged between 45-64. ([Appendix 1](#))

2. Questionnaire Responses

Question 1: What would you like to see between Victoria Circus and London Road (the section between Sainsbury's mini roundabout and Victoria Circus outside the Odeon) in Southend? (1 most important through to 5 being least important)

300 + 40 = 340 (Survey Monkey + SBC Portal = Total response)

Answer Choices	Survey Monkey	SBC portal	Total	Percentage
More seating	59	3	62	18.24%
Greening - trees	111	3	114	33.53%
Greening - planters	34	16	50	14.71%
Signage to key locations in the town centre	48	8	56	16.47%
More lighting	48	8	56	16.47%
Other (please specify)		2	2	0.59%
	300	40	340	

From our collected data, ([Appendix 2:1](#)) Greening – Trees was the most popular option with 33.53% of respondents putting it as their first choice of what they would like to see. Seating was the next most popular option with 18.24% of the vote.

From the other options on both questionnaires, there is a running theme of respondents asking for more greenery in the space (19.27%) and to pedestrianize the area (12.04%)

Question 2: If we were to add lighting, where would you like to see more lighting? (Select one option)

296 + 40 = 336 (Survey Monkey + SBC Portal = Total response)

For question 2 we were asking about where to add lighting in the Sunrise Neighbourhood. From data collected from both questionnaires ([Appendix 2:2](#)), 47.38% of respondents selecting the option for it to be throughout the neighbourhood rather than selecting a specific area that they felt would benefit from lighting. We did not give respondents the option to rank the priority of the areas requiring lighting which may have resulted in the requirement throughout the area.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Throughout the space	136	22	158	47.31%
Alleyway to Victoria Circus	65	10	75	22.46%
In the centre of Victoria Circus	53	3	56	16.77%
Entrance from London Road	28	0	28	8%
Entrance from Southchurch Road	14	3	17	5.09%
Total	296	38	334	

The Alleyway to Victoria Circus was the second most popular area that needs lighting with 22.46% selecting this option.

Question 3: If entrance features were put at key entry points to Victoria Circus (top of the high street next to New Look) and London Road, how would you rank the following? (Please rank, 1 being the best and 3 being the worst.)

297 + 37 = 323 (Survey Monkey + SBC Portal = Total response)

Respondents were given a choice of three options: Lighting feature, Physical feature and Decorative feature. From these choices the data collected from both questionnaires ([Appendix 2:3](#)) highlighted a "Lighting Feature" as the most popular option with 50.46% of respondents selecting this as their top option.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Lighting feature	148	15	163	50.46%
Decorative surface treatment	73	7	80	24.77%
Physical Structure	65	15	80	24.77%
	286	37	323	

In comments for both questionnaires, 77.33% of comments mentioned a physical structure like planters, clocks, statues and archways for the neighbourhood.

Question 4: What in your opinion would be a better use of the public space at Victoria Circus? (The space outside New Look/Odeon Cinema) Please rank, 1 being the best and 6 being the worst. If you use 'Other' please specify what, followed by their ranking (1-6)

300 + 36 = 336 (Survey Monkey + SBC Portal = Total response)

For question 4, we asked respondents what would be the better use of the space at Victoria Circus. From the data collected from both questionnaires ([Appendix 2:4](#)) Greenery – Trees was the most popular option with 34.85% of the vote, followed by a flexible space with seating as well as events which has 18.79% of the vote.

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Greenery (Trees, Planters, Grass)	90	25	115	34.85%
A flexible space with seating was well as events	61	1	62	18.79%

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Live events space	51	5	56	16.97%
Water feature	41	0	41	12.42%
Seating space	25	4	29	8.79%
Public art	26	1	27	8.18%
Other (please specify)	0	0	0	0.00%
Total	294	36	330	

When looking at the comments for the questionnaire, 23.5% of respondents mentioned greenery of some kind and 23.5 mentioned having a physical market space too.

Question 5: If a public art feature was installed at Victoria Circus (The space outside New Look/Odeon Cinema) please rank your preferred option. Please rank, 1 being the best and 3 being the worst.

$283 + 36 = 319$ (Survey Monkey + SBC Portal = Total response)

For question 5, we asked respondents if a public art feature was installed at Victoria Circus, what kind would they want.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Permanent feature	99	9	108	33.86%
Temporary feature	100	7	107	33.54%
Digital feature	84	12	96	30.09%
Other (please specify)	0	8	8	2.51%
	283	36	319	

From the data collected from both questionnaires ([Appendix 2:5](#)), a permanent feature was marginally voted as the most popular option with 33.86% of the vote. However, this is not statistically valid and from the results there is no strong preference for the type of art. However, when looking into the comments made on this question, people were asking for something done by a local artist that related to the boroughs heritage e.g. our pier or Saxon King.

Question 6: What in your opinion should the space become on London Road? (From Sainsbury's mini roundabout to Victoria Circus?)

$515 + 36 = 551$ (Survey Monkey + SBC Portal = Total response)

For question 6, we asked the respondents what the space should become between the mini roundabout at Sainsbury's to Victoria Circus. On our Survey Monkey questionnaire we allowed respondents to select more than one option to give them more of a say of what they want in the area.

From the data collected from the Survey Monkey questionnaires, respondents would have *Outside seating for restaurants* (29.40%) and the area *Pedestrianised* (28.49%).

Answer Choices	Survey Monkey	Percentage
Outside seating for restaurants	157	29.07%
Pedestrianised	136	25.19%

Answer Choices	Survey Monkey	Percentage
A market	124	22.96%
No change	38	7.04%
20 mph (From Pets at Home roundabout to Victoria Circus)	25	4.63%
Taxi Rank	36	6.67%
Other (please specify)	24	4.44%
	540	100.00%

When looking at the comments [\(Appendix 2:6\)](#) 24.44% of the comments mentioned that they wanted to see more greenery around the neighbourhood and 15.5% of comments mentioned that they wanted the area to become pedestrianised and more accessible for all.

We also asked about having a 20mph speed limit on London Road on both questionnaires where people felt quite strongly that there should be a limit in that area.

Survey Monkey:

Response	Yes
20 mph (From Pets at Home roundabout to Victoria Circus)	25

SBC Portal:

Response	Number of Respondents
Yes	28
No	8

Question 7: Do you think the space on London Road (between Sainsbury's through to Odeon) would benefit from the addition of?

$300 + 36 = 336$ (Survey Monkey + SBC Portal = Total response)

For question 7, we gave respondents options on what they wanted in the area. From the data we collected from the Survey Monkey, respondents would like better cycle parking in the area, with 41.67% of respondents selecting this option. [\(Appendix 2:7\)](#)

For the SBC Portal we gave respondents the option to respond via a question box. Out of the 25 respondents, most commented on how they wanted to see more trees in this area but also bike parking in the area too.

Answer Choices	SM	TOTAL
Better cycle parking	120	41.67%
Hire cycle station	89	30.90%
Electric charging points	79	27.43%
Other (please specify)	0	0.00%
	288	

Question 8: If a regular market were put on London Road, how frequent would you want it?

297+36=333 (Survey Monkey + SBC Portal = Total response)

For question 8, we asked respondents to select how often they would like a market on London Road. From the data collected from both questionnaires ([Appendix 2:8](#)), respondents want a weekly market with 45.65% selecting this option.

Answer Choices	SM	SBC	Total	Percentage
Weekly	137	15	152	45.65%
Fortnightly	55	6	61	18.32%
Monthly	34	7	41	12.31%
At certain times of the year only eg Christmas	46	6	52	15.62%
Never	25	2	27	8.11%
	297	36	333	

Question 9: If a market were put on London Road, what type of market would you prefer?

297+36=333 (Survey Monkey + SBC Portal = Total response)

For question 9, we asked if there were a market on London Road, what type of market they would prefer. From the data collected from both questionnaires ([Appendix 2:9](#)), respondents want a farmers' market, with 41.32% of the vote, followed by a general market (28.74%)

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Farmers market	122	16	138	41.32%
Food stalls	34	4	38	11.38%
Specialist items eg French or Craft markets	28	5	33	9.88%
General Market	87	9	96	28.74%
Other (please specify)	27	2	29	8.68%
	298	36	334	

From the comments made on the questionnaire, 29.62% of comments mentioned some kind of food/farmers' market with a variety of different foods available.

Sunrise Neighbourhood Questions Summary

These questions are specified by the Sunrise Consortium in order to gauge the awareness of the project and any changes in behaviour during the duration of the project. Due to Survey Monkey not allowing us to have more than 10 questions, we have had to change the format of the questions so that they will still get asked.

Survey Monkey Data:

Respondents to the Survey Monkey survey were asked the same questions as the SBC Portal. However, they were asked to answer yes or no in all questions rather than to grade their responses. The responses however were consistent across both the surveys.

Answer Choices	Yes	% yes	No	% no	Total
Have you heard of the Sunrise Project?	30	10.38 %	259	89.62 %	289
In the last year/ year and half, has the neighbourhood between Victoria Circus and Sainsbury's changed?	176	61.32 %	111	38.68 %	287
In the last year/ year and half has your experience of moving around the neighbourhood between Victoria Circus and Sainsbury's changed? E.g. by foot, cycle, car, taxi?	102	35.17 %	188	64.44 %	290
In the last year/ year and half have you considered changing the way in which you move into the neighbourhood between Victoria Circus and Sainsbury's? E.g. on foot, cycle, car, taxi	71	24.48 %	219	75.52 %	290
In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?	85	29.21 %	206	73.79 %	291

Question 1: Have you heard of the Sunrise Project?

The majority had not heard of Sunrise. Only 10.38% of respondents answering yes they have heard of the Sunrise Project shows that the general public do not know about the Sunrise Project and what it aims to achieve in the Sunrise Neighbourhood.

Question 2: In the last year/ year and half, has the neighbourhood between Victoria Circus and Sainsbury's changed?

61.32% of respondents selecting that the neighbourhood between Victoria Circus and Sainsbury's changed, it shows that the area is evolving itself over time. But the perception is that in this period it has got worse.

Question 3: In the last year/ year and half has your experience of moving around the neighbourhood between Victoria Circus and Sainsbury's changed? E.g. by foot, cycle, car, taxi?

64.44% of respondents selected that they haven't changed their method of moving around the neighbourhood. This is to be expected as no improvements have yet been made. The area is used as a drop off/collection point for the local cinema/town centre/ restaurant quarter by taxi and private vehicles.

**Question 4: In the last year/ year and half have you considered changing the way in which you move into the neighbourhood between Victoria Circus and Sainsbury's?
E.g. on foot, cycle, car, taxi**

75.52% of respondents selected that they haven't considered changing in the way they move into the neighbourhood in the past year.

Question 5: In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?

73.79 of respondents selected no.

As the surveys resulted in such a high degree of comments we have included detailed appendices for this report containing all the independent comments for your consideration, although we have tried to provide a flavour of the comments in the summary above to assist with the analysis of this report.

SBC Portal Data:

Respondents were asked these questions which were set by the Sunrise Consortium.

Question 1: Have you heard of the SUNRISE Project in Southend-on-Sea High Street?

From the data collected it shows that most respondents (72.46%) have never heard anything about the Sunrise Project.

Response	Number of Respondents	Percentage of Respondents
I have never heard about it	50	72.46%
I have heard something about it but I have not taken part in any event organized by the project	19	27.54%
I have been involved in some of the events organized by the project	0	0

Question 2: In the last year/ year and half, has the area between Victoria Circus and Sainsbury's changed?

From the data collected, it shows that respondents feel that the area has become worse with 55.38% of the vote.

Response	Number of Respondents	Percentage of Respondents
It has become a worse place	36	55.38%
It has not changed substantially	24	36.92%
It has become a better place	5	7.69%

Question 3: In the last year/ year and half has your experience of moving around the area between Victoria Circus and Sainsbury's changed? Eg by foot, cycle, car, taxi?

From the data collected, it was shows that respondents have not changed substantially the way they travel in the neighbourhood with 54.84% of the vote.

Response	Number of Respondents	Percentage of Respondents
It has become worse	24	38.71%
It has not changed substantially	34	54.84%
It has become better	4	6.45%

Question 4: In the last year/ year and half have you considered changing the way in which you move into the area between Victoria Circus and Sainsbury's? Eg on foot, cycle, car, taxi

From the data collected, it shows that respondents have not considered changing the way they move around the neighbourhood with 75% of the vote.

Response	Number of Respondents	Percentage of Respondents
I have not considered changing	45	75%
I have changed and I still keep my new habits	6	10%
I have considered changing but eventually I have not changed because it was not possible	5	8.33%
I am getting ready to change	3	5%
I have changed but then I have gone back to my old habits	1	1.67%

Question 5: In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?

From the data collected, it shows that way respondents move around the neighbourhood has not changed in the past year/year and half with 63.33% of the vote

Response	Number of Respondents	Percentage of Respondents
I walk and cycle less	16	26.67%
My walking and cycling habits have not changed substantially	38	63.33%
I walk and cycle more	6	10%

Combined data:

When looking at the responses of both questionnaires it's apparent that the public do not know about the project or been to any of the events that they have held previously. The area hasn't improved over the past year/year and half, and respondents have not considered changing the way they move around the neighbourhood.

Appendices

Comments from Social Media Summary:

Facebook advert 1:

We did a Facebook advert for to get word out for our questionnaire and to get different people to fill it out. The advert was a video which showed off the space so that viewers knew what area we are wanting to improve. The advert got a lot of engagement with the public, however people were getting stuck on question 6 and were unable to complete the questionnaire. This advert ran from 12th August 2019 – 28th August 2019

The theme of the comments ([Appendix 4:2](#)) of the advert were that people were not able to complete the questionnaire, but still wanted their views taken into consideration. A lot of comments mentioned that the area needs to be brought back to life again with plants like flowers and trees and one comment called the area a “*Concrete jungle*”. There were also comments asking for some kind of band stand where people can sit but also enjoy performances at.

Facebook advert 2:

We ran an advert for one week to try and get more responses on a shorter, more user friendly questionnaire. We ran the same video but changed the text to say that we have taken feedback from the other survey and made an shorter survey for people to complete. This advert ran from 31st August – 7th September.

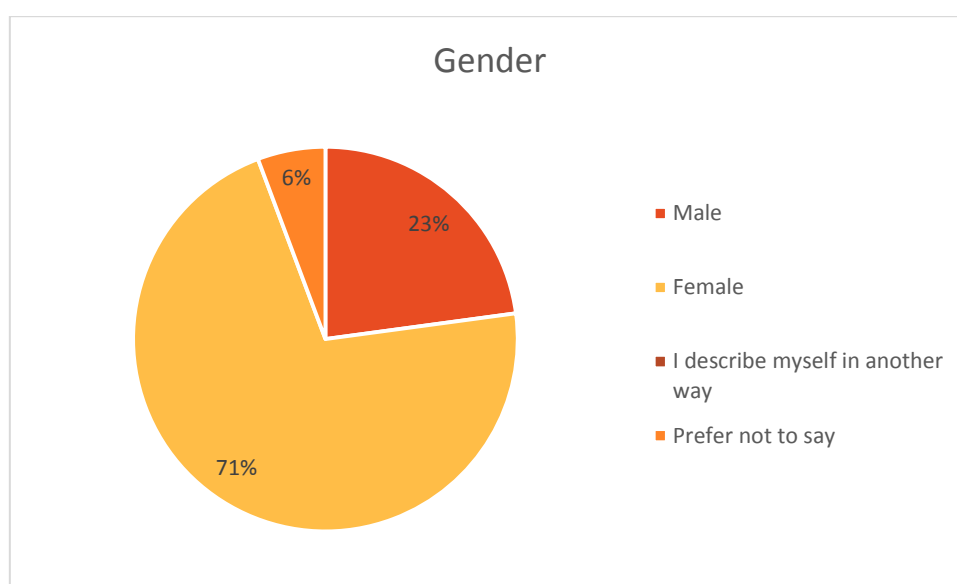
The theme of the comments ([Appendix 4:3](#)) were around the same lines as the last advert, with people wanting to see more plants and colour in the area rather than just concrete everywhere. A couple of comments mentioned some kind of playground for children which would be colourful and some asked for a performance area too.

Appendix 1: Demographics

Question 1: What is your gender?

Total Respondents = 35

Response	Percentage of Respondents
Male	22.86%
Female	71.43%
I describe myself in another way	0%
Prefer not to say	5.71%

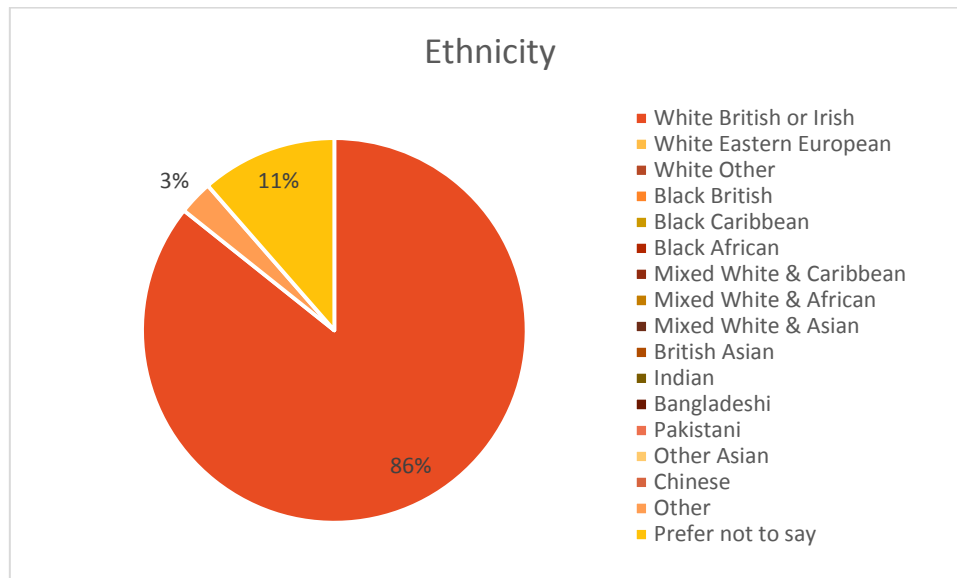


Question 2: Please state your ethnicity

Total Responses: 35

Response	Percentage of Respondents
White British or Irish	85.71%
White Eastern European	
White Other	
Black British	
Black Caribbean	
Black African	
Mixed White & Caribbean	
Mixed White & African	
Mixed White & Asian	
British Asian	
Indian	
Bangladeshi	
Pakistani	

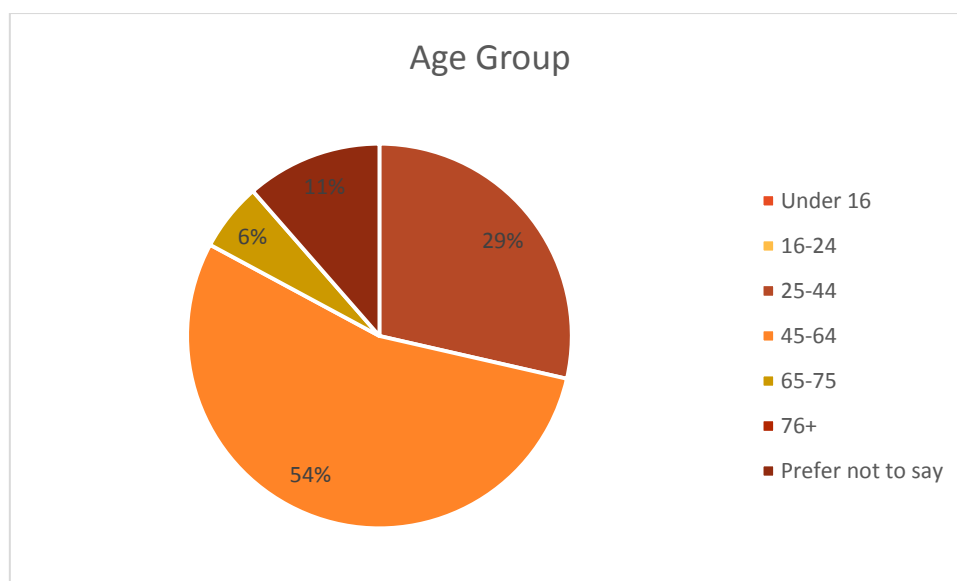
Other Asian	
Chinese	
Other	2.86%
Prefer not to say	11.43%



Question 3: What age group best describes you?

Total Responses = 35

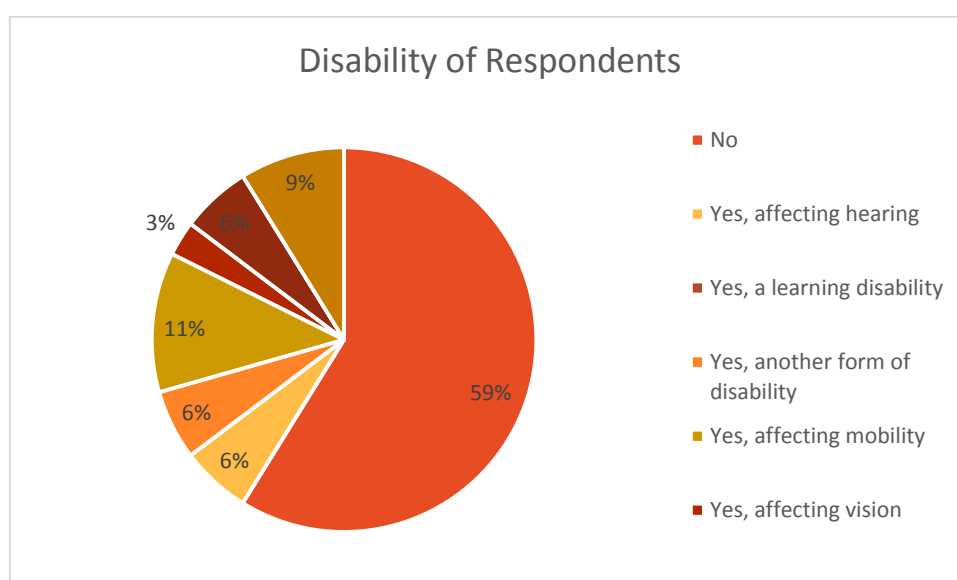
Response	Percentage of Respondents
Under 16	
16-24	
25-44	28.57%
45-64	54.29%
65-75	5.71%
76+	
Prefer not to say	11.43%



Question 4: Do you consider yourself as a person who has a disability of any kind?

Total Responses = 34

Response	Percentage of Respondents
No	58.82%
Yes, affecting hearing	5.88%
Yes, a learning disability	0%
Yes, another form of disability	5.88%
Yes, affecting mobility	11.76%
Yes, affecting vision	2.94%
Yes, mental ill-health	5.88%
Prefer not to say	8.82%

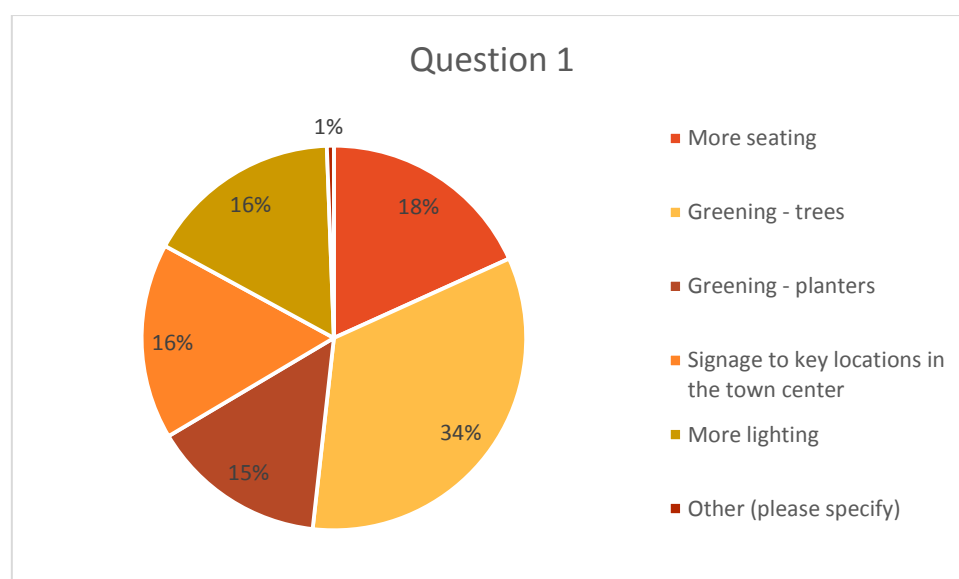
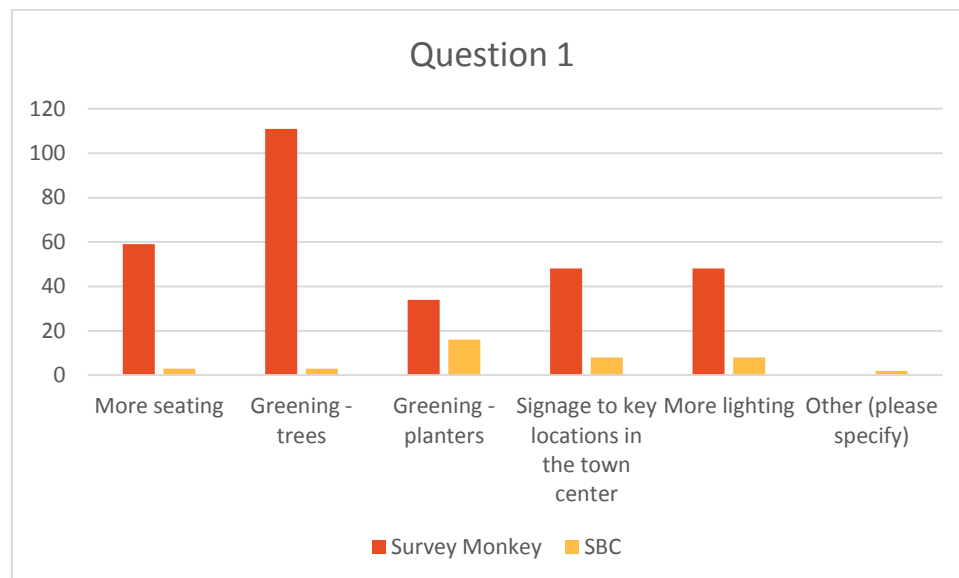


Appendix 2: Questionnaire

Appendix 2:1

Question 1: What would you like to see between Victoria Circus and London Road (the section between Sainsbury's mini roundabout and Victoria Circus outside the Odeon) in Southend? (1 most important through to 5 being least important)

Answer Choices	Survey Monkey	SBC portal	Total	Percentage
More seating	59	3	62	18.24%
Greening - trees	111	3	114	33.53%
Greening - planters	34	16	50	14.71%
Signage to key locations in the town centre	48	8	56	16.47%
More lighting	48	8	56	16.47%
Other (please specify)		2	2	0.59%
	300	40	340	



Survey Monkey Comments:

Survey Monkey Comments
Something nice... nothing rusty.
Something to get rid of all the pigeons
Indoor market
No where to sit and rest and something kids on bikes and skateboarder can't use people want to sit in peace when shopping
Stage for street performers, police presence
Z
More parking
Do something about the beggars, druggies
Signage to the towns notable exhibitions Pier Museum, Saxon King etc, and appropriate buses.
Replace those "rusted" benches and planters, they look horrible and unkept! Rustic only works if it doesn't look abandoned!
I found Southend dirty and unattractive for tourists and visitors. Southend High Street is no longer wow-factor place to spend family time or even to do shopping. I am a resident of Southend over 12 years and I can say freely that Southend is dying as shops closing and no more of popular big brands. Southend Borough Council should reduce prices for parking charge as so high. I feel that must be something done to promote culture, history.....
Be Tidy and clean . Less empty shops
No rusty planters or pillars
more variety of actual shops.. pop up mini shops.. eliminate cars in that part
Pedestrian area allowing cafes and restaurants to put out tables.
Less homeless, and wider paths (where the taxis currently park)
Fruit trees so people can have food for free, specially homeless
Independent shops (NOT pointless phone shops or those that fix phones etc)
More bins
Removal of the beggars, every single time I go down the High St there are people still begging, I've seen the people employed to move them on and they do nothing that I have seen to prevent this
Public Toilets
Paths improved to make safe access for wheelchair users. The pavements are dangerous currently
Art installations from local artists
Information boards showing local events etc
Pedestrianise this stretch of road, then add more seating and trees/planters - but not like the rusty ones already installed by Sainsburys.
Better shops, fewer taxis, more parking, the weekly market, reduced carriageway, more pedestrian areas, tables and chairs and sun shades outside, vibrancy
Putting the homelessness first and helping rehabilitate the people sitting in shop doorways begging.
For you to lower business rates and to increase policing.
Modernised pavement. Outside spaces for restaurants. Flatten area outside odeon, having a ring shaped walkway round the outside providing the ramp access to shops
Pedestrianisation of the restaurant strip
Water Fountain

Survey Monkey Comments
Cctv that works and can identify offenders
Security to clear away the beggars and ferel youth
Get rid of the beggars, drunks, dosers and drug addicts first.
more covered areas for shoppers
Perhaps a little coffee stall of some sort in the middle of the circle - will allow people to sit and have a drink as starbucks is often full outside
Needs more flowers, trees, more green in general and more policing to stop beggars pestering everyone, sort something out for the homeless like a hub or something
A place for people to perform like a band stand
Bulldoze those stupid rusty metal things out sainsburys.
Parking
More police/security
The pavements by Ask fixes properly where lampposts have been removed and not tarmacked over. Had a fall caused by one of these a few years ago
Get rid of the drug dealers, drunks, beggars and thieving sods who use it as a meeting place
I can only seem to select two but quiet honestly it need to be made safer more CCTV and signing to deter criminals, more lighting for evening / late night clubbers and a suitable safe place for the homeless to reside, mabey some shelters rather than moving them on due to uneducated youths that terrorise them
Wooden climbing frame, kids natural obstacle course with a fountain similar to the seafront
A proper toilet with an attendant
I think the road from roundabout at pizza express down to the odeon should be pedestrianised so trees, seating and the lovely wooden market stalls can go along there all year round. If you make them cheap enough for traders!!!
Markets
Water feature

SBC Portal Comments:

SBC Portal Comments
A return of the roundabout system at the top of Victoria Avenue, near the odeon
Apart from needing more trees, I can not see a reason to spend more money on the area. You need to lower rates to incurrage shops to be opened, the area is a joke in the charge for parking this should be free. I pay couple tax and car tax to be able to use the rods. I refuse to also pay huge amounts of parking charges, this alone keeps me away from the town and high street. Would rather drive to lakeside to get better choice of shops and also free parking, Start thinking of the residence of Southend for a change.
As many trees/ plants as possible- on the sides of buildings, if possible. Public art by local artists.
Before the cinema and shops were built there was a beautiful green area. I would like to see that reinstated and made bigger
Entertainment space
Events outside the Odeon celebrating the capabilities of our young people.
Get rid of or paint those ugly rusty looking sitting areas, they look dreadful sadly and make the town look run down and sad. Also plant more trees, flowers and hanging baskets to bring greenery and colour.

SBC Portal Comments
I don't think the metal structures look good I think they were a waste of money
I would like to see native trees featured, with protection and permeable surfaces to help them grow.
It is very important to have toilets and phone box plus a meeting place for lost children.
Just more trees
Lots and lots of trees, cycle path, electric car charging points
More green improved signage/improvement in dangerous bus lanes near station a revision of the traffic flow which is worse since the roads were redone.
More street trees and less road area
More trees. I would like to see a giant planter of trees and plants with sensible seating in the area outside the Odeon/WHSmiths/Metro bank.
More trees. More evidence if greening the borough as a whole.
Native trees, plants, flowers to attract insects.
Nature garden with large trees, several insect sanctuaries, maybe some seating to seating to soak it all in and lights out after 2200 to minimise light pollution of our local skies.
Pedestrianised area - no vehicles
Planters growing fruit trees, nut trees, vegetables along the lines of Incredible Edible. Information point about community resources
Serious greening with happy indigenous species to help with pollution and feel good factors.. I have lived in the town my whole life now 53 and I'm still heart broken at the loss of green space. Please please replace carefully with advice what has been stolen. This is possible even in the smallest spaces.
Something creative that becomes a focal point for gathering and a sense of pride for our high street. I loved the idea of a high street beach - maybe next year? Could we do a winter wonderland with food stalls and games etc this winter? Generally it looks very barren and sad currently - so much could be achieved by bringing in greenery and high quality art work. The rusty planters outside Sainsbury's are ok but don't really create a warmth or sense of vibrancy - they're quite heavy and intimidating. Let's encourage some of the many Southend SMEs to bring their stalls to the high street through pop ups and events. Let's go with our sub culture heritage and do something a bit bold and eccentric! Summertime outdoor cinema screenings? Silent disco?
Stop wasting money. Those iron things look hideous, they are just rusting bit of iron, what happened to keeping the planters watered planted etc.
The new rusty obelisks removed A waste of money when it would look better with young trees planted. With delicate lights on at Christmas.
The place in front of the Odeon needs some serious sprucing up. It's just concrete now - how about trees, benches, outdoors cafes, a bandstand?
The square by the Odeon is very bland and empty. As well as seating and greenery i would like to see public art such as a water feature or sculpture, something outstanding by an established artist.that people will go out of their way to see. Given the surrounding modern architecture perhaps a mechanical piece of moving art that turns in the wind or moves by water or marks time by a moving piece. More outside eating by the restaurants and in the square would create a more vibrant atmosphere and bring some life to the area. I think there was once a proposal to pedestrianise the street up to the mini roundabout which I think is a good idea. The Granary Square area of Kings Cross is a great example of a modern regeneration of an area with great use of planting and dancing fountains as a central feature.
Trees and nature, flowers and wildlife.

SBC Portal Comments

We definitely need more trees and plants, but I don't believe you can limit this survey to one specific area. The whole of Southend town centre has become an awful place and one I rarely visit because of that reason. Chelmsford is a really great example of our a town centre can be rejuvenated. Southend has become a run down and dangerous place

what I would have liked to have seen is the old buildings preserved, but what we have got is a depressing high street that looks like a hundred other high streets. Not helped by the people begging in the shop door ways and the filthy rubbish strewn streets

When the plans were originally shown, I am sure it was referred to as "the restaurant quarter" or something similar. The plan shoed trees planted all down the middle. this has not happened. I would like to see a lot more trees planted in this area.

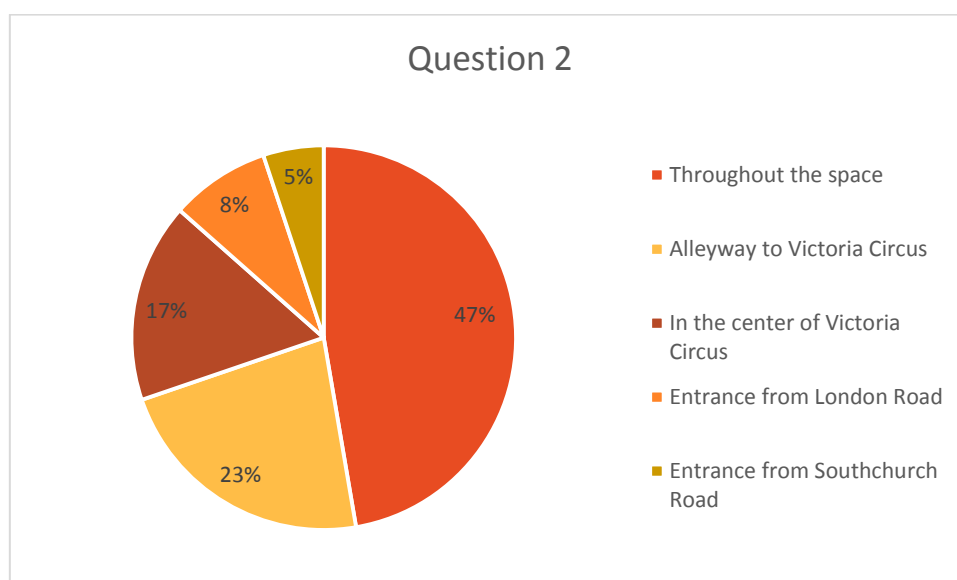
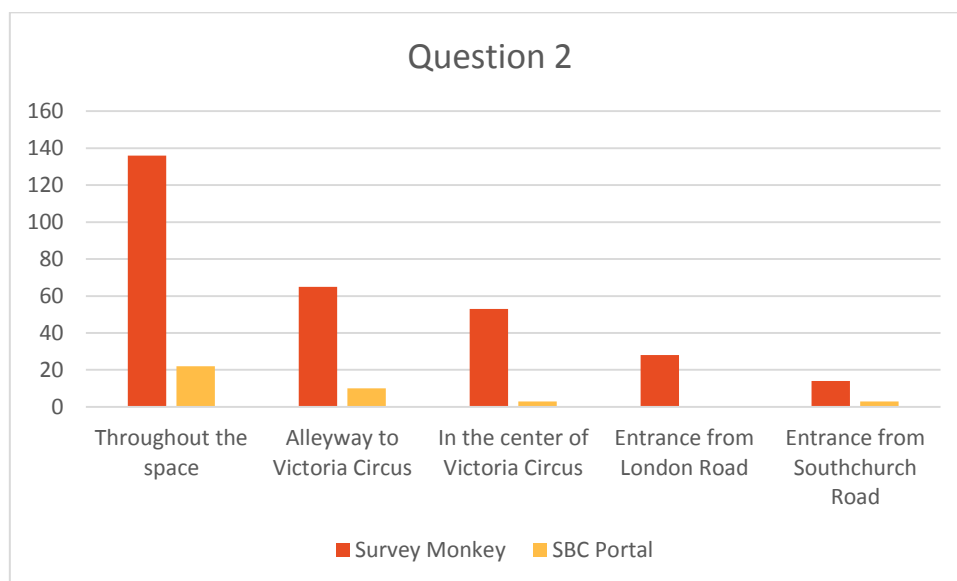
Why not discourage parking and only allow taxis - and introduce much more greenery and tree planting - especially on the South side of the street.... create pocket parks where people could sit (in the shade, so seating could be more on the North side until trees mature)

With the latest science behind climate change and environmental damage the council must promote health and sustainability through the planting of trees and supporting green space. By not doing so is irresponsible and lacks any foresight into health, carbon neautrality and the well-being of the people in the community. I would also suggest a larger police presence or rangers after hours as it is becoming a gauntlet of drug users, drug pushers, drunken louts and a festival of eyesores after hours, very unpleasant and distasteful.

Appendix 2:2

Question 2: If we were to add lighting, where would you like to see more lighting?

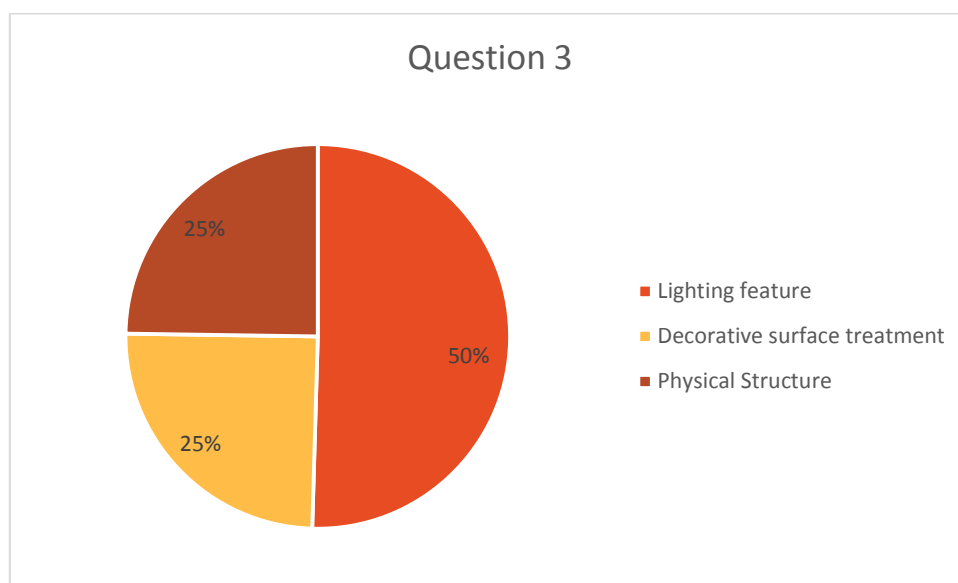
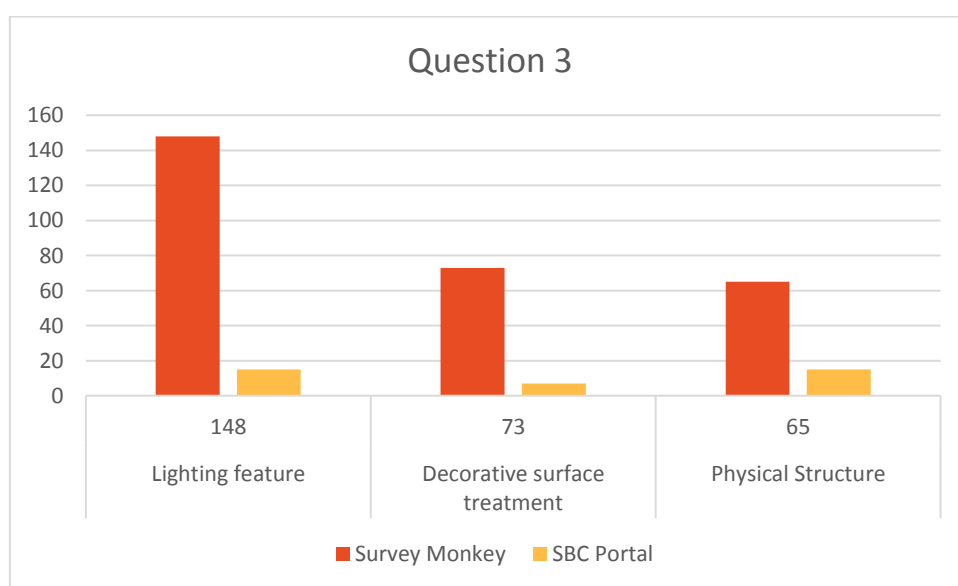
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In the centre of Victoria Circus	53	3	56	16.77%
Entrance from London Road	28	0	28	8%
Entrance from Southchurch Road	14	3	17	5.09%
Total	296	38	334	



Appendix 2:3

Question 3: If entrance features were put at key entry points to Victoria Circus (top of the high street next to New Look) and London Road, how would you rank the following? (Please rank, 1 being the best and 3 being the worst.)

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Lighting feature	148	15	163	50.46%
Decorative surface treatment	73	7	80	24.77%
Physical Structure	65	15	80	24.77%
	286	37	323	



Survey Monkey Comments:

Survey Monkey Comments
An arch from the alley next to new look and arch I the middle of the entrance from Sainsbury's (with signage on the top)
A communal building, similar to the old band stage that can host various events for the community, and have themed events for significant seasonal periods..
A large clock that chimes
Anything with plants/ trees
A fountain
Nice to get old clock we had back out if storage which we pay for as tax payeres
A tasteful statue
Water fountain, with seats and trees around it
Public Toilets. Not the tiny cramped cubicles with nowhere to park shopping bags and hang a coat but open plan ones with full facilities such as mirrors!!
Farmers and food market
Plant Christmas Tree in middle
Statue or archway with the Southend crest/motto, something about the history of the town
Like an archway or something
Art sculpture
Statue or Art
Smooth pavement for disabled and oaps
Fountain with access to drinking water, benches, flower beds
Market type structires
Maybe an arch way which. Could say welcome to southend
Statue of local hero Peggy Mount?
Art work & information boards
Route between Odeon and New Look always feels very enclosed and intimidating - made worse by the addition of the planters recently which further obstruct entry, often exacerbated by members of the street community begging on this route. For those arriving by train at Victoria Station it really has no sense of arrival in the town centre. If anything quite the opposite of making it as hard as possible to get into the town centre.
Not at Vic Circus end, only at Sainsbury's end, perhaps an arch with lwords and lights
Look to Folkestone's annual art festival and to work with local artists for sculptures and architecture
Combining the lights and decorations. Something that says you are in Southend, seaside inspirations, ice creams etc. Also maybe having the lights just like there was all along the seafront
The lack of shops, from where you've gradually destroyed the town and the seafront
Canopy with open terrace, seating and solar lighting
No rusty things like by Sainsburys
Not as important as lighting, but some sort of archway would be nice. High up away from vandals. Also with lighting.
Fountains like on seafront, plus bring back rosis hut
Something used from renewable materials
covered centre walk way throughout central pedestrian areas
Add more green ! More flowers and trees
Archway with foliage

Survey Monkey Comments
Tree
Decorative Archway
None
Statue of Tony Stark
Metal artistic family/cohabiting statue maybe even being multi functional
Something that symbolises respect, unity and choice let's encourage our youths to make wiser decisions
Something eco friendly, green
Clock like the one that was removed
Trees, it would show we care about nature
Seaside influenced to reflect the area.
Relocate New Look and demolish th building that blocks entry to High St
this is a test
Sign posts to places in Southend

SBC Portal Comments:

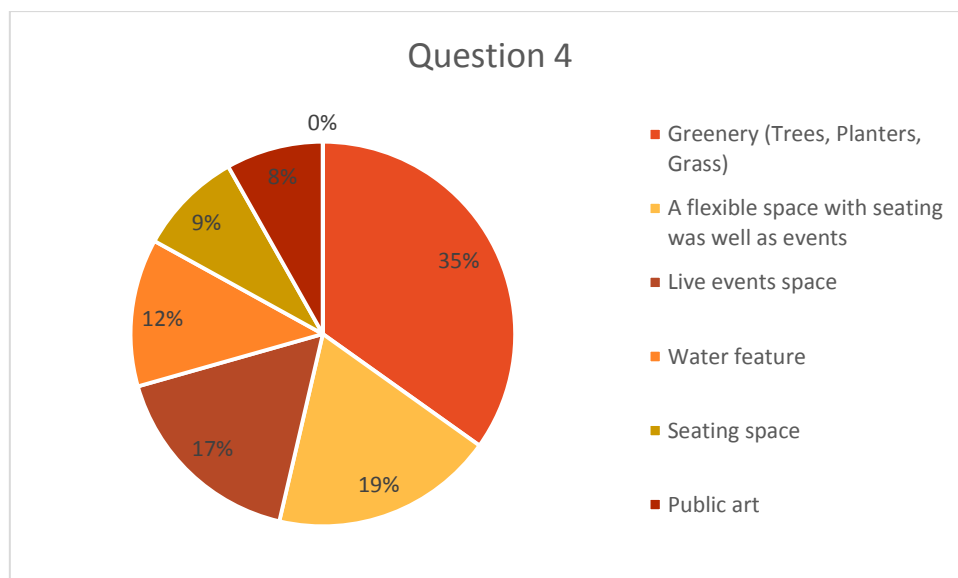
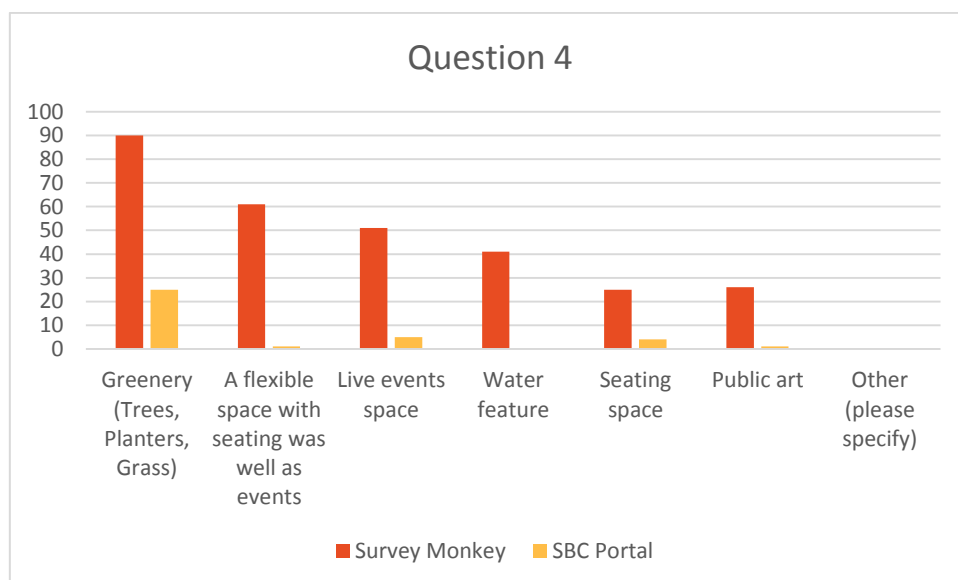
SBC Portal Comments
A sculpture
A water reful station, a local information and tourist board and a large map.
Bandstand or similar with programme of events to celebrate our young people.
How about a stage or a bandstand? A statue? Trees? Anything to change this area from a concreted-over former roundabout to a liveable area that people want to stay in, not just pass through.
I am indifferent
I have not researched but some sort of living structure would be amazing. Something that can reflect the return and protection of nature in the town. I want to be proud of my town again, how wonderful would it be if Southend could reflect a turn around of this through a symbiotic living structure. I've read about mini forests returning to city spaces it is doable, lollipop trees don't thrive, look lonely and unnatural therefore not cost effective. Our children need to know our town embraces the living world.
I would like to see native tree species, with canopies.
Native trees, plants, flowers to attract insects.
No
No reason to spend residence money on stupid items like this. Not needed
No. Just more Green, less concrete and more maintenance and cleaning of the area. Myself, and most people I know, think the rusty structures along london road are ridiculous and unnecessary. Southend does not need anymore street furniture! It's cluttered and ugly. We need a greener, softer, healthier, and more inviting high street. Also, bring back the underground toilets near the railway bridge. Make them something unique to the town, man them, keep them clean, this would offer a valuable service to the public, and may help to keep the human defecation of the surrounding areas to a minimum.
Nope
Not rusty metal things like further up, they look hideous. Put more green and natural things especially trees

SBC Portal Comments
Perhaps a timber framed pergola planted with trailing plants... this would make a stunning entrance to the high street and provide essential shading as the climate heats up and sun gets stronger....
Physics structures should be natural. Southend has a glorious history of tourism from London's East End poor. The day trips were and still are a chance for people and children to visit the seaside and get away from the concrete jungles they travel from. No longer are shops unique and all the town's carry the same corporate blue print meanly people have no need to come for the shopping, other places offer a far better deal in this. Blue Water and Lakeside where it is under cover, has free parking and better, larger and cleaner shops. Southend cannot compete on that front anymore and must look to improve by diversifying. The structures should be natural like water features, trees, plants and is consistent with a feeling of being away from the chaotic quagmire of inner city life. The high street could contain an avenue of trees if different species , sizes, shapes and colours. These magnificent, living structures could be lit up with lights at night showing off their beauty and provides a statement about sounthends drive to cut carbon emissions, provide more green spaces and stop the ridiculous destruction of natural things. People enjoy nature and the current structures in Southend are offering nothing to the community.
Planters and seating
Sculpture
Seating area, planters with trees please!
Something that can double as a stage for performances
something well made and well thought out rather than a quick fix
The alleyway to the station is uninviting - features such as suspended decorative chandeliers, decorative ironwork or wall art could turn it into a feature.
Trees
Trees!!!!
Trees, mini garden.
Trellis archway, trees ect.
Water feature, grassed area
With light and clock with a water fountain for people to fill up water bottles like in London.

Appendix 2:4

What in your opinion would be a better use of the public space at Victoria Circus? (The space outside New Look/Odeon Cinema) Please rank, 1 being the best and 6 being the worst. If you use 'Other' please specify what, followed by their ranking (1-6)

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Greenery (Trees, Planters, Grass)	90	25	115	34.85%
A flexible space with seating was well as events	61	1	62	18.79%
Live events space	51	5	56	16.97%
Water feature	41	0	41	12.42%
Seating space	25	4	29	8.79%
Public art	26	1	27	8.18%
Other (please specify)	0	0	0	0.00%
Total	294	36	330	



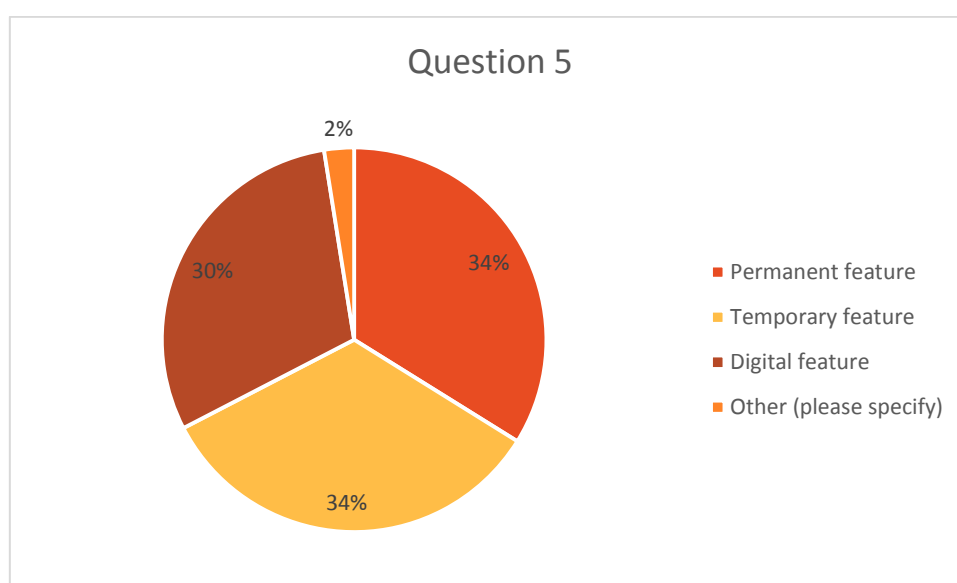
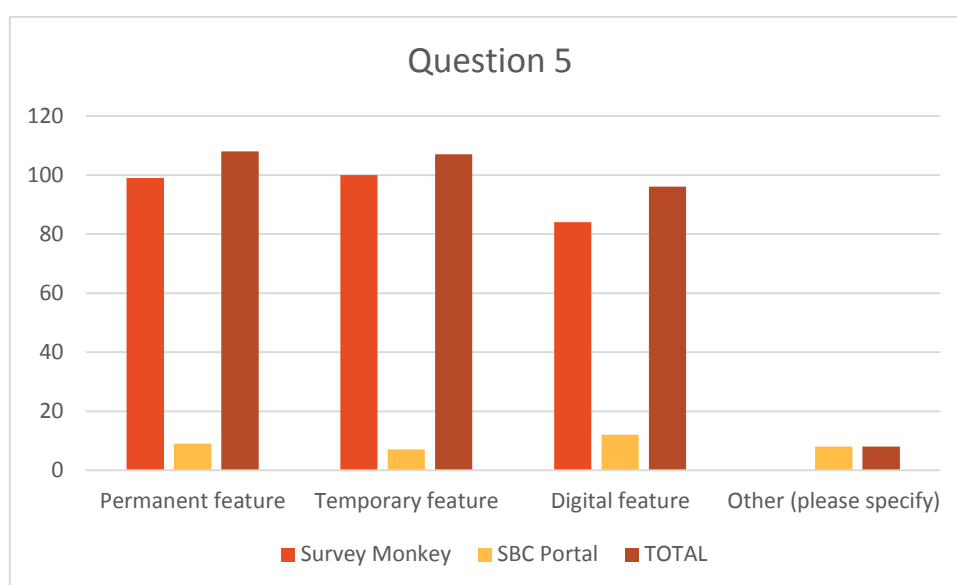
Survey Monkey Data:

Survey Monkey Comments
Permanent garden/plant area
Public toilets for those desperate or not wishing to journey right through the interior of the nearby shopping centre!!
Farmers market
Fruit trees please
Maybe a raised area with seating and lockable bike areas discreetly underneath in a decorative manner
Maybe a Southend souvenir stall or make it a market area
Flatten the central area, possibly with both slopes and stone seating around the perimeter to create an amphitheatre of sorts which could then be used for many purposes including cultural/performance activities as well as retail opportunities such as market stalls or similar. If additional trees/planters installed it's important to ensure that CCTV coverage is not compromised by this.
improved paving etc
For whoever's it who's getting the back handers in reference to the seafront to be made to sit down and talk to the traders that have lost there livelihoods so that he or she can have another car/holiday etc
While some of these are nice ideas, this area is used by large groups congregating for anti social behaviour. Seating would attract bigger groups for longer periods, and public art would be a beacon for vandalism. Trees would relax the appearance of the area more and create a better visual impact and a more desirable space.
markt spaces
Bulldoze thos stupid rusty metal things out Sainsburys
Not too much seating as this end of the high street attracts the wrong type of crowd who hang out on the current benches and make me feel very uncomfortable when I am in the high street.
Bring southend back to life
Trees
Make it the "town centre"
No live events we have the forum space for this

Appendix 2:5

Q5. If a public art feature was installed at Victoria Circus (The space outside New Look/Odeon Cinema) please rank your preferred option. Please rank, 1 being the best and 3 being the worst.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Permanent feature	99	9	108	33.86%
Temporary feature	100	7	107	33.54%
Digital feature	84	12	96	30.09%
Other (please specify)	0	8	8	2.51%
	283	36	319	



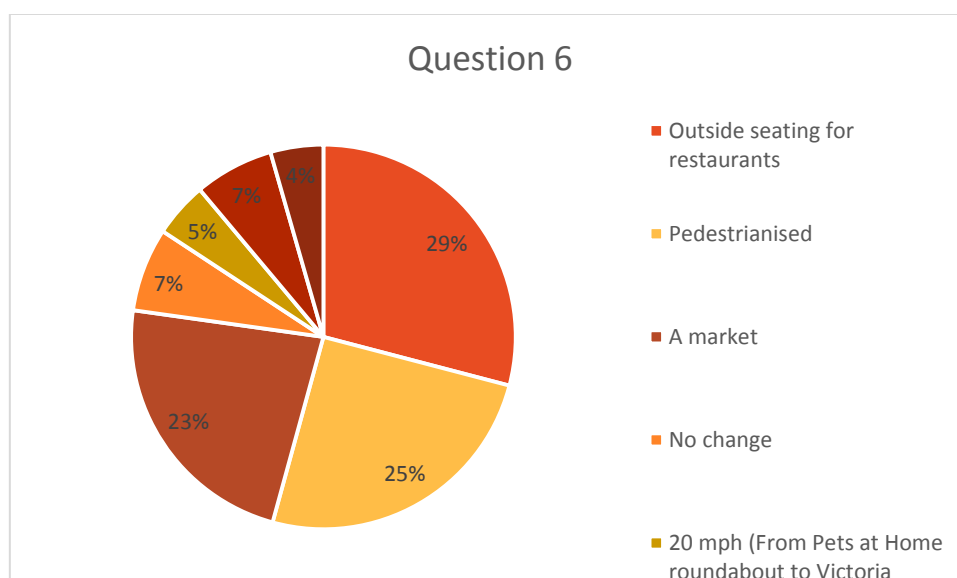
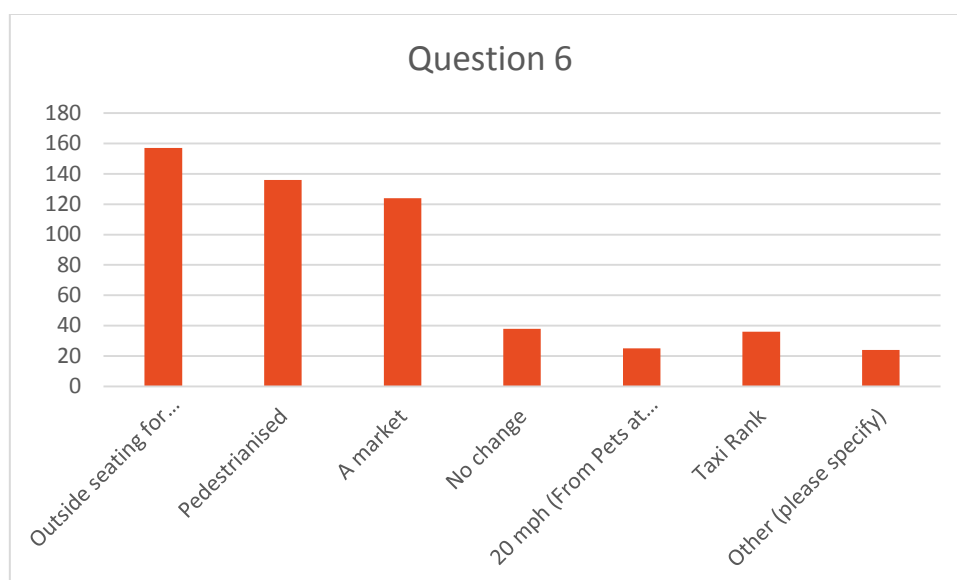
Survey Monkey Comments:

Survey Monkey Comments
Whatever art may be used, make sure it is sensible, maintenance free, and not rusty stuff!!
None use the money better
Something interactive and changing created by local artists but more trees and safer streets would be more a priority
Something related "and protected" to the towns/piers past important heritage. Or a digital feature inviting people to visit the towns museums. For instance the Saxon King Experience in Priory Park and Pier Museum, and the appropriate bus services to get there.
Stage for acts
Temporary, highlighting the work of local and more widely known artists, perhaps work from students at the uni
What about the millennium clock
No feature
Stoo wasting money in useless features
Use the space to showcase local artists in rotation - commissioning them to transform the space for certain periods of time.
Local artists Movable temp art can move around southend
None of the above.
Not a good idea anywhere here
Perhaps have a feature there for 4 or 6 months before replacing it with another and finding a permanent situation for the former elsewhere
Bring back everything you've taken
Something that could change and display local artists
Only a large, permanent sculpture would suit a space this big. Security would also be needed.
Public art would be a waste of money and would be vandalised
Add more flower and tree displays more greenery
None as not necessary
No art feature
I donâ€™t think money should be wasted like this. The statue outside the station was an expensive waste of public money and I donâ€™t recall being asked if we approved of that
Please dont
We don't need more digital clutter using constant electric

Appendix 2:6

Question 6: What in your opinion should the space become on London Road? (From Sainsbury's mini roundabout to Victoria Circus?)

Answer Choices	Survey Monkey	Percentage
Outside seating for restaurants	157	29.07%
Pedestrianised	136	25.19%
A market	124	22.96%
No change	38	7.04%
20 mph (From Pets at Home roundabout to Victoria Circus)	25	4.63%
Taxi Rank	36	6.67%
Other (please specify)	24	4.44%
	540	100.00%



Survey Monkey: Would you like to see 20mph speed limit on London Road? (from Queenway roundabout next to Pets at Home to the High Street)

Response	Yes
20 mph (From Pets at Home roundabout to Victoria Circus)	25

SBC Portal: Would you like to see 20mph speed limit on London Road? (from Queenway roundabout next to Pets at Home to the High Street)

Response	Number of Respondents
Yes	28
No	8

Survey Monkey

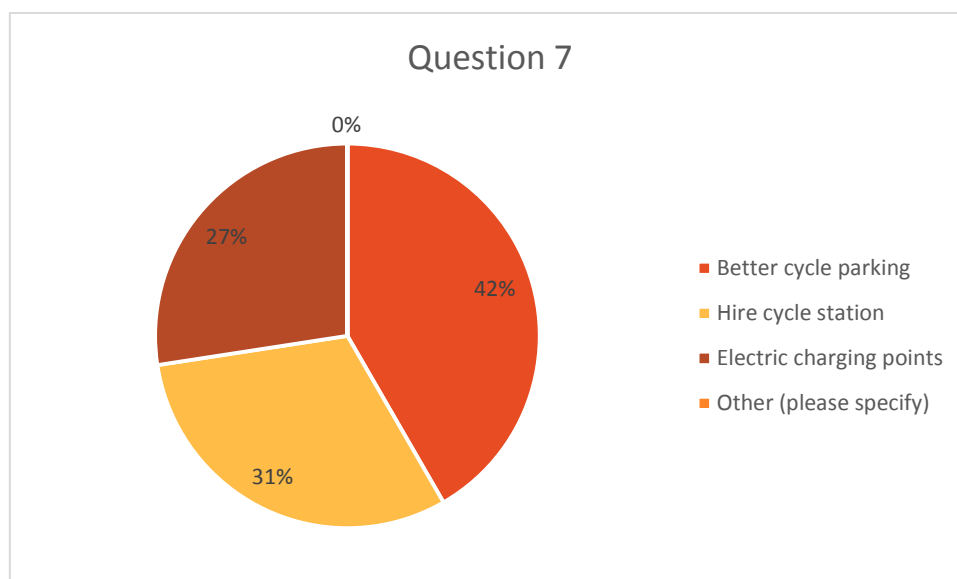
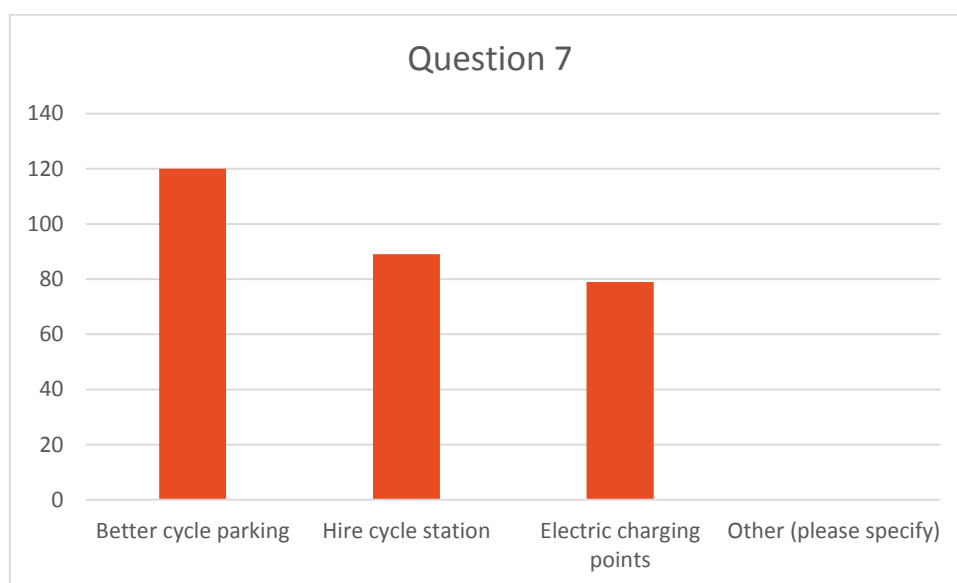
Survey Monkey Comments
Don't know
trees down the middle
Need the pigeons gone for outside seating though
Improve the parking
More plants
More parking
Pedestrianised would be good but there would still need to be taxi and drop off area somewhere safe but nearby
Along with outside seating, it needs to become more appealing and above all safer
Public toilet
Needs to be a community space! A regular market would be fantastic, as would it becoming pedestrianised. (As long as there is still disabled access!)
More bike stands/racks
Pedestrianised except for two taxis at a time to wait for clients and access for deliveries before 10.am
Maybe add some shops!
Once pedestrians, introduce light pillars & trees down the middle. This also becomes a better event/art space then the rotunda oyster the Odeon, as you would entertain diners seated outside the restaurants.
Sportscar burnout zone
More accessible for wheelchairs and extra lighting
Add more plants along the street
Bulldoze those stupid ugly rusty pieces of junk outside Sainsburys.
Gardens
No more car/pedestrian shared spaces like the seafront please! They are awful!
A free (e.g. 10 min max) regular car "pick up point"
Get rid of those awful metal 'installations'
Arboretum
More trees are always beneficial but a market would bring work opportunities

Appendix 2:7

Question 7: Do you think the space on London Road (between Sainsbury's through to Odeon) would benefit from the addition of?

Survey Monkey data:

Answer Choices	SM	TOTAL
Better cycle parking	120	41.67%
Hire cycle station	89	30.90%
Electric charging points	79	27.43%
Other (please specify)	0	0.00%
	288	



SBC Portal:

Response
A toilet! We cant access town since Sainburys removed their toilet due to disabilities.
As previously stated I don't believe you can only focus on this one area, the problems are much wider. If you were to use the area for a market, it would really need to be thought about carefully ie selling locally grown produce, food stalls etc not cheap clothes and rubbish
From social media alone one can see that the initial stages of this project have been more negative than positive with the new rusty features, seating and lackluster planting of ivy like plants on the seats. It does not invite or offer anything in the way of enticement or pleasure as a portal to a hospice of shops and/or high street. The inject life and desire then include life and desire by adding real features instead of rust, concrete and nearly dead plants. If Southend-on-Sea is to thrive then it need to bring life in, not concrete it over and that is short lived.
Good quality buskers at the weekend.
Green space
Greenery
Information booth. On places of interest to visit in Southend. Eg Museums. Parks, the last georgian buildings and the Royal hotel with their histories.
keeping the place clean and free of rubbish
More bike parking. Trees. Cafe seating
More greenery - Trees and planters - but mostly TREES!
More street team stopping the anti social behaviour
More trees
More trees and planters
Na
Native trees, plants, flowers to attract insects.
Nothing. No need to change it. Just add trees
Pedestrianised with permanent pavement decoration like the colourful pedestrian crossings along Southwark Street in London, which were designed by famous graffiti artists. This or maybe wall designs could be showcasing some of the heritage of Southend, like our sub cultures, music etc, even going back to the Anglo Saxons - like they have across the shopping centre in Basildon. Encourage restaurants to spill out with seating and including publicly available seating too, so it's not only the people who have money to spend who're able to linger. And lots of plants!
Shops all occupied!
Space for licensed mixed street artists in addition to restaurant and public seating.
Toilets are needed An electric screen which provides useful information for public
Tree and general Planting, taking account of the South side heat island effect in the summer as the climate heats up and the sun gets more intense... also pedestrianise and discourage/ban car use beyond Sainsbury's.... Pergolas outside the South side so that there can be alfresco dining..... central greenery feature...
Trees
Trees and other greenery such as pleached trees with fairy bulb lighting. i have seen this in european towns and it gives an enchanting inviting atmosphere in the evening where people are drawn to the area. Controlled outside restaurant seating will also enhance the area. By controlled I mean uniform barriers marking the seating areas for the restaurants and uniform overhead shelter like parasols so that the overall appearance is considered is design.

Trees, nature, flowers and wildlife.
Trees. Perhaps a green wall to cover up the ugly shopping centre?

Survey Monkey Comments

Survey Monkey Comments
Just leave it as it is, ... no need to spend money.
Unsure
trees
None of the above
Free short stay parking
None of the above.
Remove rusty effect planters
None of them
None of the above
More disabled parking
None of the above, just remove the central section
A decent sized tree
Ban all cycles
Less cars allowed down. So only taxis allowed past Sainsbury's.
Car parking spaces
Police on the beat
Removal of beggars/drug addicts
Pave the area and use for markets/seating for surrounding eateries - Camden feel
Public toilets.....open plan and not the horrid cramped cubicles with nowhere to hang a coat or place ones shopping bags!!
More trees and plants
Some kind of security measures, without being horrible I'm sick of being approached by drug users along that strip when I walk home from work.
Cafe culture flowers trees
N/A
Green space, not enough in town centre
None
More room for Pedestrians
None of the above, all would be a waste of public money
None
None of the above
None of the above
Getting rid of those disgusting rusty look benches and random structures
more outdoor seating space for restaurants to utilise
Fruit trees
Better pathways for wheelchair users. The path is dangerous (uneven or broken) and always busy.
Drinking water refillable stations
Market or restaurant seating
Under cover market
Market
Pedestrianisation
Pedestrianisation

Survey Monkey Comments
Planters, new paving, reduced road, more pavement, removal of those awful seats and columns
More shops!
We have cycle hire at the station so no need here as well
Pedestrianise, not parking.
Get rid Of beggars
Q
Hi resolution cctv
More police
Wider paths
Needs to be more of a social space
Removal of the taxi rank and pedestrianisation
Add more flowers and lighting also police to sort the beggars out
None of above
None of the above it should be a place where people want to linger and enjoy.
An enjoyable place to sit
Market
Control of homeless people
Bulldozing thos rusty pieces of junk
Plants
Outside dining
Trees
A regular car "pick up point"
Policing of beggars and drug users, doesn't feel a safe area at present
niche shops
None of the above
Bins and lighting
Being safe
CCTV
No cars
Trees, sorry but trees need replacing
No bikes
Wider pavements for pedestrians
Covered cycling parking like the Forums

SBC Portal Comments:

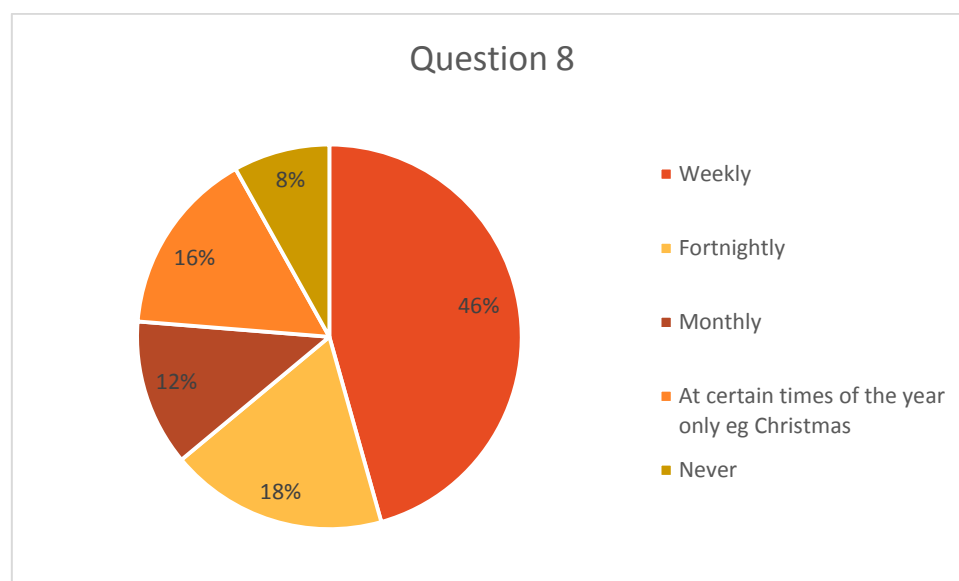
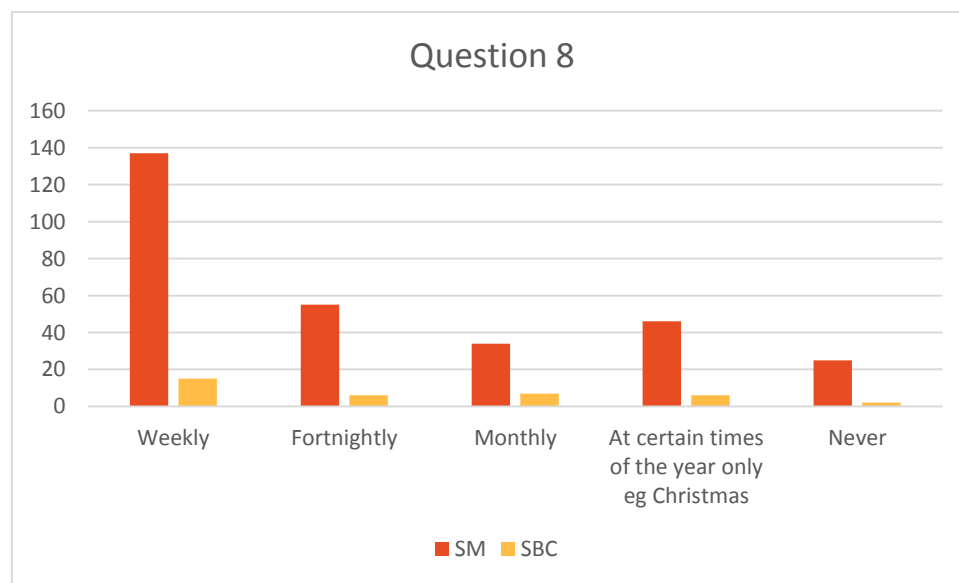
SBC Portal Comments
A toilet! We cant access town since Sainburys removed their toilet due to disabilities.
As previously stated I don't believe you can only focus on this one area, the problems are much wider. If you were to use the area for a market, it would really need to be thought about carefully ie selling locally grown produce, food stalls etc not cheap clothes and rubbish
From social media alone one can see that the initial stages of this project have been more negative than positive with the new rusty features, seating and lackluster planting of ivy like plants on the seats. It does not invite or offer anything in the way of enticement or pleasure

SBC Portal Comments
as a portal to a hospice of shops and/or high street. The inject life and desire then include life and desire by adding real features instead of rust, concrete and nearly dead plants. If Southend-on-Sea is to thrive then it need to bring life in, not concrete it over and that is short lived.
Good quality buskers at the weekend.
Green space
Greenery
Information booth. On places of interest to visit in Southend. Eg Museums. Parks, the last georgian buildings and the Royal hotel with their histories.
keeping the place clean and free of rubbish
More bike parking. Trees. Cafe seating
More greenery - Trees and planters - but mostly TREES!
More street team stopping the anti social behaviour
More trees
More trees and planters
Na
Native trees, plants, flowers to attract insects.
Nothing. No need to change it. Just add trees
Pedestrianised with permanent pavement decoration like the colourful pedestrian crossings along Southwark Street in London, which were designed by famous graffiti artists. This or maybe wall designs could be showcasing some of the heritage of Southend, like our sub cultures, music etc, even going back to the Anglo Saxons - like they have across the shopping centre in Basildon. Encourage restaurants to spill out with seating and including publicly available seating too, so it's not only the people who have money to spend who're able to linger. And lots of plants!
Shops all occupied!
Space for licensed mixed street artists in addition to restaurant and public seating.
Toilets are needed An electric screen which provides useful information for public
Tree and general Planting, taking account of the South side heat island effect in the summer as the climate heats up and the sun gets more intense... also pedestrianise and discourage/ban car use beyond Sainsbury's.... Pergolas outside the South side so that there can be alfresco dining..... central greenery feature...
Trees
Trees and other greenery such as pleached trees with fairy bulb lighting. i have seen this in european towns and it gives an enchanting inviting atmosphere in the evening where people are drawn to the area. Controlled outside restaurant seating will also enhance the area. By controlled I mean uniform barriers marking the seating areas for the restaurants and uniform overhead shelter like parasols so that the overall appearance is considered is design.
Trees, nature, flowers and wildlife.
Trees. Perhaps a green wall to cover up the ugly shopping centre?

Appendix 2:8

Question 8: If a regular market were put on London Road, how frequent would you want it?

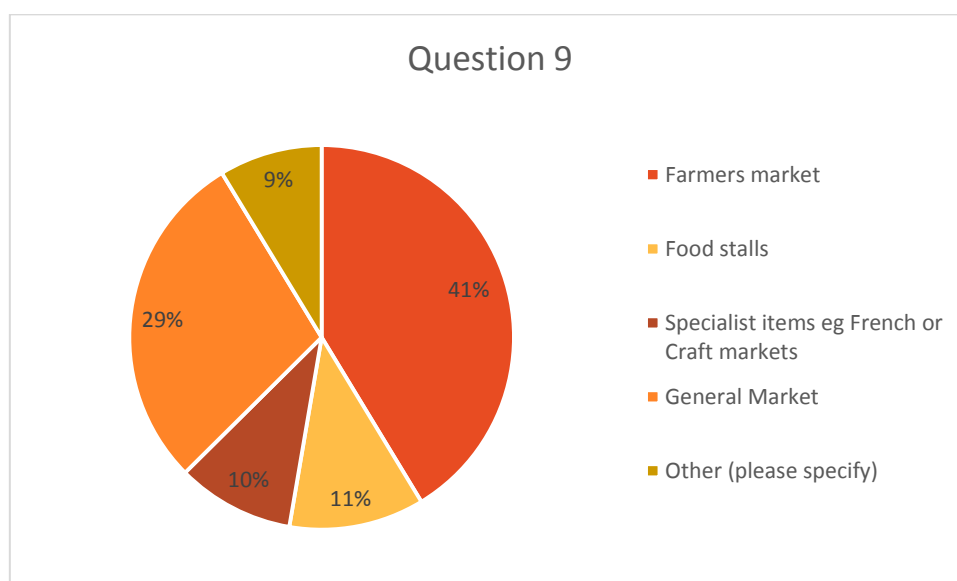
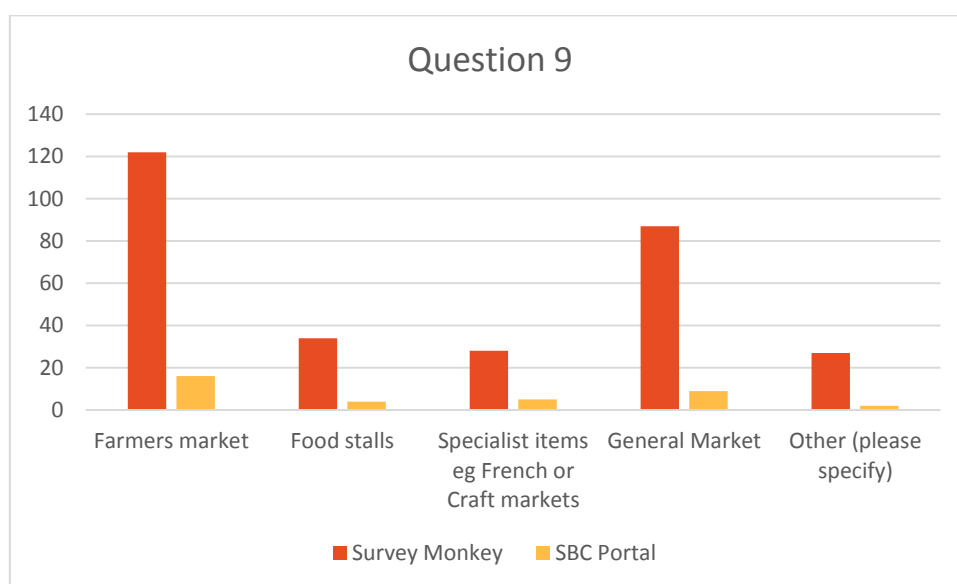
Answer Choices	SM	SBC	Total	Percentage
Weekly	137	15	152	45.65%
Fortnightly	55	6	61	18.32%
Monthly	34	7	41	12.31%
At certain times of the year only eg Christmas	46	6	52	15.62%
Never	25	2	27	8.11%
	297	36	333	



Appendix 2:9

Question 9: If a market were put on London Road, what type of market would you prefer?

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Farmers market	122	16	138	41.32%
Food stalls	34	4	38	11.38%
Specialist items eg French or Craft markets	28	5	33	9.88%
General Market	87	9	96	28.74%
Other (please specify)	27	2	29	8.68%
	298	36	334	



Survey Monkey Comments:

Survey Monkey Comments
Christmas market
None
All of the above.
Don't mind
Farmers and food
Local market ie produce and local craft stalls
Autojumbles and antiques
No market, they are tatty and smelly and take business away from shops and cafes in the high street. Also you get totally ripped off by the people running the markets.
General/food/vintage clothing, etc
A mixture of all of the above! A bit like the one at roots hall on thursdays
No market
No market
A mix of farmer's, food, ethnic food
Alternate them on a rota
Various - perhaps themed by week/season. Not the usual tat that constitutes the market on the High Street currently.
A mix but not tack
Whilst I think a market would be good how about some permanent shops!
None. The space needs to be for restaurant seating. A market in this area would make london road look tacky and potentially put of food chains.
A mixture of food and general stalls
A variety of 4 changing each week
Fruit and veg Market
Exotic meat (zebra, giraffe, crocodile, ostrich...etc)
Artisan bread, retro clothes, up cycling, Bric a brac
Nothing
Event only I.e Christmas
All of the above
never we've already got one

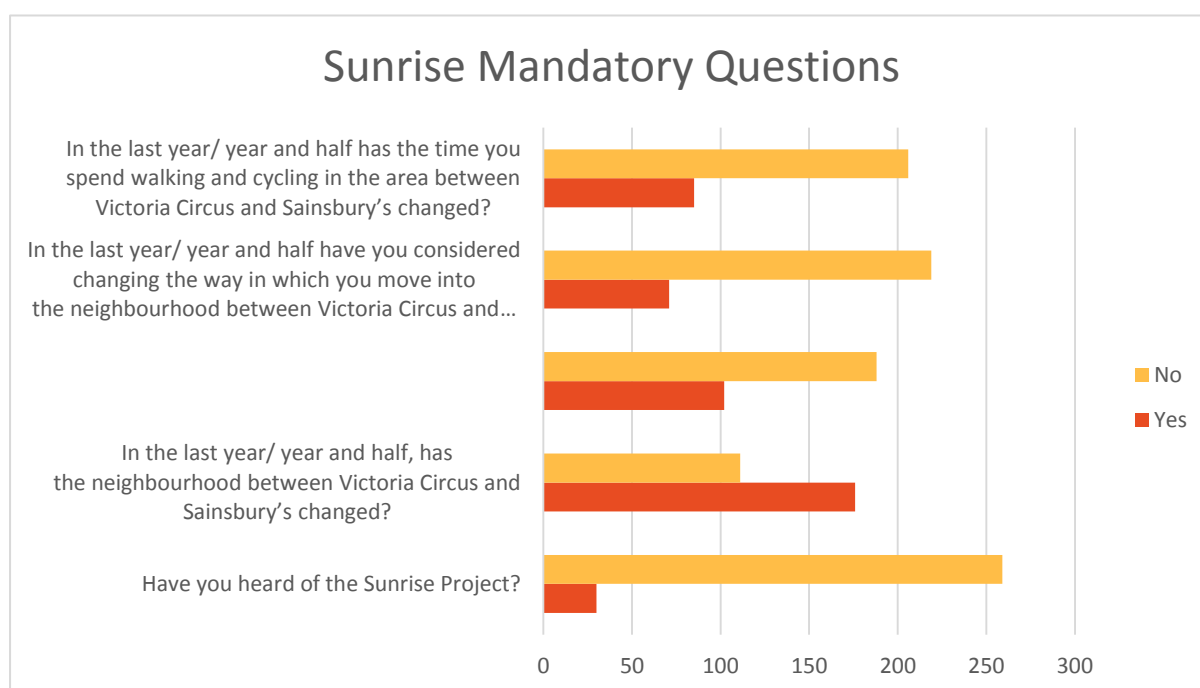
Appendix 3: Sunrise Mandatory Questions

Appendix 3:1

Survey Monkey Results

How much do you know about the Sunrise project? Please answer the questions below.

Answer Choices	Yes	% yes	No	% no	Total
Have you heard of the Sunrise Project?	30	10.38 %	259	89.62 %	289
In the last year/ year and half, has the neighbourhood between Victoria Circus and Sainsbury's changed?	176	61.32 %	111	38.68 %	287
In the last year/ year and half has your experience of moving around the neighbourhood between Victoria Circus and Sainsbury's changed? E.g. by foot, cycle, car, taxi?	102	35.17 %	188	64.44 %	290
In the last year/ year and half have you considered changing the way in which you move into the neighbourhood between Victoria Circus and Sainsbury's? E.g. on foot, cycle, car, taxi	71	24.48 %	219	75.52 %	290
In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?	85	29.21 %	206	73.79 %	291



Appendix 3:2

Question 1: Have you heard of the SUNRISE Project in Southend-on-Sea High Street?

Response	Number of Respondents	Percentage of Respondents
I have never heard about it	50	72.46%
I have heard something about it but I have not taken part in any event organized by the project	19	27.54%
I have been involved in some of the events organized by the project		

Question 2: In the last year/ year and half, has the area between Victoria Circus and Sainsbury's changed?

Response	Number of Respondents	Percentage of Respondents
It has become a worse place	36	55.38%
It has not changed substantially	24	36.92%
It has become a better place	5	7.69%

Question 3: In the last year/ year and half has your experience of moving around the area between Victoria Circus and Sainsbury's changed? Eg by foot, cycle, car, taxi?

Response	Number of Respondents	Percentage of Respondents
It has become worse	24	38.71%
It has not changed substantially	34	54.84%
It has become better	4	6.45%

Question 4: In the last year/ year and half have you considered changing the way in which you move into the area between Victoria Circus and Sainsburys? Eg on foot, cycle, car, taxi

Response	Number of Respondents	Percentage of Respondents
I have not considered changing	45	75%
I have considered changing but eventually I have not changed because it was not possible	5	8.33%
I am getting ready to change	3	5%
I have changed and I still keep my new habits	6	10%
I have changed but then I have gone back to my old habits	1	1.67%

Question 5: In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?

Response	Number of Respondents	Percentage of Respondents
I walk and cycle less	16	26.67%
My walking and cycling habits have not changed substantially	38	63.33%
I walk and cycle more	6	10%

Appendix 4: Other comments collected

Appendix 4:1 – Comments from SBC Portal

Other comments made.

SBC Portal

SBC Portal Comments
°Street lighting should be improved ° warning responsive speed indicator °ECG machine accessible
As aforementioned.... I can assist in any paid consultancy.
Could be improved with more trees, nature, flowers and wildlife.
Getting to the range
I have no idea why you would want to have a market there. There is a weekly market in the pedestrian zone - why not improve that instead?
It is a very barren area - another tree has gone recently. Please try and "green" it more, with planters and more trees.
it needs to have a well thought out design/look instead of the mish mash it is now
Make it greener. Keep it cleaner. Remove unnecessary street furniture and obstacles.
Make it pedestrian only; turn it into a market area. Look at the market in Norwich for inspiration.
More police on the streets. Accessible toilets for people who walk struggle distances. Green spaces (no one wants to sit there as too many car fumes).
More trees required
Na
Native trees, plants, flowers to attract insects.
Over all security as well as the rest of the town. Seaside towns unfortunately have a lot to contend with and I would love to see the return of confident safe spaces where at all possible.
Remove the taxi rank and do everything to encourage the space to become a "room" where people linger and bring the top of the high street to life.
See previous comments
Street cleaning & ranger patrol.
The area is a mess, its scruffy and grubby and inviting. I do not feel comfortable leaving the cinema alone in the evening and during the day some of the street dwellers are intimidating. The whole area needs to change but so does the high street generally.
The London road part specified above has no redeeming qualities and offers me no incentive to visit there. I live in Southern but shop in either lakeside or blue water as I am not paying the ludicrous parking charges that the borough I live in charges me. The rusty structures put up only deter me more and the safety element after dark makes it a no go zone. I only ever see rangers out during the main shopping times and do not venture out after this as it is full of drunks, the stench of weed and unpleasant people. In my opinion I feel let down by a council who actively listens to corporate need rather than investing in the health of the community or town itself. I do not consider Southend to be a home anymore, just a place where my house is as I can get better services, shopping, safety and healthier alternative a by leaving the neighborhood and going elsewhere to do my shopping, entertainment and specific events and public shows.
Trees please

Appendix 4:2 – Comments on Social Media Advert #1

Impressions: 38,817

Reach: 17,748

Link clicks (direct to the survey online): 913

Cost per link click: £0.11

CPM: £2.58

Total clicks: 3,776 (includes likes, shares, comments, clicks on video etc)

Shares: 29

Comments: 151 (this is huge engagement)

<https://www.facebook.com/160398630676692/posts/2263285497054651>

Cost: £100

Facebook Advert #1 Comments
The issue with central Southend is too large to be addressed by attention to this one small area. Bit for what it's worth I'd model the space into a performance amphitheatre and offer it for serious gigs and local artist exposure. Make the edges a semi-permanent market and pop up food area.
Bike stores
wouldn't it be a beautiful gesture to build a homeless shelter and soup kitchen for all the less fortunate of human kind to know there is a hand to help them xx
A couple of decent trees. Council destroyed the roundabout that had trees in it and laid all paving then statue. Took out trees in precinct area. The last idea they had to make an area apeing was to put some rusty metalwork outside Sainsburys with terrible ivy growing up. So you want to make it pleasant PLANT TREES. Good for noise dampening , giving out oxygen whilst absorbing carbon dioxide, and far more pleasing to the eye and wellbeing.
Diane 100% agree
Concrete jungle!!
It would be nice to put the plants and bulbs back. Seating around them. And the ice skating rink back for the winter. Properly this time. All the Christmas markets back. Music groups playing sets in the lead up to christmas. Many would do it for free to get known.
Take a look at Tallinn Square in Estonia where I go every year.. Christmas tree in the centre and outside eating places in winter they have woollen seats and covers with heated lamps, and summer just big umbrellas, it is so inviting and run properly could be good for our high street with all the people who pass through that part of town.. Also a few little trees surrounding the area..
No but seriously, a colourful interactive map with directions and markers would be helpful and get people exploring.
Can we have a large sheltered band stand outside odeon where potential performers can entertain shoppers under cover. The rusty tall structure does nothing for our town, it actually make the town look worst.
Steph Tang great idea. Classic architecture though, similar to the one in Priory Park.
The band stand would enable people with potential to show off their talent and also serve as entertainment for shoppers.
Steph Tang kind of like a 'Covent garden' thing....?
Hayley Edwards. Yes, hopefully this will draw in more tourist from Europe via the airport and bring more vibrancy to the area.
that sounds a great idea Steph Tang
Like your thinking
No seats please as I want to discourage loitering from the wrong kind of people. I would like to see trees, plants and foliage used to create a colourful display.

Facebook Advert #1 Comments
Dawn Henson "the wrong kind of people". Wow. Or, maybe, they're just people.
Lyndsay Giess yes the scum who pick pockets steal and any other crime !
Dawn Henson there's benches all up and down the high street and I've never been mugged in my 19 years of living in this town. People loiter because the area doesn't offer enough things to stop people from said loitering I think.
Maggie Steptoe I don't feel safe in Southend now. It's a real shame.
I think that says more about you. Like Maggie I've lived here for 19 years. Yes I've seen a decline but that's attributable to the closing of shops. I've never felt unsafe.
Dawn Henson I don't feel unsafe in Southend, sure there are unsafe areas and not so nice people but that's the same as most places. It is a shame you feel that way though.
There are already drunks sat opposite smiths on the benches and regularly in tents on the seafront. No they are not welcomed. No we do not want them here. quite agree with what Dawn Henson is saying despite the usual string of virtue signallers queuing up to whinge. Something that isn't an area for the local drunks to kick around in would be more welcome and a better way to improve the town. Just plant trees and planters ffs like we had previously. That is all people want. It isn't rocket science
Bandstand, trees, and plantage, the eatery has gone down very well that faces onto the warrior square greenery, may be more of that, with live music in summer, a busking area...music always makes people happy.
Kim Pilling Stirling that glass house warrior sq green brilliant love it goes couple times a wk cheap and lovely food
Trees, greenery and wild grasses and seating etc. Maybe a fountain.....to perhaps tie in with city beach at the very opposite end of the high street and town
Trees Rossi little bit more seating how about getting the underpass back in use and get rid of them bloody lights put the roundabout back some much quicker life would be so much better
Mandy Chaplin I would love for the Deeping to be reopened!
Julie Crumpton me too. A much safer way to travel too
Lots of trees, a fountain and a permanent well-being advice stall tackling a different health issue each week. A free water point to refill people's bottles to help the environment.
Leave the area as it is. Good for pop up events. Concentrate more on improving the shops in the high street to make southend worth visiting. Our town is becoming outdated
I tried to fill the questionnaire on several occasions. On each occasion it would not allow me to move on from question 6. Very annoying as I do want my opinion to be considered
Hi David, with question 6, you have to rank your preferences (so can only use each number once), including the option that says "None of the above". So all 6 options have to have been ranked. This is not immediately clear, apologies. Kind regards, Southend BC
Southend-on-Sea Borough Council Thanks I even tried that but it still didn't work. You must be losing a lot of feedback because of this problem
Southend-on-Sea Borough Council I've just tried it again and it jammed. It's ridiculous if you really want feedback. How many others will have given up. I suggest you have urgent words with the people who supply that service or ask for your ratepayers money back.
What device are you using to access the survey? There have been several successful completions, so I am wondering if it is an issue with this.
Samsung s7 like many other people will be using
Southend-on-Sea Borough Council yes ive had the same problem...how about get this right before you try changing things.!!!

Facebook Advert #1 Comments
The circular area outside the odean and Victoria shopping entrance would be good for cafes and coffee shops with lots of outside tables. Alternatively the market stalls cold be moved there. Also make southchurch road side of shopping centre more appealing
Alan Robinson more coffee shops? Might as well call it the southend of Columbia
Jamie Kelly coffee shops are better than empty shops
Alan Robinson this is true yes but they need more than just coffee and phone repair places, they need to mainstream our shopping outlets again. I usually spend no more than an hour in town because there is so little to do.
Oh hell yeah, loads more rusty looking wierd fencing things please!
If they planted a Christmas Tree in the centre of the square they could save money each year. Outdoor stalls and eating areas as they have on continent (which can be made rainproof and windproof in bad weather) would liven the whole area up
Trees. The rossi booth back where it belongs. Photo sof the area over history. Walking plans to take in the the historical side of of the town.
Huge coloured map of Central Southend with labels and travel instructions to landmarks. Or maybe big colourful arrows pointing to landmarks with ETA on foot plus distance.
I would like to suggest trees and gardens and all that lovely stuff but sadly it would get abused by alsorts of people,it would probably get used as an outside toilet just as the cliffs does and trust it's adult males peeing in full sight of every one. So my suggestion would be a mini police station complete with officers to deal with the kids/adults riding bikes,aggressive begging and the general anti-social behaviour that is happening in Southend at the moment. Southend used to be great place,now it's somewhere avoid after the shops close,it's just not a safe place to be anymore. We need to get Southend back to what it used to be and clean it up.
Anne Clark couldn't agree more
I agree with some form of bright colourful map on the ground but it would also need to be seen at night. I like the idea of using something similar to the below to light up the high street at night showing taxi ranks / train stations etc:
https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.google.com%2Fsearch%3Fq%3Di%2520trractive%2520paving%26rlz%3D1CDGOYI_enGB839GB839%26hl%3Den-GB%26prmd%3Disvn%26source%3Dlnms%26tbm%3Disch%26sa%3DX%26ved%3D2ahUKEwijiBrmiv7jAhVUtXEKHV0oDU0Q_AUoAXoECBAQAQ%26biw%3D414%26bih%3D620%26fbclid%3DIwAR10GFCH9ep7LsQ57wRq1DciyH1m63JWkDxzAe7duO2QQXq4s1ptlm4phow%23imgrc%3DGtaNp4VxmsmJyM&h=AT0Y5Xr_xm-CtW6kdcizRACncOhrf0VcvUyAygjmeIWcq8MSziH0heRP8yibVN6CNLiMKC2_ATTcuEC34znW7_nd6SqSQMmqtfXQ0qHwkX-j3e4KeyybzrHJ2oKj6xMewvMX-7f1HGIR
Has anyone here read and filled in the survey relating to this. It just reads like an advertising manual for Sainsbury's (yes I have completed teh survey) Whilst you have those awful rusty towers and that god awful Tetris building leading into this dilapidated highstreet, that incidentally the council has let happen with its high rates(shop keeper told me this) Along with greedy landlords, you can't polish the turd this high street has become. The beggars, rising crime directly linked with the decline of visible police. This is a project that should have been put far down the list. The area isn't broken, it doesn't need fixing at the moment. It is an area that has pop up events, populate this area and it will take away the only area that can sustain pop events. Maybe the funds should go towards overall improvements to the high street. Encourage and support business in the area to come the highstreet instead of trying to make small improvement to a soon to be ghost town.

Facebook Advert #1 Comments
We should have smaller shops to enable local businesses to thrive and more individualised shops, not the large chain. Closed shops should be made smaller.
Trees are the number one priority. You look at other high streets and it is trees that give appeal. The area from Sainsburys down to the Royals is so depressing because of the lack of trees5
Something green growing and a nice place to sit would be a nice change .
Suggest sort the homeless, alchies and druggies out first? Much more of a priority surely? Why spend all this money tarting up the town when it's overrun with people forced to live rough? Prioritise?
A sensory corner sensory board where our children with autism can go to relax feel good
SBC literally removed all the planters in the high street with seats around them and the trees at the odeon, and now have sought a grant to potentially reinstate them. Pathetic
Trees, greener, seating..similar to Prittlewell square.
An inside secure place for bikes to be stored. More police.
Return the historic ships mast that used to stand on the Cliffs by Westward Ho you stole and bungled into storage
Could you install some stocks and have a voting system for criminal of the week to decide who goes in them?
Stop wasting our money on trying to make one end of southend high street look a little decent when the whole of it is a complete and utter mess, in other words if you pulled the whole lot down it would probably make £15 of improvements. Oh and put the Vic circus lights back to a roundabout
What is that scrap metal meant to be outside Sainsbury's, nobody would sit there with the traffic going past! Waste of money! Bring back free parking on a Sunday might be a start!
Who in there right mind would want to sit and eat surrounded by the towns low life .Has anybody from the council even been to the High Street lately?
Before designing a seating area surely it would be better to sort out the bottleneck this junction has become. No one wants to sit somewhere full of fumes and no amount of trees will sort this out. As for the pile of scrap metal outside Sainsbury's who on earth thought this was an attraction!
I avoid that end of town because of the aggressive beggars. Putting in new seating or a bandstand will only give them more places to loiter. Until that is dealt with no point in investing money.
Don't use it to build more houses or flats we got enough
More seating and less anti social behaviour please. It's a no go high street
I want southend air show come back again thousand of thousand people want southend air show again.....
I would like the pavements cleaned. Fed up with walking through spat out chewing gum and weeks old vomit. Look at the streets abroad where locals take pride in their towns.
Rhona Rivers you are 100% spot on a prime example being Pueblo old town Benalmadena the people who live there are super proud one starts one end of a narrow street and someone else the other sweeping and mopping and that's why the narrow streets are pristine. So get your finger out Southend
Ironically we could learn a lot from European cities.
Lyndsay Giess why is that ironic?
Liam Ager I'd have thought that's obvious. Because we are turning our backs on them.
A minefield that recognises cyclists!

Facebook Advert #1 Comments

It's a bit like "oh free money to spunk up the wall". No offence to people asking for a map, but what would you put on it? You could mark out the drug dealing spots, where to beg, where to pass out drunk. Just be an arrow pointing to the sea as sod all else in Southend. It could mark out shops that aren't coffee or phone related ☐ an actual market area if you could make it affordable to independent traders might be good. There are always these great ideas that are poorly executed. Like the smallest skate park ever where a pro rider hit the mayor's car as wasn't enough run off room after a trick 😊

Do you mean where the plants and seating used to be?

Trees, plants and seating let's make it more green and get rid of some of that nasty concrete

Need to deal with the beggars and aggressive piss heads before you waste money !

Elizabeth Baverstock couldn't agree more!

Probably not yellow artificial tree stumps or anything that looks like it's out of Disneyland.

Never mind that bit how about a few seats down the high street after the railway bridge towards the pier?

Free parking and so.eone to monitor the high street. I dont go there now as when I'm with my kids I'm constantly harassed for money!

Maybe next time, do it right first time, complete waste of resources to add to the debt pile of Southend council. Seems to be a large scale paving theme to all developments by SBC. Hard landscaping is not the be all of urban design, try some well designed soft landscaping, you need to find some new blood and stop listening to the paving contractors that are paid per m2.

The council should of left the junction at vic station alone as I think its more dangerous now to cross with all of the buses passing by

Here we go again another so called plea for ideas what a con
Southend has a homeless problem let's sort that
Aggressive begging give the money to the police to patrol town centre more to try scare these scammers off,also might make the drug dealing in broad daylight with no shame cut down to.
Do this and I might start visiting high street again but for now I'd rather travel to Chelmsford and Romford for shopping feel safer

Why not think about a park & ride along the A127. It's pointless investing money to improve the town center to encourage people to enjoy the town, when tourists are being discouraged from coming because of lack of parking and blue badge holders restricted if not issued by Southend council

Make it more of a seaside town, instead of another London bourgh. Candy Floss, Doughnuts, punch & Judy and Bucket & Spades.
A bandstand for local talant to perform. Make Southend what it was, when i was a kid. If thats possible.

try free parking for 3 months, initial less income could induce many more people and much more income eventually ?

Have better shops that are not closed down coz rent is to high and less coffee shops.

We don't have enough mobile phone accessorie shops,
You could fit another 10-15 stalls in that area!

No one wants to be in a beggar infested high Street. They are not homeless. I have seen them go into and emerge from quantock towers in groups before heading out. Solve that and make parking free on weekends and the people and the shops will come back.

how about making the old post office a youth centre

I'm going to hop o the general consensus and say plantage too, I hate seeing all of the nasty dull concrete, we've teared up enough greenery here, can we not just put some there and actually leave it and not replace it with cruddy statues

Facebook Advert #1 Comments
How about fill the pot holes in on the roads , oh no wait we already have to pay for that
I agree with trees also the idea of sheltered band stand or an arena with seats for the . elderly. the idea of well being advice stalls also good.
Stop letting crappie repair shop pop up and lower rent business that why Southend high is so disappointing
Trees and green plants place for music and buskers maybe ☐ 🎵 🎸 🎶
You can start by getting Uber back!
Decent street Food stalls
Make it safe , make it homeless ,money bagging and drunk ☐ free Please!
Make it like this again!
Tree trees and more trees!!!!
The band stand
Put it to better use...
Maybe some nice trees and greenery
The WHOLE of Southend is a disaster
Trees, greenery, the opposite of what you usually do
Skatepark lol
Postboxes for the homeless so they have a registered PO Box
Hi Mavis I so agree with you! Lovely to hear from you hope your family are well
Trees trees trees
Trees
A police station
Trees
Not a clock!!
Police
Trees
Trees please
More shops
Ikea
More bike racks
Knock it all down and go back to the 60s style

Appendix 4:3 – Comments on Social Media Advert #2

We ran an advert for one week to try and get more responses on a shorter, more user friendly questionnaire. We ran the same video but changed the text to say that we have taken feedback from the other survey and made an shorter survey for people to complete. This advert ran from 31st August – 7th September.

Impressions: 38,885

Reach: 21,676

Link clicks: 999

Cost per link click: £0.11

Total clicks: 3,942

Reactions: 34

Shares: 34

Comments: 82

Total spend: £110

Comments from Advert #2
I left Southend over 20 years ago. I would say the town has improved in some areas but the high street could do with a make over and policing around the railway bridge area. Still miss Keddies and Victoria Shoes!
Remove ALL the rusty scrap metal junk outside sainsburys, dreadful looking entrance to Southend. Thank god for the traffic lights as this is the only colour in that area. Dead grass and concrete is not the way to welcome people in
Sad to say I visited Southend to have a look down the high street, we left without buying a single thing, felt uncomfortable with the beggars asking for money, and not Just one or two, the town has deteriorated badly, which is a shame as it use to be so much better, sort the rough sleepers, beggars out, clean up the railway bridge, bring the town up to date. We ended up in Chelmsford so much nicer
If New Look would locate inside the Victoria Plaza (I know that's all private) and the building demolished it would link the High Street better to Victoria station. Outside the Odean area the vast paving could be landscaped with amphitheatre style seating and a performance space with sail cloths as shelter. Maritime theme. London Rd Restaurant area pedestrianised to encourage night time economy with seating outside over summer season. Main bus terminus next to victoria station. Tourist information. A playground for tots. Artwork. We are a university town with little atmosphere of a vibrant student community. Involve them. Drinking water fountain. Better signage. Make the entrance to the High Street between Odean and New Look more attractive. Hang beach umbrellas for some seaside colour. Ok so some ideas might not work but we all have some that are good. I'd like Southend to host a busking competition. Events to attract people to stay for another day.
I'd like you to stop building houses when the roads are knackered, I'd like decent parking and a town that isn't anti car.. I'd also like you lot to not sell a huge piece of valuable land for £1
Think outside the box. Cover the area over. Put roof top bars and restaurants up there. Take a look what Oxford have done! Bring Southend up raise the bar. Look at Chelmsford Bond street follow there lead. Lighting or seating is not what we need we need a bit of class back in Southend it's gone so far down hill!
By far the best idea I've read. You, get a job in civil planning.
I would love to I have so many ideas u know they would put Southend back on the map. BUT who would listen to me!
Juliet Cotts our councillors do read the comments on Facebook. Then they might package some ideas up and present them as their own. I wouldn't worry if they did personally as I would love some positive action to Southend high street. I don't know if many people are aware but there is a lot of residential development going on in the areas above the shops up and down the night street so many more people live in this high street area now compared to just a few years ago

Comments from Advert #2

I would make all the shops up the high street into housing with nice fronts on them. Then really develop the two ends of the high street with good quality shops. I'd run a free tram from one end to the other. There is so much wasted space in the Victoria shopping centre. It needs life injecting into it. The Royals used to have a good court underneath with water running that all could be used for shops. Have two great shopping centres and get rid of the rest.

What a miserable, negative bunch of people living in Southend! The Council can't win, they are asking you to take part and people just whinge!

How about trying to attract some real street entertainers and buskers to Southend. Maybe a small stage or designated areas that registered good entertainers can use. The high street needs to be an experience you can't get from clicking on an item for next day delivery. A high street with entertainment might attract more people to come visit rather than going online or travelling further afield.

Marcus Sanders pretty sure using Victoria plaza as a live music venue is on this survey

I was thinking other spots in the high street. Buskers and street entertainers in London have prescribed areas and many now accept bank cards for their performances. Southend high street really could embrace a bit of this culture which would mix well with the coffee shops and food outlets.

Marcus Sanders I agree! Then buskers might come from other towns and add to our hospitality tourism.

Marcus Sanders it needs some decent shops and eateries and coffee houses etc. More dross is exactly what we don't need!

Seats and plants put back and a clock that works. Grass and a few trees would be nice. Instead of concrete.

So there was green space at the top of town years ago that the council decided to build on (odeon and restaurants). There was big planters with seating all through the town centre that the council decided to flatten. Now they want us to pay for more? And we had York road market that the council also destroyed!! ☐

York Road market is now the equivalent of the O2 for junkies and drunks 😊

Why are you only showing this part of town? Not the rest of the street down to the sea front. This has rows and rows of empty shops where all the riff raff of the town hang out. I am 80yrs old myself and most of my elderly friends never go to Southend to shop anymore you feel very vulnerable if you are on your own. What is going to happen to all those empty shops. This is the part that needs regenerating. Maureen

How about buying a new council so we the public can have a say before they spend the money instead of after and expect us to come up with answers to put it right.

If we all asked for rusty lumps of metal to be erected all down the high street we wouldn't get, if we all told the council what we didn't want we sure as hell would end up with it, ask them for a stage/band stand let the locals show us their talents we wouldn't get it, hire a coach and send the people in charge of the purse strings at the council to Chelmsford, Gloucester, Birmingham, Evesham, Ipswich, just to learn a thing or 2

Comments from Advert #2

A young childrens play area with a merry go round in the centre comes to mind with swings and slides etc. Surrounded by a garden with seats for us oldies to sit and watch. Or a band stand with visiting groups and artists. But i expect it would get vandalised and used by rough sleepers. Its supposed to be a holiday resort. But the high street is not an attraction any more.

Unfortunately you have too much High Street and not enough to do with it. Starting afresh, it would be half the size - static shops have mostly had their day, and that's not going to change in Southend with your rates and parking. Every vacant store is a reflection on existing policies, so it's disingenuous to point the solution back to the public.

Your challenge will be using the increasing empty space for something recreational instead of retail, without letting it slip into the next Warrior Square. That is doable but not without proper address of antisocial behaviour and poverty. It doesn't matter how much you spend or what you do with it, add a few rough sleepers or cider warriors to it and it's all for nothing, but you'll have positioned yourselves to say, 'But it's what the public asked for'...

Deal with the begging and rough sleepers . Make a in door market place with a nice cafe in high street like rayleigh oh i forgot we had a nice one in york road market but instead of doing it up you pulled it down . Our seafronts rubbish bring back the lights make it like blackpool again. Basildon is better than southend high street 😊😊😊 lol

Better lighting in the red light district. Hard to see if I'm handing over a tenner or a score.

A pity you didn't ask the people of Southend before you made a complete mess of the Victoria Circus and the seafront. Both projects are complete waste of public money it doesn't work the so-called zebra crossing is down the seafront does not resemble any zebra crossing in the highway code that I know. it's just an absolute joke. And then you can waste thousands on rusty old bits of iron down the end of the London road by Sainsbury's the whole of the council needs looking at.

Tony Butler agree ugly things.

Tony Butler different council then though

Those rust things...who ordered them ...more to the point our money paid for them...hideous,

and who the heck designed the road layout! Blinking nightmare trying to get around the roundabout out of Sainsbury's.

Those hideous rusty things are a waste of time and money. My son walks past them every day and picks the rubbish out of them and puts it in the bin which is next to them !

Tony Butler absolutely well said ... sums it up ! Having lived in Southend for over 20 years now the council starts asking the people.... really!! the other issue has to be the wasted money the council spent on the Kent elms bridge !! Again no local consultation.... makes me angry and sad ! Wasted money and opportunity for a Victorian seaside town that resembles no identity anymore

How about lower the Business rates and fill the many empty shops, give smaller entrepreneurs a chance

Comments from Advert #2
How about some raised flower beds with seats around them, add some colour and two Rossi kiosks selling ice-cream, a nice green area to sit down and just for me, bringing back the Cork and Cheese?
Colin Chalmers they dont look after planters the one at the civic centre have all died xx
Spend the money on making free parking and bring back traffic part of the high street. The decline of high streets probably can be linked to the pedestrian only movement that meant people could no longer pop to a shop or two. It's at least a £1 if not £3 and half out of finding a space and unpacking the car before you even start. "Build it and they will come" does not seem to work. Get the people back and then worrying about the rest.
Trees, island of wild flowers for birds and butterflis and bees. Open air terraces and seating with canopes. Solar lighting. Clock. More grenery grass verges . Whole place looks too concrete and very unattractive. Alot of visitors start their walk from the station to the seafront. It can,t be enjoyable the way it looks now.
I'd love to see a farmers market and local businesses selling down there. However they need to deal with the people aggressively begging first.
A modern day market normally square but circular market a feature for the top of the town
Trees plants market cafés. It is what they do well on the continent and will make Southend a destination again
How about using the grant to bulldoze those rusty metal posts outside Sainsburys? What an ugly sight! Makes the area look like the local tip...
Maybe a street food market once or twice a week? Got a big enough area for it outside the odeon!
The high street is like a no go area, it is sad that the local council and police are not addressing the real issues. They should hang their heads in shame and listen to local people. Do they walk through the town centre blind folded? So many amazing people and local businesses that are being betrayed because no one in the council will address real issues. Happy to attend a public meeting with Southend Council.
Always do the surveys but its pointless unless you get rid of the scum that hang around drunk , begging aggressively , dealing and taking drugs . Why would anyone want to sit and look at art installations and new trees and shrubs with this around them!
Someone suggested a fountain with seating around it.Which was just what I was thinking.
Look at the crap metal you put outside sainsburys, what a joke. Its rusty as well. Sack the fool who wasted money on that ffs.
The High Street used to be full of flowerbeds. Get something green in there. Some trees maybe to start replacing all the trees you pointlessly murdered. Get rid of the stupid rusty metal poles! They should be trees!!
Separate areas for each type of High St. loiterer, so we can go to the appropriate area to give to the homeless, be intimidated and irritated by substance abusers, annoyed by teenagers, or inhale secondhand weed smoke.

Comments from Advert #2
I'd like to see more brown rust structures like outside Sainsbury's
Steve Dadds who wouldn't? It paints such a glamorous image of decay.
Sort the pavement out! Loose paving blocks that wobble when walked on. TRIP HAZARD
Worry about getting rid of all the homeless drug addict beggars first! People don't want to come into the high street anymore! No wonder the shops are closing all over the place!
No more rusty lumps of old steel..looks like Soviat Russia..so depressing. Anyway why ask? The council does what it wants despite public opinion.
Action for knife crime and the often unnoticed issues of anti social crime.
A water fountain with a statue in the middle & surrounding seats & flowerbeds maybe?
Have your say that's a joke Probably more rusty erections, we need a 24hr police station in the centre of town, or 24hr trained security but council won't listen
How about putting it all back as it was
Use the money to create a centre for the homeless so many below have commented about seeing so they have somewhere safe to go?
Create indoor markets, pop up shops, more seating, cleaner looking streets. More green space.
Lots of shade trees and seating. Make this space a pleasure to relax in.
A police station?
Some decent seating would be nice.
Weekly market would be good, with local people selling stuff
Kim Kimmee Elks like we already have then ?
Green. Lots of green.
An ice rink?
A rolling art display
We are a university and college, must be overflowing with suitable street entertainments
Please some seating area
Police to move away the beggars on a permanent basis. Police also to be visible so that the mouthy teenage chavs and hoodlums get kept in line. Decent seating and public conveniences, not a plastic pisspot on weekend nights. Flowers and trees to brighten up the place. Rates to be lowered for potential shop owners. That's just for starters.
Fix the pavement in the high street, Its a death trap for disabled and the elderly

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Capital Project Business Case

S-CATS – PHASE 3 – Victoria Circus and the Stub End of London Road

The template

This document provides the business case template for projects seeking funding which is made available through the **South East Local Enterprise Partnership**. It is therefore designed to satisfy all SELEP governance processes, approvals by the Strategic Board, the Accountability Board and also the early requirements of the Independent Technical Evaluation process where applied.

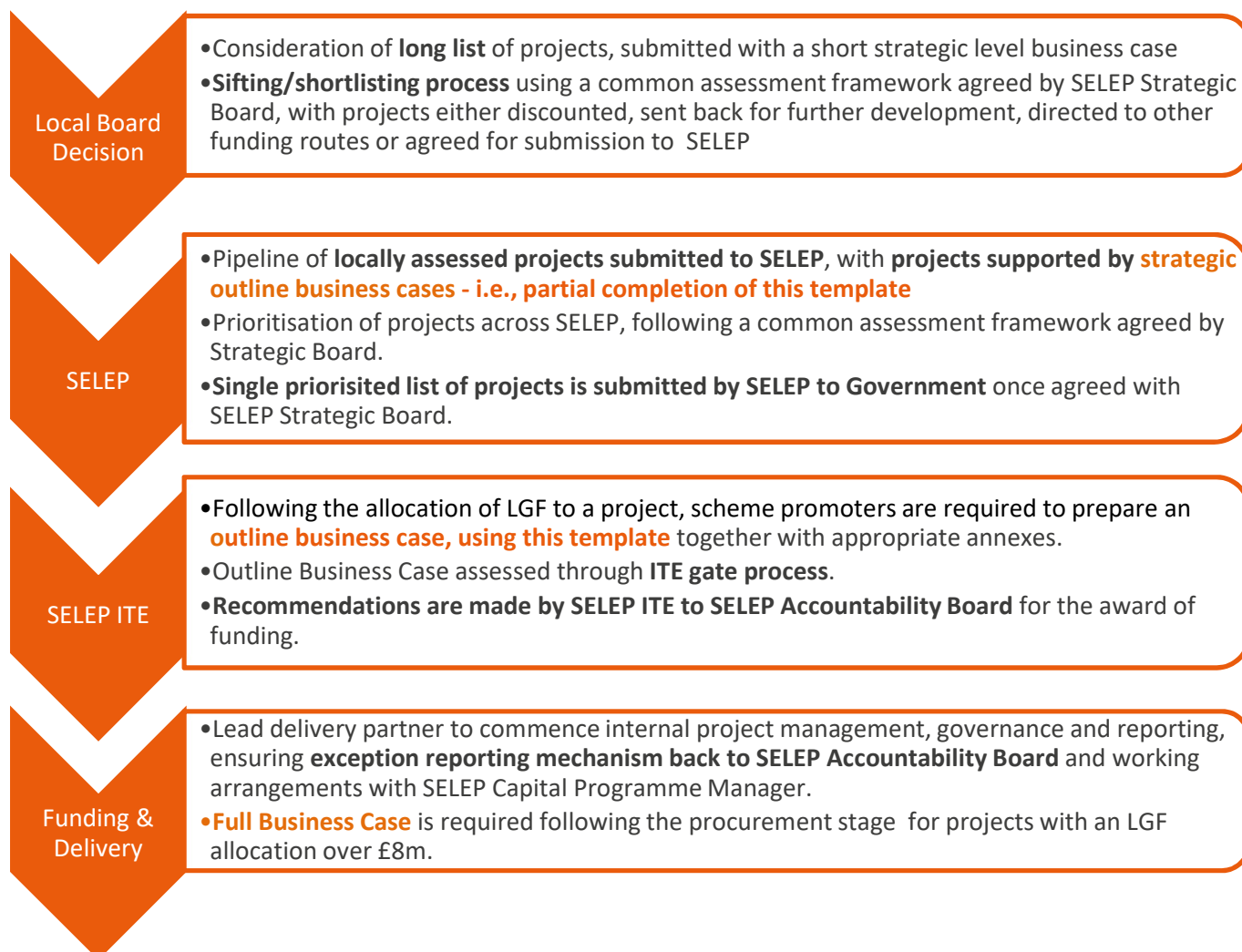
It is also designed to be applicable across all funding streams made available by Government through SELEP. It should be filled in by the scheme promoter – defined as the final beneficiary of funding. In most cases, this is the local authority; but in some cases the local authority acts as Accountable Body for a private sector final beneficiary. In those circumstances, the private sector beneficiary would complete this application and the SELEP team would be on hand, with local partners in the federated boards, to support the promoter.

Please note that this template should be completed in accordance with the guidelines laid down in the HM Treasury's Green Book. <https://www.gov.uk/government/publications/the-green-book-appraisal-and-evaluation-in-central-government>

As described below, there are likely to be two phases of completion of this template. The first, an 'outline business case' stage, should see the promoter include as much information as would be appropriate for submission though SELEP to Government calls for projects where the amount awarded to the project is not yet known. If successful, the second stage of filling this template in would be informed by clarity around funding and would therefore require a fully completed business case, inclusive of the economic appraisal which is sought below. At this juncture, the business case would therefore dovetail with SELEP's Independent Technical Evaluation process and be taken forward to funding and delivery.

The process

This document forms the initial SELEP part of a normal project development process. The four steps in the process are defined below in simplified terms as they relate specifically to the



LGF process. Note – this does not illustrate background work undertaken locally, such as evidence base development, baselining and local management of the project pool and reflects the working reality of submitting funding bids to Government. In the form that follows:

Version control	
Document ID	S-CATS Phase 3 BC
Version	1.1
Author	Krithika Ramesh
Document status	Draft
Authorised by	Justin Styles
Date authorised	12/01/19

1. PROJECT OVERVIEW

1.1. Project name:

[Specify the name of the scheme, ensuring it corresponds with the name of the scheme at programme entry (when added to the LGF prioritised list of projects).]

Southend-on-Sea Central Area Transport Scheme (S-CATS) Phase 3- Victoria Circus and stub end of London Road

S-CATS Phasing plan in Appendix 1

1.2. Project type:

[Road, rail, LSTF, integrated package, maintenance, etc.]

Public realm improvement and place-making

1.3. Federated Board Area:

[East Sussex, Kent & Medway, Essex, and Thames Gateway South Essex]

Thames Gateway South Essex

1.4. Lead County Council / Unitary Authority:

[East Sussex, Kent, Medway, Essex, Thurrock, Southend-on-Sea]

Southend-on-Sea Borough Council

1.5. Development location:

[Specify location, including postal address and postcode.]

Victoria Circus and stub end of London Road
Southend Town Centre
SS2 5SP

1.6. Project Summary:

[Provide a summary of the project; max. 0.5 pages.]

Southend Central Area Transport Scheme (S-CATS) represents a major opportunity to support the continued growth and regeneration of the Southend Central Area. It is the delivery mechanism for the policies set out in the Southend Central Area Action Plan (SCAAP) that are aimed at strengthening and transforming the Town Centre sub-regional role as a successful commercial and retail destination, cultural hub, educational centre of excellence, leisure and tourism attraction – an excellent place to live, work and visit. The SCAAP is part of the spatial planning strategy for the Borough, providing detail on the policies set out in the Core Strategy.

S-CATS Phase 3 will deliver public realm improvements and place-making interventions at Victoria Circus and stub end of London Road, identified and developed through the SUNRISE project using a co-creation process.



Figure 1 - S-CATS Phase 3 Project Area – Victoria Circus and stub end of London Road

1.7. Delivery partners:

[List all delivery partners and specify the lead applicant and nature of involvement, as per the table below.]

Partner	Nature of involvement (financial, operational etc.)
Southend-on-Sea Borough Council	Design and programme management
Contractor TBC	Delivery Partner
SUNRISE Consortium Appendix 2	Co-creation partners

1.8. Promoting Body:

[Specify who is promoting the scheme.]

Southend-on-Sea Borough Council

1.9. Senior Responsible Owner (SRO):

[Specify the nominated SRO and provide their contact details. The SRO ensures that a programme or project meets its objectives and delivers projected benefits. This is not the same as a Section 151 Officer.]

Peter Geraghty

1.10. Total project value and funding sources:

[Specify the total project value, how this is split by funding sources, and any constraints, dependencies or risks on the funding sources, as per the table below.]

Funding source	Amount (£)	Constraints, dependencies or risks and mitigation
SELEP	£4m	Dependent on the approval of this business case
SUNRISE	£60,000	Grant confirmed
Total project value S-CATS Phase 3	£4.06	<i>Dependent on the approval of this business case</i>
Overall S-CATS scheme	£7.36	<i>Improvements worth £3m already delivered through S-CTAS Phase 1 and 2.</i>

1.11. SELEP funding request, including type (LGF, GPF etc.):

[Specify the amount and type of funding sought from SELEP to deliver the project. Please also confirm that the funding will not constitute State Aid.]

£4m capital funding is requested from SELEP in the form of a financial contribution.
The funding will not constitute State Aid.

1.12. Exemptions:

[Specify if this scheme business case is subject to any Value for Money exemptions (and provide details of these exemptions) as per the SELEP Assurance Framework 2017, Section 5.7.4 and 5.7.5]

This scheme is not subject to any Value for Money exemptions.

1.13. Key dates:

[Specify dates for the commencement of expenditure, the construction start date and the scheme completion/opening date.]

Construction start date	January 2020
Scheme completion	March 2021

1.14. Project development stage:

[Specify the project development stages to be funded, such as inception, option selection, feasibility, outline business case, detailed design, procurement, full business case, implementation, the current project development stage, and a brief description of the outputs from previous development stages. Add additional rows as necessary. Please note, not all sections of the table may require completion.]

Project development stages completed to date			
Task	Description	Outputs achieved	Timescale
Co-identification	A co-creation process as detailed in Appendix 3 was followed through the SUNRISE project to identify issues and collect ideas for proposed solutions.	This generated a long list of improvement measures for Victoria Circus and the stub end of London Road.	October 2017-September 2018
Co-development and Co-selection	A Core Group made of representatives of different stakeholder groups was set up to act as a steering group. The Core Group meets once a month, and through these meetings the ideas collected through the co-identification phase were selected to form a short list of measures.	This generated a short list of improvement measures for Victoria Circus and the stub end of London Road	July 2018 – November 2018
Business Case Gate 1 submission	Submission of business case SELEP	Business case completed	7 December 2018
Project development stages to be completed			
Task	Description	Timescale	
Business Case Gate 2 submission	Submission of revised business case SELEP	14 December 2018	
Co-development and Co-selection Preferred option selection	The short list of improvement measures will be taken to a Borough wide voting to allow the final scheme plan to be based on a democratic design process.	December to January 2019	
Detailed Design	The results of the voting process will be used to create a detailed design.	February 2019 – June 2019	

Co-implementation	<p>Co-implementation phase will start with the detailed design and will follow the co-creation principles, like the previous ones, will use strong collaboration between the Council, local and cross border partners (SUNRISE team) as well as active engagement of the Core Group to unlock local resources, knowledge and skill to help ensure ownership of the output and community pride.</p> <p>We will be trialling the concept of 'Living Labs' in the context of a physical intervention. The Living Lab is co-creation approach of integrating research and implementation processes. In our specific pilot, we will develop a campaign around the implementation of the co-created solutions that helps with their simultaneous application, dissemination and showcase.</p> <p>We will organise a street trial event which will involve the use of a 'street kit' (temporary street furniture, temporary paint, planters etc.). This will enable local stakeholders to test the solutions co-developed/co-selected and provide feedback and modifications that can shape the proposed design solutions implemented by the end of the project. We will run a community newsletter through the co-implementation phase that builds a record of the co-creation and physical implementation process. At the end of this phase, the newsletters will be compiled and published into a project storyline which will include comments from local participants and suggestions for the neighbourhood's future. This will form a part of the project legacy and will be used for future projects.</p>	February 2019 – March 2021
Procurement	This will include preparation of tender documents and procuring a delivery partner.	June – September 2019
Construction	Physical implementation of improvement measures	January 2020 – March 2021
Co-evaluation	Evaluation of the impact of measures and the co-creation process.	

1.15. Proposed completion of outputs:

[Include references to previous phases/tranches of the project (link to the SELEP website) and to future projects to be funded by SELEP. Please see SELEP Programme for more information.]

Southend Central Area Transport Scheme (S-CATS) Phase 1 (Victoria Avenue) - £1m LGF funding granted in March 2016, project completed in 2017.

Southend Central Area Transport Scheme (S-CATS) Phase 2 (London Road) - £2m LGF funding granted in March 2017, project completed in 2018.

<https://www.southeastlep.com/project/southend-central-area-action-plan-scaap-transport-package/>

2. STRATEGIC CASE

The Strategic Case should present a robust case for intervention, and demonstrate how the scheme contributes to delivering the SELEP Strategic Economic Plan (SEP) and SELEP's wider policy and strategic objectives. It includes a rationale of why the intervention is required, as well as a clear definition of outcomes and the potential scope for what is to be achieved.

The outlook and objectives of the Strategic Case need should, as far as possible, align with the Monitoring and Evaluation and Benefits Realisation Plan in the Management Case.

2.1. Scope / Scheme Description:

[Outline the strategic context for intervention, by providing a succinct summary of the scheme, issues it is addressing and intended benefits; max. 2 pages.]

Southend Central Area Transport Scheme (S-CATS)

Southend Central Area Transport Scheme (S-CATS) represents a major opportunity to support the continued growth and regeneration of the Southend Central Area. It is the delivery mechanism for the policies set out in the Southend Central Area Action Plan (SCAAP) that are aimed at strengthening and transforming the Town Centre sub-regional role as a successful commercial and retail destination, cultural hub, educational centre of excellence, leisure and tourism attraction – an excellent place to live, work and visit. The SCAAP is part of the spatial planning strategy for the Borough, providing detail on the policies set out in the Core Strategy.

Southend Central Area Transport Scheme (S-CATS) has been developed in three phase (See Phasing plan in Appendix1):

- *Phase 1: Victoria Avenue Improvements*
- *Phase 2: London Road Area*
- *Phase 3: Victoria Circus and stub end of London Road (between College Way and Victoria Circus)*

Phase 1 included a series of junction improvements along Victoria Avenue that better manages traffic into and out of the town centre. Access and public realm improvements along London Road, College Way, Queens Road and Elmer Avenue are the next steps to encourage more residents and tourists to visit and spend time in the Town Centre and for local businesses to flourish.

S-CATS Phase 2 (London Road area) included improvements to the streetscape, public realm and walking/cycling facilities along the segment of London Road between Queensway Roundabout and College way, College Way, Queens Road and Elmer Avenue that provide access to the high street, the main library (The Forum), College, University and other key destinations in the Town Centre.

S-CATS Phase 3 (Victoria Circus and stub end of London Road) is the final phase of the Southend Central Area Transport Scheme and is critical to maximising benefits from the overall scheme. It will deliver public realm improvement and place-making measures, developed through a co-creation process, in the heart of the Town Centre.

S-CATS Phase 3 (Victoria Circus and stub end of London Road)

S-CATS Phase 3 will deliver public realm improvements and place-making interventions that have been identified and developed through the SUNRISE project using a co-creation process.

SUNRISE is an action research project funded through the EU Horizon 2020 that aims to stimulate and support co-creation processes towards tangible improvements of the local mobility situation. In Southend, working at the Town Centre neighbourhood level, we are collaborating with stakeholders including local residents, businesses and partner organisations to develop, implement, assess and facilitate co-learning about new, collaborative ways to address common urban mobility challenges in the area. As the key Gateway into the Town Centre, Victoria Circus and the stub end of London Road has been the focus of improvement plans.

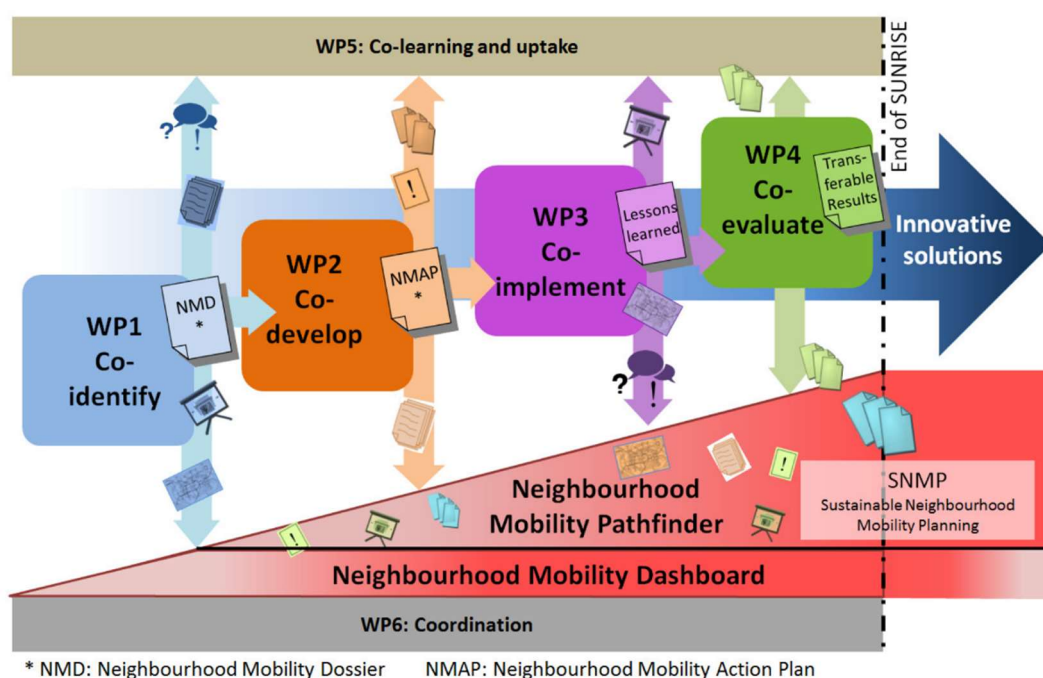


Figure 2 – SUNRISE Co-creation phases

During the first phase of the project, Co-identification phase, a series of engagement activities including public events, drop-in sessions and workshops as detailed in Appendix 3 were used to identify mobility issues in the project area as well as ideas and potential solutions for addressing these issues. This generated a long-list of ideas that were categorised into the following 6 groups of improvement types:

- *Planting – ideas for greening including, trees, planters, grassed areas as well as water features*
- *Street Furniture – ideas for addition of elements like seating, lighting, public art, covered area, play equipment etc.*
- *Use of public space – ideas for change of layout, reallocation of road space and use of space.*
- *Wayfinding – ideas related to signage and wayfinding in the Town Centre*
- *Walking and cycling – ideas for improving walking and cycling facilities*
- *Improving safety – ideas to improve safety and security*

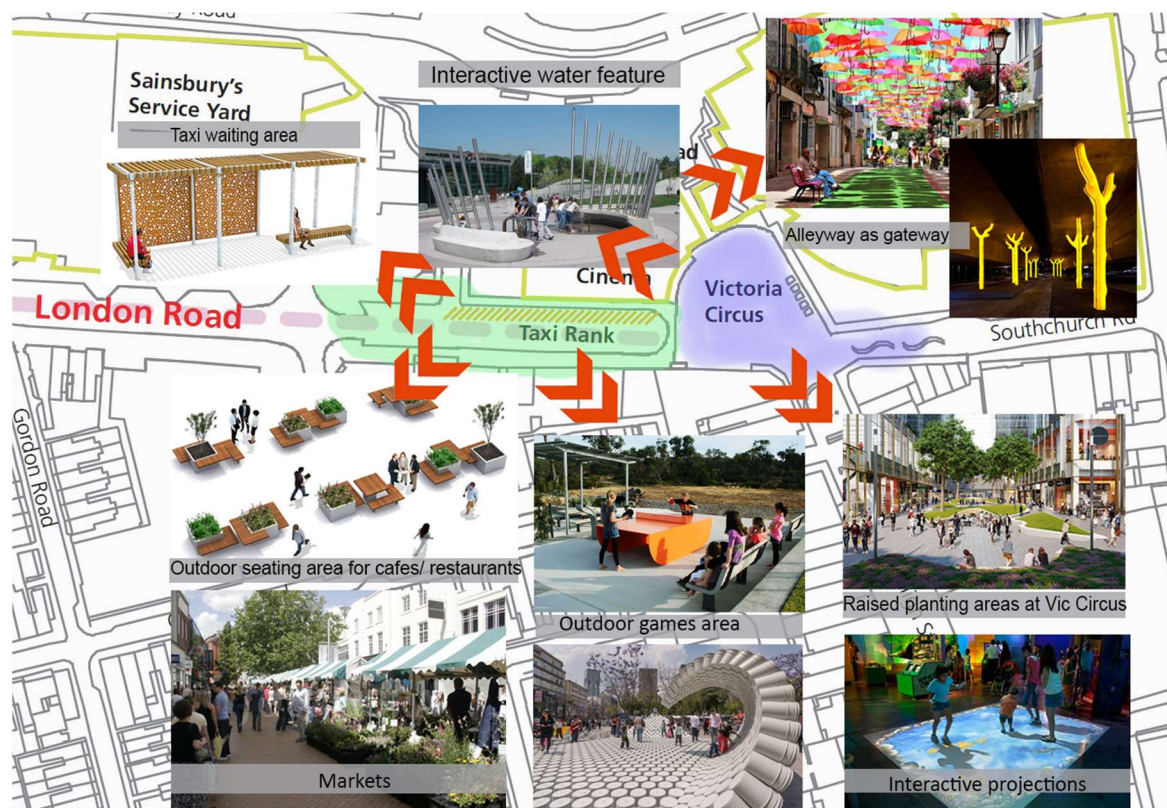
During the second phase of the project, Co-selection and Co-development phase, a core group was set up to lead on shortlisting the ideas. The core group is a steering committee and administrative secretariat for the project that is made of 6 representatives from Southend-on-Sea



Figure 3 – SUNRISE Core Group composition

Borough Council, 6 representatives from partner organisations including the Business Improvement District (BID) and 3 local residents.

A shortlist of ideas was generated and is provided in Appendix 4. This will now be taken to a Borough wide voting to confirm a democratic design selection process and the final scheme will be developed on its basis. The preferred scheme option will include elements from the 6 improvement categories described above. The ideas board below represents examples of improvement measures that will be implemented.



4- Ideas Board

Figure

As a part of the 'Participation Promise', a commitment was made to all stakeholders that their time and effort towards the project will result in actual implementation of improvement measures. This is critical to the success of the co-creation process. The participation promise clearly stated that large scale mobility solutions developed through the project will inform the business case for S-CATS Phase 3 (Appendix 5).

2.2. Location description:

[Describe the location (e.g. characteristics, access constraints etc.) and include at least one map; max. 1 page excluding map.]

Victoria Circus is located at the end of the Southend High Street, strategically located between Southend Victoria and Southend Central train stations. The High Street itself, running from Southend Pier to Victoria Circus is busy with high levels of pedestrian flows and stationary activity throughout. Much of this activity is focused around Victoria Circus, which offers a shopping centre, cafes, restaurants and a number of other retailers and services. There is also the proximity to Southend Central Library & the Forum, the South Essex College and the University of Essex, a hub of educational facilities.

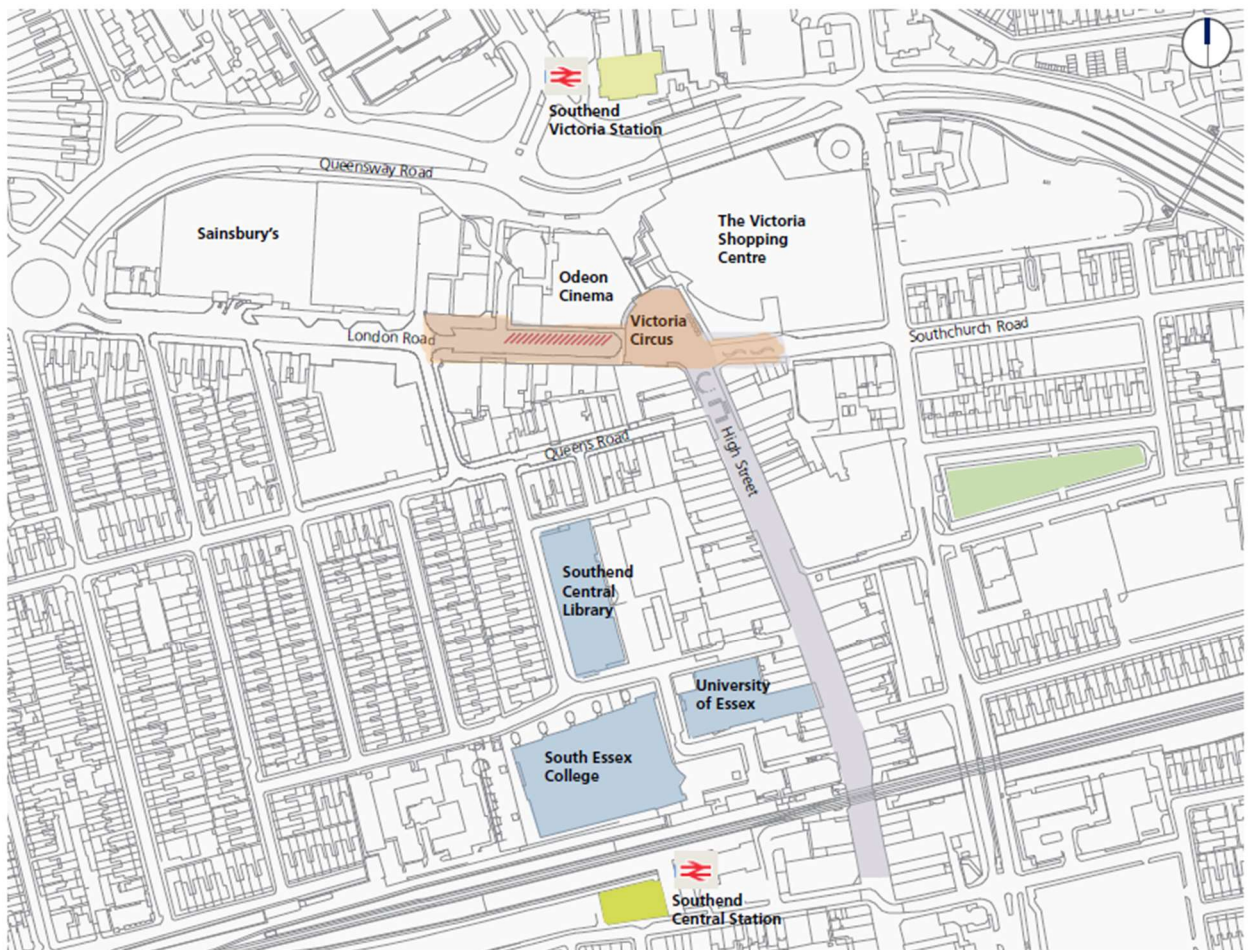


Figure 5- Southend Town Centre, S-CATS Phase 3 project area in orange

There are approximately 3,000 pedestrians on the weekday and 4,000 pedestrians at the weekend crossing the public space on an hourly basis (Appendix 6a). It is a key space that pedestrians need to cross to get to/ from any of the 5 areas in this end of the Town Centre – High Street, London Road (restaurants, bars and main supermarket in Town Centre), Southchurch Road (shops and bars), Victoria Shopping Centre and alleyway connecting Victoria Gateway and train station.

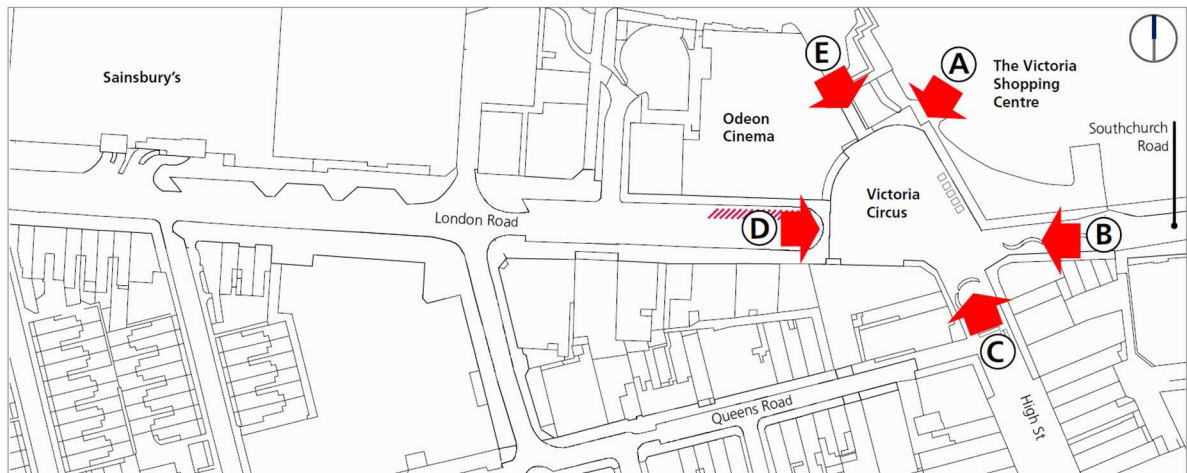


Figure 6- Pedestrian access routes at Victoria Circus

Although those are high volumes, Victoria Circus does not feel busy or congested. This can be attributed to the fact that Victoria Circus is quite spacious with an area of around 1700 m² and can comfortably accommodate this flow.

Most of the pedestrian activity is restricted to the periphery of Victoria Circus, leaving the centre of the space empty. Despite high pedestrian flows, the dwell time and stationary activity in the space is low. This is most likely related to the lack of available seating areas and other street furniture that could help the public space to be occupied for longer periods of time and become more of a destination. There are a few events in the space every year that draw people to the space but for the remaining time it remains underutilized. The results of a pedestrian activity study (Appendix 6a) suggest that Victoria Circus is large enough to accommodate the existing levels of pedestrian flows and an increase in stationary activity without feeling overcrowded.

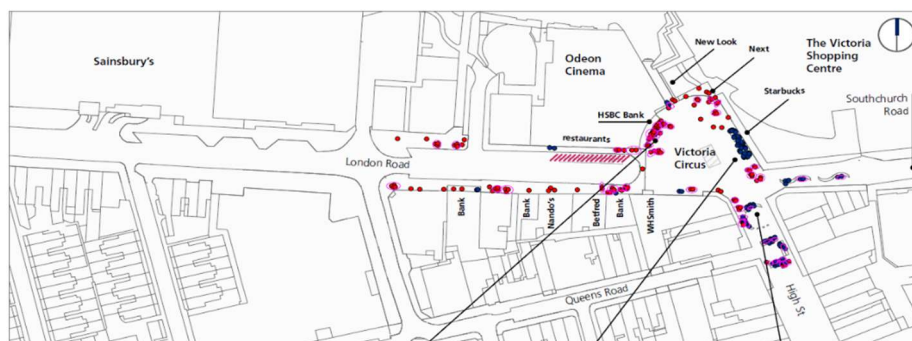


Figure 15: Stationary activities on Tuesday

Legend
Stationary activities
● Sitting
● Standing
○ Conversation



Figure 7 – Pedestrian stationary activities at Victoria Circus

Much of the pedestrian activity at Victoria Circus occurs between 10:00 and 16:00, decreasing steadily afterwards. This is because most retail shops in the Town Centre close between 17:00 and 18:00 after which it is only the streets with restaurants, bars and clubs that are active.

The stretch of London Road (the stub end) near to Victoria Circus is a well-established destination for cafes and restaurants and there is more evening activity seen here as compared to Victoria Circus. It is also the current location for a taxi rank and popular drop-off point for those wishing to access the High Street.



Figure 8 – View of the stub end of London Road

Most restaurants, cafes and shops on London Road have deliveries from the front entrance and have delivery vehicles parked along the road during delivery times. Delivery vehicle parking spaces and access route along with the taxi stand on the road have made the street appear motor dominated and congested. Having said that, there are almost twice as many pedestrians along this section of London Road compared to vehicles (Appendix 6b), suggesting that any additional area allocated to pedestrians will support the predominant road user. Due to its location and limited onward connectivity, this section of London Road is not an important vehicular 'through route' and, as such, vehicular flows during commuter times are not especially pronounced. Vehicular flows steadily increase through the morning, and remain at a fairly constant level from 10:30 onwards. Amongst all categories of vehicles, private cars represent the vast majority (approximately 80%).

2.3. Policy context:

[Specify how the intervention aligns with national/regional/local planning policies and the SELEP SEP; max. 3 pages.

Smaller schemes: (less than £2 million) are required to complete this section in line with the scale of the scheme; max. 1 page]

1. Southend's adopted Core Strategy makes provision for a large share of the Borough's employment and housing growth and associated regeneration to be focussed in the Central Area, this will be associated with an increase in the levels of traffic growth in the area.

The Southend Central Area Action Plan (SCAAP) will guide and promote all development and regeneration within the town centre area and central seafront until 2021. The document sets out the overall ambition for London Road policy area (See Policy Area map within the adopted SCAAP document attached as Appendix 7) to be an area of Town Centre that provides for high quality office space, shops, cafes/restaurants, and homes above street level. It also identifies the need for this to be complemented by high quality public realm enhancements to create a pedestrian-priority area and improvements for pedestrians and cyclists.

With considerable housing and commercial development planned for the London Road policy area in the near future, S-CATS will be a critical element of the wider approach for travel management in this area to support sustainable economic growth. Providing multiple travel choices, especially active travel options (walking and cycling), will reduce the pressure on the wider road network.

Southend Parking Survey Questionnaire survey carried out in March 2016 found that 39% of respondents reported that their main mode of travel to the Town street is walking (Modal split graph provided below, further details in Appendix 8)

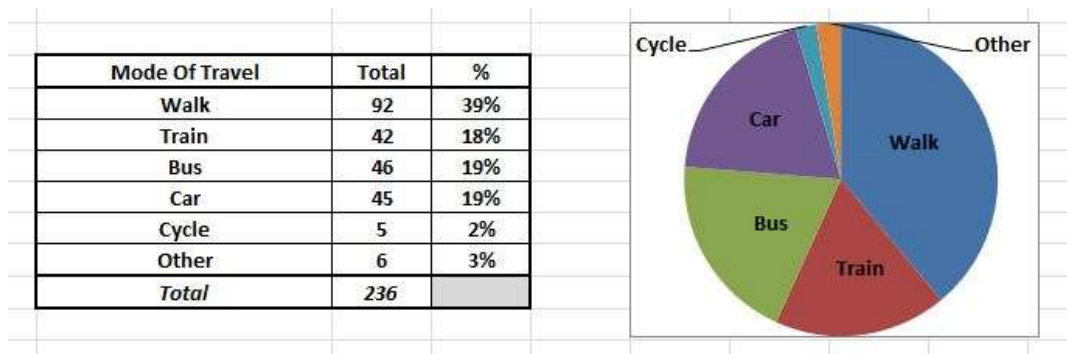


Figure 9 – Modal split, Journeys made to the Town Central

Due to its location and limited onward connectivity, this section of London Road is not an important vehicular 'through route' and, as such, vehicular flows during commuter times are not especially pronounced. Vehicular flows steadily increase through the morning, and remain at a fairly constant level from 10:30 onwards (Appendix 6b). There are almost twice as many pedestrians along this section of London Road compared to vehicles, suggesting that any additional area allocated to pedestrians will support the predominant road user.

Through investment in public realm and improved walking and cycling infrastructure, S-CATS phase 3 will improve the quality of journey for pedestrians/cyclists, further increase the modal share of walking/cycling to the Town centre, and provide a more attractive Gateway into the Town Centre, along with contributing to tackling health and wellbeing issues resulting from physical inactivity.

2. *Victoria Circus and stub end of London Road is a key Gateway to Town Centre and therefore important to on-going growth and commercial investment*

Victoria Circus is located at the top of the Southend High Street, and strategically located between Southend Victoria and Southend Central train stations. Therefore, most pedestrian routes at the top end of the Ton Centre pass through this space.

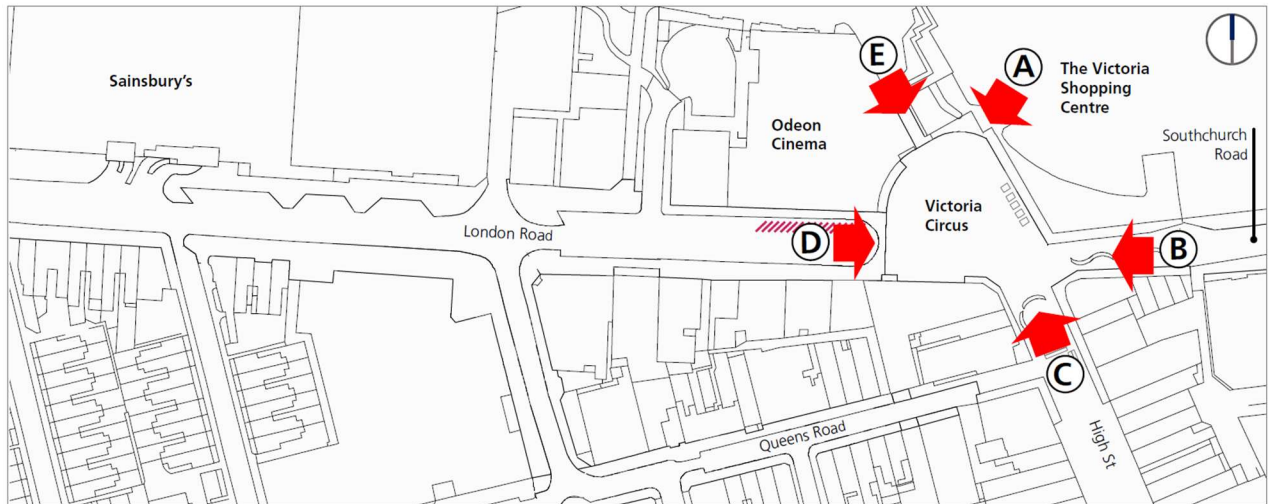


Figure 10- Pedestrian access routes at Victoria Circus

Of all the pedestrian routes into this part of the Town Centre, the stub end London Road is one of the key access routes with high pedestrian movement (Image below shows pedestrian average flows on a weekday and weekend, full report attached as Appendix 6a)

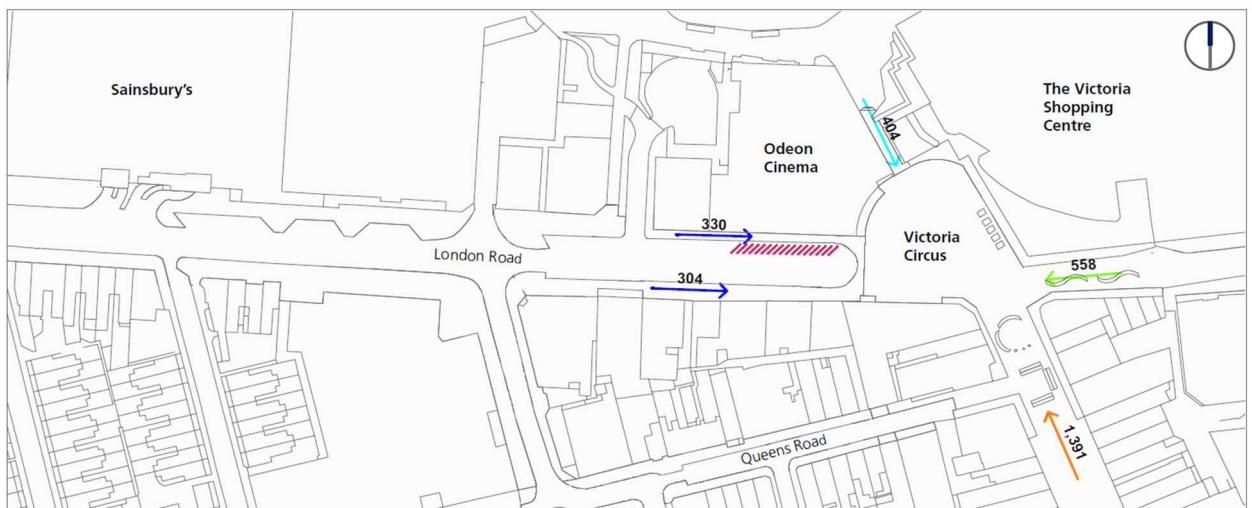


Figure 11 – Pedestrian flows into the Town Centre (weekday) .

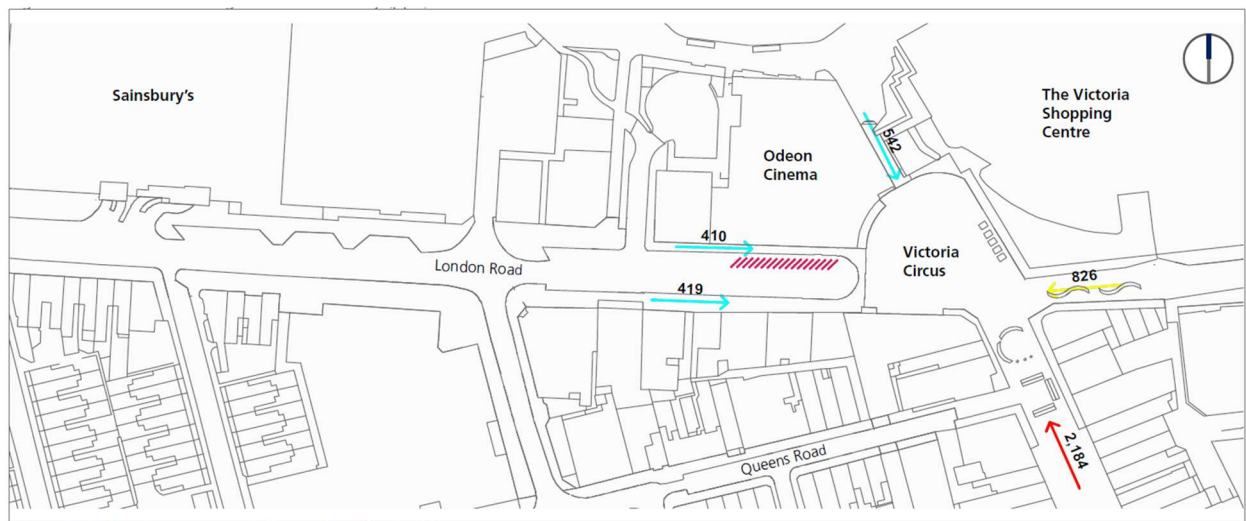


Figure 8: Pedestrians average inflow - Saturday (pph)

Figure 12 – Pedestrian flows in to the Town Centre (weekend)

Partnerships working across the Southend public and private sectors has seen significant investment and regeneration in Southend Central Area including: the UK's first integrated municipal-academic library with teaching space for both FE and HE students and the Focal Point Gallery (The Forum £27m – co funded by the Council, University of Essex and South Essex College together with contributions from the Arts Council in support of the Gallery); and the University campus development including £35m investment by the university for accommodation and a further £8m for the university square car park which enabled the Forum site to be released. This investment has helped draw more businesses, visitors and residents to the Town Centre and Victoria Circus and London Road has become an even more important gateway to the Town Centre.

More investment from both the public and private sectors is needed in order for the growth area to meet its full potential and contribute fully to the South Essex and SELEP economies. S-CATS Phase 3 will contribute towards recognising this vision, building upon existing successes and investment in public realm around Queensway, London Road and Victoria Gateway. Public Realm improvements to create an attractive Gateway will support the on-going growth, and commercial investment stimulated by this project will help Southend continue to fulfil a primary role within the Thames Gateway as a hub for economic growth connected with continued improvements in community well-being.

3. Southend's Economic Development and Tourism Strategy (2010) identifies the potential of public realm improvement work to unlock investment opportunities in the Town Centre as well as ease traffic congestion.

Southend's Economic Development and Tourism Strategy has a single vision of nurturing an innovative and resilient economy that attracts high quality businesses, growing a diverse and sustainable economic base. It highlights that tourism is the key sector and restrictions on public sector spending could put at risk the major development and regeneration plans.

It also recognises that car usage is high among Southend residents, leading to very bad traffic congestion. Improvements to key intersections, such as junction improvements made during S-

CATS Phase 1 are identified as ways to ease pressure, as is the use of the town's extensive network of cycle paths as a viable alternative to car travel, but managing demand is seen as a long-term challenge. Public realm improvements, including lighting, greening and street furniture that are introduced as a part of the scheme will also play an important role in changing the image and attractiveness of the Town Centre as a whole drawing in commercial investment. The quality of retail provision within Southend Town Centre is not as high or varied as the diverse population might justify. Better quality public of realm and a welcoming access to the high street will improve the visitor experience in the Town Centre and encourage increased dwell time which contribute significantly more to the local economy.

4. Supports the delivery of Southend's Low Carbon Energy and Sustainability Strategy

Making improvements to the urban environment can help areas address the impacts of climate change, and can also support a reduction in carbon emissions. Southend Council has a Low Carbon Energy & Sustainability Strategy (LCESS) for 2015-2020 all of which relate to the S-CATS, particularly as there will be an emphasis on supporting walking and cycling (sustainable travel), as well as integrating Sustainable Urban Drainage Systems (SUDS) to reduce the ever increasing risk of local flooding.

The LCESS Six Focus areas are as follows:

Focus Area One:	Reducing our Carbon Emissions
Focus Area Two:	Policy and Regulation
Focus Area Three:	Delivering a Local Low Carbon Economy
Focus Area Four:	Supporting Low Carbon Communities
Focus Area Five:	Encouraging Sustainable Transport and Travel
Focus Area Six	Adapting to Climate Change and Enhancing Biodiversity

Southend-on-Sea has experienced multiple events of extensive flooding in recent years, causing widespread disruption across the Borough. In these instances, intense rainfall coinciding with high tidal levels has resulted in flooding from surface water, sewer and fluvial sources.

The source of flooding is considered to be overland flow resulting from rainfall runoff from the impermeable surfaces of the town centre, including London Road area (Flood risk assessment of London Road area attached as Appendix 9). There are two distinct pathways; the first being overland flows following the topography and the second being via the subsurface drainage network.

The improvements delivered as a part of the S-CATS scheme will incorporate sustainable urban drainage techniques including green areas, permeable surface treatments etc. to help mitigate the impacts of climate change.

2.4. Need for intervention:

[Specify the current and future context and articulate the underlying issues driving the need for intervention referring to a specific market failure, need to reduce externalities, Government redistribution objectives etc.; max. 2 pages.]

If Southend Town Centre is to remain and develop as a destination for visitors, residents and businesses, the streetscape and public spaces must be improved to support the overall offer. If town and city centres across the UK are to continue to have a key economic role in the future, then they have to have quality streetscapes and public realm that can encourage people to visit, and businesses to invest. There is competition between towns and cities for visitors, and there is also competition for retail from out-of-town developments and online. Many Local Authorities have recognised this over the last few years and invested heavily in the place-making project of urban improvements as part of economic regeneration strategies. Southend Borough Council is determined to therefore continue the work that has taken place over the last few years to improve the public spaces across the Town Centre including S-CATS Phase 2 (London Road), City Beach, Victoria Gateway and Warrior Square Gardens.

S-CATS Phase 3 project area falls within one of the most deprived wards in Southend-on-Sea and there are efforts being made to regenerate the area. These societal challenges are mirrored in the quality of some of the neighbourhood's environment. Poor urban environment and derelict buildings in the City Centre area have deterred investors, lowered confidence, triggered anti-social behaviour and been an unwelcoming gateway to the town centre for visitors and businesses alike. Recent investment and activity by the public sector has been the catalyst for private investment which will see some buildings, like the Forum, brought back into use. However, there is still a lot more that needs to be done to bring back life to the Town Centre and attract locals and visitors that spend time and money locally.

Victoria Avenue and the stub end of London Road area is the main gateway into the Town Centre. Therefore, it is critical that this space is welcoming and attractive to draw people to the Town Centre. However, the poor public realm of this gateway currently stands more as an obstacle, discouraging people from spending time in the area. Once the retail outlets close in the evening, Victoria Circus and particularly the alleyway is seen as unsafe and pedestrians hesitate to cross the space.



“So until something is done no matter how many shops you entice to the High Street I won’t be going at the moment, it’s dark, dirty and unsafe.” – Comment from resident to the Echo ([Appendix 10](#))

“I am afraid to cross Victoria Circus after dark as its dark and I am sure to be accosted for money by rough sleepers in the alleyway”. – Comment from resident at SUNRISE pop-up event ([Appendix3](#))

Further results of the comments gather from the pop up event in the High Street can be found in Appendix 23.

The car is perceived as a safer mode of transport due to the high antisocial behaviour in the area. Having said that, a parking survey revealed that walking is the main mode of travel to the Town Centre. This includes people coming from different parts of Southend. Despite the presence of many restaurants and bars that have the potential to create a vibrant evening economy, the stub end of London Road has greater space dedicated to vehicles than pedestrian activity. Redistribution of space is therefore required to create a safe and welcoming area that supports walking, cycling and social interactions in the area.

The Town Centre currently is unable to attract the large number of visitors coming to the Southend seafront, Phase 3 of the S-CATS project will be focused on public realm improvements and place-making in the Town Centre area that enhance the experience for visitors, residents and worker, improving access, extending opportunities for more activity and enlivened streetscapes into the evening. This directly supports the [Southend 2050 vision](#) (Appendix 21) and responds to four key themes that were identified through the Borough wide engagement:

- *Pride and Joy – The vision includes a desire for the following:*
 - *The town centre and public places being clean, attractive, thriving, and reflect success;*
 - *Southend to be a ‘destination’- People want to visit, live and study here all year round and from far and wide*
 - *Arts, culture & attractions that to be available year round in Southend.*

As an important gateway and public space into the Town Centre improvements to the public realm, introduction of elements like gateway features, street furniture and public art will contribute to pride and joy in Southend.

- *Safe and Well – The vision includes*
 - *Combating social issues like rough sleeping/begging in public spaces*
 - *Creating spaces that everyone feels safe in all times of the day.*
- *Active and involved*
 - *Southenders get together regularly- there are plenty of good places to do so*
 - *Southend is known for its warm welcome*
 - *A sense of family and community, enjoying and supporting each other – a strong sense of settled communities*

A welcoming gateway and a public space where people can meet and spend time will contribute to achieving this vision.

- *Opportunity and Prosperity*
 - *There is a good balance of quality retail, residential and social space in our town centres*

An investment to improve the public realm will play an important role in changing the image and attractiveness of the Town Centre as a whole drawing in commercial investment

- *Smart and connected*
 - *Lots of opportunities to be in open space*
 - *It's easy for me to get around when I want – this helps my independence*

- *We are leading the way on green and innovative travel*
- *Easy connectivity with minimal barriers ,however I choose to travel*

Usable public space, wayfinding and improvements to walking and cycling facilities that will be delivered through S-CATS Phase 3 work towards this theme of the vision.

2.5. Sources of funding:

[Promoters should provide supporting evidence to show that:

- all reasonable private sector funding options have been exhausted; and
- no other public funding streams are available for or fit the type of scheme that is being proposed

Public funding is regarded as a last resort. Promoters are encouraged to think carefully about and provide strong evidence that the intervention they are proposing has exhausted all other potential sources of funding and there is a genuine need for intervention from the public sector; max. 1.5 pages.]

S-CATS Phase 3 represents the next step in a proposed programme of investment to support growth and regeneration within the Southend Central Area by improving the public realm and streetscape. It will carry forward the improvements made through Phase 1 and Phase 2 of S-CATS, delivered through SELEP funding and therefore, this bid is a strategic fit for improvement to Victoria Circus and London Road.

2.6. Impact of non-intervention (do nothing):

[Describe the expected outcome of non-intervention. Promoters should clearly establish a future reference case and articulate the impacts on environment, economy and society, if applicable. The future reference case should acknowledge that market conditions are likely to change in the future, with or without any intervention. 'Do nothing' scenarios where nothing changes are unlikely; max. 1 page.]

As described in section, S-CATS is a part of the wider strategy for Southend. Without this improvement, the wider improvements to the Town Centre as set out in the SCAAP and the Southend 2050 vision, both completed and planned will not fully maximise their intended benefits. This will have on-going consequences for securing investment in Southend.

This intervention will demonstrate a strong commitment to provide the infrastructure needed to support growth and regeneration in the Town Centre. Whilst the development will be phased over the SCAAP period, it must be recognised that in order to encourage the investment and to revitalise the Town Centre, a clear funded route for infrastructure development must be put forward to support the SCAAP developments and further economic growth.

If the LGF funding was not available and scheme not progressed, it is likely that the measures would have to be delivered in a piecemeal fashion using other funding, as and when it becomes available, as improvements in this area are part of Southend's core strategy set out in the SCAAP. However, given the current environment where local authority finances are constrained, it is unlikely that Southend-on-Sea Borough Council would be in a position to prioritise enough funding to enable the delivery of the entire scheme; this would need to come from development contributions or external bids, however given the perceived lack of commitment to the area it is unlikely that external contributions would be forthcoming. Without the scheme the area will continue to deteriorate and the already anecdotal evidence from the consultations would only become worse leaving the space open for criticism, and further underlining the perception that no coherent strategy for the High Street is in place giving reputation damage to the Council.

This would reduce the contribution to supporting local health and wellbeing and restrict accessibility and local mobility, and potentially undermine business confidence and investment within this area. As previously outlined in this section, this scheme is a critical element of a wider improvement to support planned growth in Southend Central Area. Therefore if the scheme is not progressed there will be a greater impact from planned growth, including reduced highway capacity, increasing congestion and a lack of access to sustainable transport choices.

Furthermore, physical implementation of solutions developed through the co-creation process was committed to as a part of the SUNRISE 'Participation Promise' (Appendix 5). A failure to do so will negatively impact citizens' faith in participatory processes and the Council.

2.7. Objectives of intervention:

[Outline the primary objectives of the intervention in the table below, and demonstrate how these objectives align with the problems presented in the Need for Intervention section.]

S-CATS Phase 3 supports the objectives of the Southend Central Area Action Plan (SCAAP) and is the delivery mechanism for the policies set out within it that are aimed at strengthening and transforming the Town Centre sub-regional role as a successful commercial and retail destination, cultural hub, educational centre of excellence, leisure and tourism attraction – an excellent place to live, work and visit.

S-CATS Phase 3 supports this vision by building upon existing successes and investment and unlocking the potential of significant regeneration opportunities. Developments within the Central Area will be supported by transport improvements to create a safe and vibrant atmosphere for communities and businesses and as a welcoming visitor experience.

Project Objectives (add as required)

Objective 1: Creating a welcoming gateway to the Town Centre

Objective 2: Providing a useable public space that is attractive, thriving, and reflect the character of Southend

Objective 3: Improving wayfinding in the Town Centre

Objective 4: Encouraging walking and cycling in the Town Centre

Objective 5: Improving safety for pedestrians at all times of the day

Problems or opportunities the project is seeking to address (add as required)

Problem / Opportunity 1: Pride and Joy

Problem / Opportunity 2: Safe and well

Problem / Opportunity 3: Active and involved

Problem / Opportunity 4: Opportunity and prosperity

Problem / Opportunity 5: Smart and connected

[Complete the following using a system of 0, ✓, ✓✓, ✓✓✓ which maps the objectives to their ability to address each problem. Add rows and columns as required and note not all sections of the table may require completion; max. 1 page.]

Problems / opportunities identified in Need for Intervention section					
	Problem / Opportunity 1 Pride and Joy	Problem / Opportunity 2 Safety and Well-being	Problem / Opportunity 3 Active and Involved	Problem / Opportunity 4 Opportunity and Prosperity	Problem / Opportunity 5 Smart and Connected
Objective 1 <i>Creating a welcoming gateway to the Town Centre</i>	✓✓✓	✓✓	✓✓✓	✓✓✓	✓
Objective 2 <i>Providing a useable public space that is attractive, thriving, and reflect the character of Southend</i>	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓
<i>Improving wayfinding in the Town Centre</i>	0	0	0	✓	✓✓✓
<i>Encouraging walking and cycling in the Town Centre</i>	0	✓✓	0	✓	✓✓✓
<i>Improving safety for pedestrians at all times of the day</i>	✓✓	✓✓✓	✓✓	✓✓	✓✓

2.8. Constraints:

[Specify high level constraints or other factors such as social/environmental/financial/developments/schemes/legal consents and agreements which may affect the suitability of the Preferred Option; max. 0.5 page.]

- The short list of ideas collected is going to be put forward for a Borough wide vote which will determine the interventions that will together form the final option.
- The preferred option will have to be within the budget allocation of £4m
- The physical constraints that will determine the feasibility of the interventions have been illustrated in Appendix 11.

2.9. Scheme dependencies:

[Provide details of any related or interdependent activities that if not resolved to a satisfactory conclusion would mean that the benefits of the scheme would not be fully realised; max. 0.5 page.]

Without this improvement, the wider improvements to the Town Centre as set out in the SCAAP, both completed and planned will not fully maximise their intended benefits.

Benefits realisation will be maximised if recently improved junctions on the A127 Victoria Avenue (Carnarvon Road, Great Eastern Avenue and East Street) and public realm, walking and cycling improvements along the service road on Victoria Avenue and London Road as a part of S-CATS Phase 2 can be supported through the delivery of S-CATS Phase 3.

2.10. Expected benefits:

[This section identifies scheme benefits (which will be achieved through delivering the scheme) which may not be valued in the Economic Case. Specify the extent of the scheme benefits referring to relevant economic, social, environmental, transport or other benefits. This is where any 'GVA based' estimates of benefits should be reported together with any dependent development (e.g. commercial or residential floorspace). Please reference the relevant section of the Economic Case where additional information regarding the assessment approach can be found; max. 0.5 page.]

The full range of expected economic, social and environmental impacts are presented in the Economic section and below:

- *Improved walking and cycling journey quality resulting from reallocation of road space, renewed pavement, seating, directional signage, and tree planting.*
- *Reduced severance for active modes on London Road, as a result of reallocation of road space.*
- *Reduced private car use and the associated reductions in noise, accidents and congestion, as well as reduced greenhouse gas emissions.*
- *The scheme is also expected to improve personal security for pedestrians and cyclists on London Road (due to upgraded street lighting), enable a sense of place to be restored (townscape benefits, public art and street furniture), and reduce surface water discharge due to sustainable urban drainage system (SUDS) installation.*
- *Account will also be taken of safety of cyclists and pedestrians in light of the recent terrorist incidents.*

S-CATS Phase 3 is not expected to lead to any significant negative economic impacts, particularly as the scheme removes excess highway capacity only. Negative environmental and social impacts are also not expected to result from the scheme.

2.11. Key risks:

[Specify the key risks affecting delivery of the scheme and benefit realisation e.g. project dependencies, stakeholder issues, funding etc. Information on risk mitigation is included later in the template. This section should be kept brief and refer to the main risk register in the Management Case; max. 0.5 page.]

The co-creation process has helped to minimize issues relating to stakeholder buy-in. The process is however added time taken to develop the designs and construction start date is dependent to the preferred design option being agreed on by June 2019

The risk register highlights a number of risk associated with the delivery of the scheme, where practical mitigation measures have been included to reduce either the likelihood or impact. For the majority of risk mitigation has been possible and it reduces the likelihood and impact of the risk occurring. There are still however a few risks that post mitigation have a high impact, even though the likelihood is low. These are as follows:

001 – Extent of utility diversions change scheme viability

Mitigation - Early involvement of statutory undertakers to ensure extent of scheme is fully understood with regards to their plant and that potential diversion costs are as defined as possible at all stages of the project with potential alternative scheme options available should the diversion exceed budget or programme.

Whilst this leaves an impact of high against the risk the likelihood of the risk is very low as appropriate mitigation has been put in place.

008 – Best Tender exceeds available budget resulting in value engineering exercises and an extension of programme.

Mitigation - Early contractor involvement to assist budget estimates along with monitoring of costs at key milestones within the design programme, and continuous value engineering during the design process.

Whilst this leaves an impact of high against the risk, the mitigation of continuous monitoring of costs throughout the life of the project, and not including elements that are clearly beyond the scope and budget of the scheme.

010 - Extended Contractor mobilisation period due to clarity of documents and Tender requirements.

Mitigation - Tender documentation to provide clear timescale and ensure this is assessed during the quality submission

The clarity of Tender documents will ensure the probability remains low.

011 – Delay in award of Contract resulting in an extension of programme

Mitigation – Ensure adequate resources are available to undertake the necessary tasks and approvals.

Again the impact against this risk remains high due to the consequences of the risk itself, however adequate resource has been identified and the likelihood is remote.

012 – Delay in completion of the detailed design resulting in an increased programme

Mitigation - Ensure adequate resources are available to undertake the necessary tasks and approvals.

As with 011 this risk remains high due to the consequences of the risk itself, however adequate resource has been identified and the likelihood is remote.

013 - Objections to Traffic Regulation Orders resulting in delays due to resubmission or removal.

Mitigation - Ensure process is followed and adequate time allocated to stakeholder consultation. Programming the appropriate timescales associated with the approval process will ensure the probability of the risk remains low.

3. ECONOMIC CASE

The economic case determines whether the scheme demonstrates value for money. It presents evidence on the impact of the scheme on the economy as well as its environmental, social and spatial impacts in terms of how well they meet the spending objectives and critical success factors for the scheme. A reduced number of options are subject to a cost benefit analysis (CBA) in accordance with Green Book guidance, and qualitative costs, benefits and risks are also assessed.

The output of the Economic Case consists of an Appraisal Summary Table, risk analysis and sensitivity figures, a distributional analysis (where relevant), information on qualitative costs and benefits and information of other viable alternative options.

In addition to this application form, for schemes with a LGF funding request of more than £2.0m please provide a supporting appraisal spreadsheet (please see the SELEP Assurance Framework 2017, Section 5.7.4 and 5.7.5 for schemes which are exempt from this requirement). The supporting appraisal spreadsheet should provide:

- *a calculation of Benefit-Cost Ratio (BCR) according to the most recent Government WebTAG transport analysis guidelines, with clearly identified, justified and sensitivity-tested assumptions and costs (please see Transport Analysis Guidance: WebTAG and*
- *inclusion of optimism bias and contingency linked, where appropriate, to a quantified risk assessment (please see Green Book supplementary guidance: optimism bias).*

Smaller schemes (less than £2 million) are not required to provide a supporting appraisal spreadsheet, and do not have to calculate a BCR or complete the supporting appraisal tables, detailed in Section 3.11 (Value for money).

If the project includes a package of interventions, the treatment of costs and benefits for individual benefits should be discussed with the Independent Technical Evaluator during the Gate 0 discussions.

3.1. Options assessment:

[Outline all options that have been considered, the option assessment process, and specify the rationale for discounting alternatives.

Promoters are expected to present a sufficiently broad range of options which avoid variations (scaled-up or scaled-down version) of the main options. The key to a well scoped and planned scheme is the identification of the right range of options, or choices, in the first instance. If the wrong options are appraised the scheme will be sub-optimal from the onset.

Long list of options considered:

Description of all options which have been considered to address the problem(s) identified in the Need for Intervention section above, including options which were considered at an early stage, but not taken forward.

As described in Section 2.1, S-CATS Phase 3 will deliver public realm improvements and place-making interventions that have been identified and developed through the SUNRISE project using a co-creation process.

The Southend 2050 project also conducted a Borough wide survey to develop a vision for Southend. A specific SUNRISE questionnaire was developed in line with the Southend 2050 questionnaire to set over arching objectives for the project area.

What do you like most about this space?

What will make you want to live, shop, work, do business, spend leisure time here in the future?

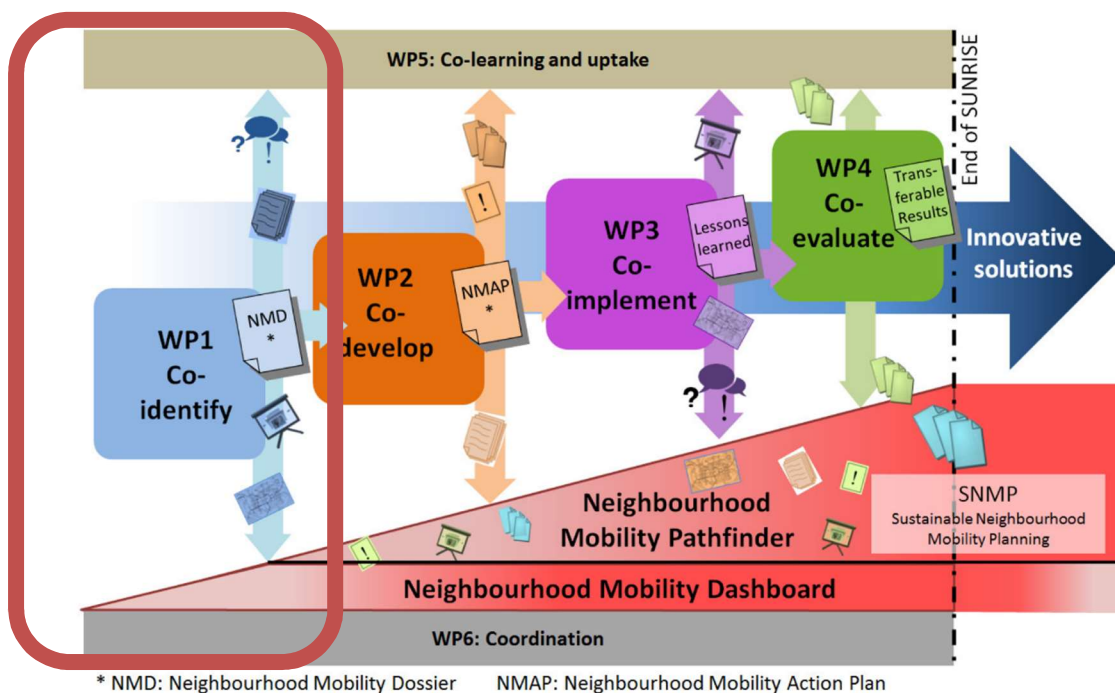
What would a great day out in the Town Centre look like for you?

Who might need to be involved to help create your ideal Southend-on-Sea of the future?

The results of the survey are include in Appendix 12.

The long list of measures was generated in first phase of the SUNRISE project, Co-identification, which included a series of engagement activities - public events, drop-in sessions and workshops as detailed in Appendix 3.

**Long list of ideas
for S-CATS Phase**



The long list of ideas is included in Appendix 4. The long list of ideas have been reviewed against the results of the survey to ensure they are coherent.

Options assessment:

Describe how the long list of options has been assessed (assessment approach), rationale behind shortlisting/discarding each option.

During the second phase of the project, Co-selection and Co-development phase, a core group was set up to lead on shortlisting the ideas. The core group is a steering committee and administrative secretariat for the project that is made of 6 representatives from Southend-on-Sea Borough Council, 6 representatives from partner organisations including the Business Improvement District (BID) and 3 local residents.

Budget is a key consideration of the selection process, from the beginning the value of the project has been discussed to ensure those ideas gathered are deliverable through the project, those that are considered to be above the project value will be default not taking forward into the short listing process.

A discussion around feasibility, budget and impact of the ideas collected and the SWOT analysis below was used to create the shortlist of ideas and is provided in Appendix 4.

INTERNAL FACTORS	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Low vehicular flows during commuter times. • Pedestrians- Walking is the main mode of transport to the City Centre. <ul style="list-style-type: none"> ○ Victoria Circus has high levels of pedestrian flows. ○ There are twice as many pedestrians as cars along this section of London Road. • Public space- Victoria Circus has the potential to be a vibrant public space due to its strategic location at the top of the High Street, between Southend Victoria and Southend Central train stations, and its proximity to Southend Central Library and the South Essex College, a hub of educational facilities. • The High Street is the main pedestrian gateway through to the Seafront, the scheme will offer opportunities to ensure a better connections to Tourists attractions such as the Pier. • London Road has a concentration of restaurants and cafes attracting evening activity, the scheme will look to enhance 	<ul style="list-style-type: none"> • Low share of cycling in the modal split. • Public space- Lack of any activities, seating areas and poor public realm has resulted in limited social interactions in the space. • Restaurants along London Road have front deliveries and will hence vehicular access would need to be maintained. • Taxis <ul style="list-style-type: none"> ○ Low share of taxi in the vehicular flow. There is a large number of taxis that are waiting for passengers. ○ Large share of carriageway space taken up by taxis

<p>these features improving dwell times both during the day and night economies.</p> <ul style="list-style-type: none"> Taxis- This taxi rank is considered the second most important taxi rank in Southend-on-Sea. The low share of vehicular flow does not demonstrate this location as a strength however there is potential for a reduction in vehicle movements in the area if the use of the rank is encouraged as it can reduce private car drop offs and eventually car use in the area. 	
EXTERNAL FACTORS	
Opportunities	Threats
<ul style="list-style-type: none"> The number of cycle journeys is increasing in flat, dense urban areas in parts of the U.K. where significant investment in cycle infrastructure, the introduction of the congestion charge and the introduction of cycle hire schemes. Wide realisation about the impact of transport on air quality has led a greater push to encourage electric mobility, walking and cycling. <p>The SCAAP policy supports public realm enhancements to create a pedestrian-priority area and improvements for pedestrians and cyclists in the City Centre Neighbourhood.</p>	<ul style="list-style-type: none"> Decline of High Street across UK. Southend's High Street is also declining with poor quality of shops. Most of the shops shut around 5-6pm, after which the City Centre Neighbourhood feels deserted. Bus use across the UK has declined. Bus network in Southend is also only East to West/West to East. This means that buses can't be used to go down to Southend.

Short list of options:

The 'Options Assessment' section is an opportunity to demonstrate how learning from other projects and experience has been used to optimise the proposal, and the Preferred Option is expected to emerge logically from this process; max. 2 pages.

Smaller schemes (less than £2 million) are required to complete an Options assessment which is proportionate to the size of the scheme; max. 1 page.]

Short list of options provided in Appendix 4.

3.2. Preferred option:

[Describe the Preferred Option and identify how the scheme aligns with the objectives. Include evidence of stakeholder support for the Preferred Option either through consultation on the scheme itself or on the strategy the scheme forms part of; max. 1 page.]

The shortlist will now be taken to a Borough wide voting to confirm a democratic design selection process and the final scheme will be developed on its basis. The preferred scheme option will include elements from the 6 improvement categories described in section 2.1.

This Borough wide voting will be undertaken both online and on location, the online survey will be made available for a number of weeks to ensure as many people as possible are able to consider the short list, this will be both those who have contributed so far as well as those who have not commented to date. This online approach will not be able to reach everyone as experience shows that certain demographics don't have, or chose not to use this method, to ensure as many people are reached as possible the voting will be taken the key locations, such as the site itself, to capture people who pass through the scheme. As well as the site other social centres will be visited to ensure hard to reach residents are also included in the Borough wide voting.

3.3. Assessment approach:

[Describe the approach used to assess the impacts of the scheme, describing both the quantitative (including reliability if appropriate) and qualitative approaches used. Describe the reference case ('Do nothing') and the Preferred Option.

The assessment approach should be a proportionate application of Department for Transport's (DfT) modelling and appraisal guidance as set out in WebTAG (please see WebTAG: TAG guidance for the technical project manager); max. 1 page.

Smaller schemes (less than £2 million) are not required to assess Reliability in the Assessment Approach.]

The economic appraisal has been undertaken using a spreadsheet developed specifically for S-CATS Phase 3 ('S-CATS Phase 3 London Rd Econ Appraisal.xlsx' in Appendix 13), in line with the following guidance and standard monetised values:

- TAG Unit A1-1 Cost-Benefit Analysis.
- TAG Unit A1-2 Scheme Costs.
- TAG Unit A4-1 Social Impact Appraisal.
- TAG Unit A5-1 Active Mode Appraisal, including use of a disaggregate mode choice model approach to forecasting increased cycling demand.
- TAG Unit A5-4 Marginal External Costs.
- WebTAG Databook March 2017 version – for annual GDP deflator and GDP per person forecast parameters, HM Treasury Green Book discount rates (Table A1.1.1), indirect tax correction factor (Table A1.3.1), average value of prevention per casualty (Table A4.1.1), values of journey ambience benefits for cyclists (Table A4.1.6), and values of aspects in the pedestrian environment (Table A4.1.7).
- Transport for London's Business Case Development Manual 2013, which contains more detailed information on monetising walking and cycling improvements (Tables E-22 and E-23).

Observed local data from Southend has been used to ensure that the appraisal is based on a robust baseline:

- Pedestrian counts undertaken in March 2016 for 8 hours on London Road and Victoria Circus.
- Cyclist counts for London Road, undertaken in September 2015 as part of a manual classified turning count for the Queensway Roundabout (at the western end of the proposed scheme).
- Cycling mode share for trips to Southend town centre, as reported in the S-CATS General Overview document (dated December 2016).
- Mode shift from private car to walking and cycling as a result of personalised travel planning interventions, reported in an evaluation report in January 2015. This provides a general indication as to the proportion of new walkers and cyclists that would have transferred from the private car.
- Average walking and cycling speeds in Southend, as reported in the Southend LTP3 Strategy Document 2011-2026.

National data has been used where local data is not available:

- National Travel Survey 2015 data for average walking and cycling trip lengths in England (NTS0306), cycle and walking journey purpose splits (NTS0409).
- National Trip End Model forecasts for the change in walking and cycling trips over a 10-year period after scheme opening.
- WebTAG Databook default values for average car occupancy (Table A1.3.3).

The outputs of the bespoke spreadsheet model have also been compared to outputs using the WHO's Health Economic Assessment Tool (HEAT) for physical fitness benefits and the DfT's Active Mode Appraisal Toolkit spreadsheet. The physical fitness PVB forecast using the bespoke spreadsheet is within 1.5% of the value estimated using HEAT. The overall scheme BCR estimated using the bespoke spreadsheet is only 0.2 higher than the BCR estimated using the DfT's tool. However, it should be noted that the DfT's tool cannot be refined to the same level of detail in respect of the specifics of S-CATS Phase 3.

S-CATS Phase 3 has been appraised on the basis of a 60-year appraisal period, as it is a capital infrastructure scheme which delivers a physical asset. The working assumption, built into the PVC, is that maintenance costs will equate to approximately 15% of the value of the physical asset over 60 years. Currently values of spend in this section of Town equate to approximately £10k a year, from existing revenue budgets, whilst the scheme will likely deliver a higher quality of streetscape, the quality of build will be better than what is there currently. It is therefore assumed at this stage that there are no likely increases in cost for maintenance post completion. For simplicity a residual asset value has not been assumed at the end of the appraisal period.

The scheme 'opening year' is assumed to be 2018/19, with the benefits in the opening year dampened to 80% of a full year benefit value.

All scheme benefits and costs have been assessed against a Do-Minimum in which only the current physical assets on London Road, College Way, and Elmer Avenue are maintained.

3.4. Economic appraisal inputs:

[Provide details of key appraisal inputs, those which are different to the inputs defined in WebTAG A.1.1 (in terms of demand, user benefits, non-user benefits, revenue, capital costs, renewal costs and operating costs) as per the table below (expand as appropriate). Please note, not all sections of the table may require completion.]

Smaller schemes (less than £2 million) are not required to complete this section.]

3.5. Economic appraisal assumptions and results

[Provide details of the key appraisal assumptions and results (BCR and sensitivity tests) as per the following tables (expand as appropriate). Please note, not all sections of the table may require completion. Also provide a supporting appraisal spreadsheet. Promoters should use their own spreadsheet to calculate qualitative costs and benefits and these should adhere to national guidelines. Please see Transport Analysis Guidance: WebTAG March 2017.

Promoters should also include a statement which identifies other schemes which may have potentially contributed to the same benefits/impacts. Smaller schemes (less than £2 million) are not required to complete this section.]

Appraisal Assumptions	Details
WebTAG version	<p><i>[Please describe which version of the WebTAG databook has been used to populate the appraisal. Where this is not the most recent version, please explain why this is the case. Please see WebTAG databook for the most recent version]</i></p> <p>Monetised benefits for physical activity, reduced absenteeism, journey quality, and marginal external costs, and the scheme BCR have been estimated in line with the principles and methods set out in TAG Units A1-1 (Cost-Benefit Analysis), A1-2 (Scheme Costs) A4-1 (Social Impact Appraisal), A5-1 (Active Mode Appraisal), A5-4 (Marginal External Costs), and the values contained in the March 2017 version of the WebTAG Databook.</p> <p>The appraisal has been undertaken using a spreadsheet developed specifically for S-CATS Phase 3 ('S-CATS Phase 3 London Rd Econ Appraisal.xlsx' in <i>Appendix 13</i>), which contains details of all assumptions and data sources. Local data has been used where available, including baseline pedestrian and cycle counts, mode share and mode shift statistics from previous studies, National Trip End Model (NTEM) growth factors, and walking / cycling average speeds. National Travel Survey and WebTAG default values have been used to supplement the local data as required, for average trip lengths, car occupancies, and cycling journey purpose splits.</p> <p>The largest proportion of monetised benefits is for improved physical fitness as result of increased walking and cycling. The values estimated in the spreadsheet have been checked using the World Health Organisation (WHO) Health Impact Assessment Tool (HEAT), with a variation of less than 1.5%.</p> <p>The BCR estimated using the spreadsheet has been checked using the DfT's Active Mode Appraisal Toolkit, with a variation of only 0.2. A full list of assumptions is provided on the 'Inputs' tab in the appended economic appraisal spreadsheet ('S-CATS Phase 3 London Rd Econ Appraisal.xlsx' in <i>Appendix 13</i>).</p>

Appraisal Assumptions	Details
	<p>Sensitivity testing has identified the following assumptions as having the greatest potential impact on the economic appraisal outputs:</p> <p>GENERAL PARAMETERS</p> <ul style="list-style-type: none"> • Appraisal period: 60 years (as this is a capital infrastructure scheme which delivers a physical asset). • Benefits decay rate: 0% per annum (with a capital asset delivered there is no reason to suspect that the benefits of the scheme will reduce over time). • Real cost construction inflation, above general background inflation: 1% per annum for 5 years from the 2015 price base year. The 'real cost inflation for construction' variable refers to the level of inflation that is forecast to occur beyond standard background inflation. For example, if background inflation is running at 2.5% then a real cost inflation value of 1% implies that construction costs are running at approximately 3.5%. We have undertaken additional sensitivity tests on the BCR as follows, to demonstrate that the appraisal is not particularly sensitive to inflation in the construction industry being higher than background inflation: <ul style="list-style-type: none"> ○ Real cost inflation at 2% = 3.94 ○ Real cost inflation at 3% = 3.86 • Optimism Bias: 29.1% (as this scheme has been costed based on known unit rates). <p>SOUTHEND AREA ASSUMPTIONS</p> <ul style="list-style-type: none"> • Average walk trip length: 1.22km (the 2015 average for England, from the National Travel Survey). • Average walking speed: 4.8kph (calculated from assumptions in the Southend LTP3 Strategy Document 2011-2026). • Average number of days per week that pedestrians using London Road travel on foot: 4 out of every 7 days. <p>PEDESTRIAN FLOWS</p> <ul style="list-style-type: none"> • Pedestrian numbers on London Road, conversion factor from observed 8-hour flow to 24-hour flow: 1.375 (11/8) to cover the 0700-1000 and 1800-2200 time periods when the main superstore on London Road is open. • Increase in walking trips / footfall on London Road attributable to the scheme: 5%.
Opening Year, Final Modelled Year and Appraisal Duration	S-CATS Phase 3 has been appraised on the basis of a 60-year appraisal period, as it is a capital infrastructure scheme which delivers a physical asset. The working assumption, built into the PVC, is that maintenance costs will equate to approximately 15% of the value of the physical asset over 60 years. For simplicity a

Appraisal Assumptions	Details
	<p>residual asset value has not been assumed at the end of the appraisal period.</p> <p>The scheme 'opening year' is assumed to be 2020/21, with the benefits in the opening year dampened to 80% of a full year benefit value.</p> <p>All scheme benefits and costs have been assessed against a Do-Minimum in which only the current physical assets on London Road and Victoria Circus are maintained.</p>
Price Base/GDP Deflator	<i>[Appraisal models should use RPI and GDP Deflator projected series from the WebTAG databook to convert all inputs into a consistent appraisal price base, which is GDP Deflator 2010]</i>
Real Growth (i.e. above CPI or below)	
Discounting	<i>[WebTAG requires discounting to be applied at a rate of 3.5% per year for 30 years and 3.0% thereafter]</i>

	£m PV (2010)
Costs*	
Capital Costs	£4.06M
Benefits	
Physical Fitness - Cycle	£445k
Physical Fitness - Walk	£8.286M
Absenteeism	£64k
Journey Quality - Cycle	£85k
Journey Quality - Walk	£3.479M
Externalities – reduced congestion	£156K
Ambience Benefits Calculator	£1.782M
Appraisal	
Present Value of Costs (PVC)	£4.230M
Present Value of Benefits (PVB)	£14.298M
Net Present Value (NPV)	£10.068
Benefit Cost Ratio (BCR)	3.38

* Costs represent total Capital Costs, Renewal Costs and Operating Costs of the specific intervention seeking funding under LGF.

3.6. Sensitivity tests:

[The Benefit Cost Ratio is based on the best estimates currently available of the benefits of the scheme. However, these are estimates and therefore it is appropriate to assess the sensitivity of the appraisal result to changes in key inputs. Provide details of the sensitivity tests undertaken as per the following table (expand as appropriate). Please note, not all sections of the table may require completion. See WebTAG unit M4 forecasting and uncertainty.

A wide range of sensitivity tests have been undertaken to check how sensitive the scheme appraisal is to changes in the main assumptions and to identify key performance thresholds.

The tests demonstrate that, while the scheme appraisal is not overly sensitive to small changes in the main assumptions, the decay rate and increase in walking trips attributable to the scheme are where the BCR is most sensitive to change.

	£m PV (2010)
Sensitivity Test 1	<i>Appraisal period 30 years</i>
Present Value of Costs (PVC)	£4,206,916
Present Value of Benefits (PVB)	£8,943,860
Net Present Value (NPV)	£4,736,944
Benefit Cost Ratio (BCR)	2.13
	£m PV (2010)
Sensitivity Test 2	<i>Benefits decay rate 5% per annum</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£6,870,598
Net Present Value (NPV)	£2,640,415
Benefit Cost Ratio (BCR)	1.62
	£m PV (2010)
Sensitivity Test 3	<i>Real cost construction inflation at 0% per annum</i>
Present Value of Costs (PVC)	£4,103,925
Present Value of Benefits (PVB)	£14,298,060
Net Present Value (NPV)	£10,194,135
Benefit Cost Ratio (BCR)	3.48
	£m PV (2010)
Sensitivity Test 4	<i>Average walk trip length is higher at 2km</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£19,697,126
Net Present Value (NPV)	£15,466,943
Benefit Cost Ratio (BCR)	4.66
	£m PV (2010)
Sensitivity Test 5	<i>Pedestrians use the area 3 days per week</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£12,214,136
Net Present Value (NPV)	£7,983,953
Benefit Cost Ratio (BCR)	2.89
	£m PV (2010)
Sensitivity Test 6	<i>Pedestrians use the area 5 days per week</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£16,381,983
Net Present Value (NPV)	£12,151,800

Benefit Cost Ratio (BCR)	3.87
	£m PV (2010)
Sensitivity Test 7	<i>Increase in walking trips attributable to the scheme, lower at 2%</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£9,149,300
Net Present Value (NPV)	£4,919,117
Benefit Cost Ratio (BCR)	2.16
	£m PV (2010)
Sensitivity Test 8	<i>Increase in walking trips attributable to the scheme, higher at 10%</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£22,879,326
Net Present Value (NPV)	£18,649,143
Benefit Cost Ratio (BCR)	5.41
	£m PV (2010)
Sensitivity Test 9	<i>Scheme fails to deliver upon improved security during the hours of darkness.</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£13,742,610
Net Present Value (NPV)	£9,512,427
Benefit Cost Ratio (BCR)	3.25
	£m PV (2010)
Sensitivity Test 10	<i>Scheme fails to deliver upon public art</i>
Present Value of Costs (PVC)	£4,230,183
Present Value of Benefits (PVB)	£13,909,740
Net Present Value (NPV)	£9,679,557
Benefit Cost Ratio (BCR)	3.29

Smaller schemes (less than £2 million) are not required to complete this section.]

3.7. Environmental impacts:

[Provide details of the environmental impacts (WebTAG A3) as per the following table and provide supporting evidence if necessary. Please note, not all sections of the table may require completion; max. 0.5 pages excluding table.]

Environmental Impact	Assessment
Noise	<i>[large/moderate/slight beneficial and adverse, neutral; or provide quantitative value] Moderate benefit – reduction or removal of cars within the project area resulting in a reduction in noise.</i>
Air Quality	Moderate benefit – reduction or removal of cars within the project area resulting in improved air quality.
Greenhouse Gases	Moderate benefit – reduction or removal of cars within the project area resulting in a reduction of greenhouse gases
Landscape	Large benefit – improved public realm
Townscape	Large benefit – improved public realm

Environmental Impact	Assessment
Heritage	Neutral
Biodiversity	Neutral
Water Environment	Neutral

3.8. Social impacts:

[Provide details of the social impacts (WebTAG A4.1) as per the following table and provide supporting evidence if necessary. Please note, not all sections of the table may require completion; max. 0.5 page excluding table]

Social Impact	Assessment
Accidents	<i>[large/moderate/slight beneficial and adverse, neutral; or provide quantitative value]</i>
Physical Activity	Large benefit – Increased walking and cycling trips within the project area
Security	Large benefit – improved lighting and an increase in activity within the project area.
Severance	Large benefit – removal of night time severance issues across Victoria Circus
Journey Quality	Large benefit – enhanced streetscape provides a more comfortable journey through the project area.
Option values and non-use values	Neutral
Accessibility	Large benefit – reallocation of space will provide improved accessibility within the project area
Personal Affordability	Neutral
Accidents	Slight benefit – reallocation of space will provide a reduction in accidents

3.9. Distributional impacts:

[Evaluate the distribution of the scheme's impacts focusing on geographical location and socio-economic/demographic characteristics (WebTAG A4.2). In the absence of more recent or better quality local evidence, it is suggested that DataShine is used to inform this assessment; max. 0.5 page.]

Smaller schemes (less than £2 million) are not required to complete this section.]

3.10. Wider impacts:

[Provide a description of the expected wider economic impacts as well as any dependent development (e.g. commercial floorspace, residential units, jobs created or safeguarded).]

Smaller schemes (less than £2 million) are not required to complete this section.]

As a stand-alone scheme S-CATS Phase 3 would not necessarily lead directly to new jobs, floor space, and housing starts. Jobs and house numbers have therefore not been assessed specifically as part of scheme appraisal for Phase 3. However, when combined with the previous phases, the public realm improvements proposed for S-CATS Phase 3 will support the regeneration and growth proposals in the Southend Core Strategy and emerging Southend Central Area Action Plan (SCAAP) Revised Proposed Submission Document.

3.11. Value for money:

[Summarise the implications of the scheme (economic, social, environmental and distributional impacts) (DfT Value for Money Framework).

The following supporting appraisal tables (WebTAG appraisal tables) should also be provided and appended to this business case unless the scheme is subject to exemptions (detailed in the Project Overview):

- *Appraisal summary table (summarises the environmental, economic and social impacts of a scheme and is different to the supporting appraisal spreadsheet);*
- *Analysis of Monetised Costs and Benefits (AMCB) table;*
- *Public Accounts table; and*
- *Economic Efficiency of the Transport System (TEE) table.*

The tables above should be in standard WebTAG format as per the guidelines. Please note, not all sections of the table may require completion.

Max. 1 page excluding table.

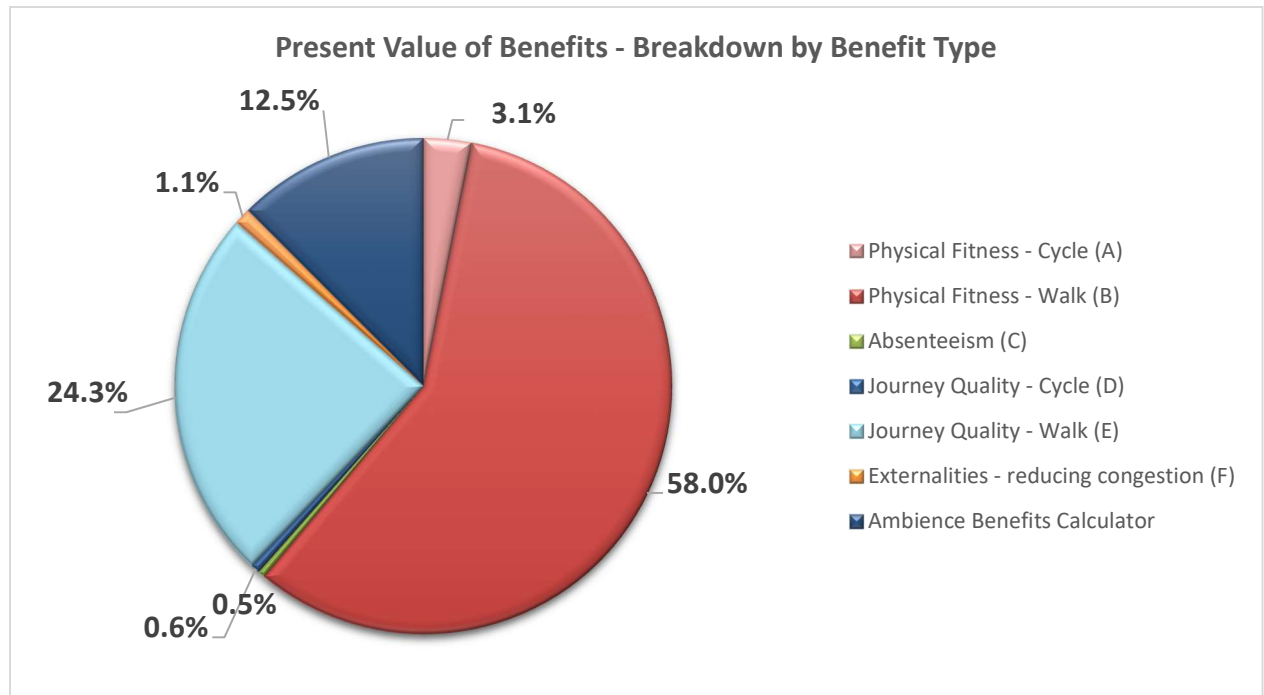
Smaller schemes (less than £2 million) are not required to complete this section.]

The following Value for Money indicators have been estimated for S-CATS Phase 3:

- Present Value of Benefits (PVB): £14.298 million (2010 prices with future benefits over a 60-year appraisal period discounted to 2010).
- Present Value of Costs (PVC): £4.230 million (2010 prices with future costs over a 60-year appraisal period discounted to 2010).
- Net Present Value (NPV): £10.068 million (2010 prices discounted to 2010).
- Benefit Cost Ratio (BCR): 3.38.

Present Value of Benefits (PVB)

A breakdown of the £14.298 million PVB by benefit type is shown below.



- 12.5% (£1.782 million) of monetised benefits for S-CATS Phase 3 are forecast to arise from benefits in ambience. These monetised benefits are related to improved public realm, with improved security, way finding and streetscape.
- 61.1% (£8.730 million) of monetised benefits for S-CATS Phase 3 are forecast to arise from increased physical fitness. These monetised benefits are related to reduced mortality and reduced costs to the health service and wider society, due to increased levels of walking and cycling. The majority of physical fitness benefits for S-CATS Phase 3 are due to increased levels of walking, with approximately 127 additional walking trips per day attributable to the scheme.
- 24.9% (£3.564 million) of monetised benefits for S-CATS Phase 3 are forecast to arise from improved journey quality for pedestrians and cyclists on London Road and Victoria Circus. Standard 'willingness to pay' monetary values (from WebTAG) have been applied in the appraisal to reflect improvements in the public realm that would be of benefit to existing pedestrians and cyclists. Namely the proposed additional cycle parking, upgraded street lighting, reduced kerb / road level difference, renewed pavement, seating, directional signage and tree planting.
- A relatively small proportion of the monetised benefits (1.1%, £0.156 million) is attributed to reduced marginal external costs of car use (externalities), arising from mode shift to walking and cycling. The specific benefits that reduced car use will bring are reduced congestion in Southend and the associated environmental and social benefits (noise, greenhouse gases, road accidents).
- Benefits from reduced absenteeism from work make up 0.5% (£0.065 million) of the expected monetised benefits of S-CATS Phase 3. Reduced absenteeism is expected due to improved health and well-being, linked to increased physical fitness of people who start walking or cycling to work.

In line with standard practice in public sector economic appraisals, financial contributions from businesses are removed from the PVB to represent the cost to the private sector, but excluded from the PVC (as these costs are not being paid by the public sector). The expected present value of private sector developer contributions to S-CATS Phase 3 (approximately £0.06 million) has been deducted, leaving a PVB of £14.298 million.

Present Value of Costs (PVC)

The PVC is estimated at £4.230 million (2010 market prices, discounted to 2010). The PVC includes all public sector costs associated with the scheme over the full 60-year appraisal period, including preparatory, construction, and site supervision costs, a quantified risk layer and allowances for future maintenance. Optimism Bias at 29.1% is also included in the PVC. This level of Optimism Bias has been selected as the scheme cost estimate has been prepared based on known unit rates.

4. COMMERCIAL CASE

The commercial case determines whether the scheme is commercially viable and will result in a viable procurement and well-structured deal. It sets out the planning and management of the procurement process, contractual arrangements, and the allocation of risk in each of the design, build, funding, and operational phases.

4.1. Procurement options:

[Present the results of your assessment of procurement and contracting route options and the supplier market, and describe lessons learned from others or experience; max. 1 page.]

Southend-on-Sea re-let the Highways contracts into five “Lots” which divide the work into distinct areas; Planned and Reactive Maintenance; New Works; Traffic system Control, Traffic system Maintenance, and Resurfacing. The procurement process has complied with OJEU with the new contracts based on the HMEP/NEC3 Term Service Contract commencing on 1st April 2015 for initially 7 years.

Southend-on-Sea Borough Council appointed the successful tenderer for the Lot 2 New Works Contract in April 2015 to undertake all projects that are considered to be improvements the Councils highway network, such as highway, pedestrian, bus priority and cycling schemes. However there may be elements that involve works along footpaths, bridleways, in car park and on private land.

The Framework is based on the NEC3 Term Service Contract April 2013 utilising Option A, priced Contract with price list. The work is commissioned via Option X19: Task Order. With Option A it determines the amount to be paid by the Contractor for carrying out a specified task. Option X19 provides the Council with the facilities to control work on a task-by-task basis.

S-CATS Phase 1 (Victoria Avenue) and S-CATS Phase 2 (London Road) were procured through the Lot 2 New Works Contract and were delivered in partnership with the Term Service Contractor.

The procurement for the project could also be made through existing framework the Eastern Highways Alliance Framework and supported by Southend Borough Council Term Contract for New Works.

Southend-on-Sea Borough Council joined The Eastern Highway Alliance Framework (EHF1) in order to carry out major projects such as the Local Pinch Point scheme A127/B1013 Tesco Junction Improvement.

The EHF1 is an unincorporated Association by Agreement involving nine local authorities engaged in developing ways to provide highway services in a cost effective and efficient way. The EHF1 commenced on 18th June 2012 and expired on 17th June 2016. Due to the success of EHF1 the local authorities agreed to engage contractors for EHF2. EHF2 contractors have been appointed with the Inter-authority agreement finalised to allow for an overlap of frameworks. The Council joined the Framework due to the underlying EHA ethos which is that of collaboration and encapsulates:

- A flexible approach to the procurement of highway services and goods based on an inter-authority strategy;
- The further development of Best Value, VfM and construction best practice using the partnering approach for the procurement of private sector partners involving the whole of the relevant supply chains;
- The rationalisation of systems and procedures enabling duplication of effort and administrative and support costs to be reduced for the EHA Members;
- The opportunity to foster innovation within the EHA and to make financial savings;
- The creation of more open processes and performance benchmarking partnerships through regional initiatives and with other highway authorities; and
- The development of skills to help implement and deliver best practices across the EHA.

The EHA is led by the Highways and Transport (H&T) Board comprising chief officers or their nominees. A Framework Steering Group (FSG) comprising senior officers of each member authority is responsible to the H&T Board for setting up and running the EHF1/2. A Framework User Group (FUG) comprising of officers and contractors deals with all matters related to the use of EHF1/2 within parameters set by the FSG.

The Framework is based on the NEC3 Framework Contract June 2013. Each authority commissioning work can use either direct award or mini competition to award work to the framework contractors.

The A127 Kent Elms junction improvements were procured using the Eastern Highways Alliance Framework (EHF2) which is based on the NEC3 Frameworks Contract April 2013. This fostered the same principles as EHF1 and provides the users of the alliance access to six Contractors which enable members to place either a Direct Award Contract or Mini Tenders.

Both the A127 Tesco Improvement and the A127 Kent Elms Improvements both utilised mini competition to procure the works to ensure a competitive costs was achieved for the works and to have a cost for the actual schemes.

4.2. Preferred procurement and contracting strategy:

[Define the procurement strategy and contracting strategy (e.g. traditional, (design and build, early contractor involvement) and justify, ensuring this aligns with the spend programme in the Financial Case and the project programme defined in the Management Case; max. 2 pages.]

The delivery options are shown in Appendix 14 and are summarised below.

The procurement of the physical works will be delivered by either SBC's Lot 2 New Works Contract or the EHA Framework. Both options are capable of delivering upon the design and ensuring the works are delivered on programme and within budget.

Delivery option 1 would be to undertake the design and prepare the necessary Task Order under the NEC Term Service Contract to develop a programme and cost of the works closely with the Contractor.

Delivery option 2 would be to undertake the design and prepare a Tender package to procure a Contractor through the EHA Framework utilising Option B under the NEC Contract, resulting in a Contractor providing a programme and cost for the works.

Both options are viable and either could be pursued to deliver the works, however it is considered that Delivery Option 1 would provide the greatest flexibility to deliver the works.

4.3. Procurement experience:

[Describe promoter (and advisor) experience of the proposed approach including any lessons learnt from previous procurement exercises of a similar scale and scope; max. 0.5 pages.]

The Council has successfully delivered the following DfT / government funded projects:

- A127 Progress Road Junction Improvement £4.7m (HCA & SBC funded) A127/A1159 Cuckoo Corner Junction Improvement £5m (DfT & SBC funded) A127/A13 Victoria Gateway £6.7m (HCA & SBC funded) City Beach £6.7m (HCA & SBC funded). Collectively they were winners of the RTPi National Awards in 2011 for the Public Realm category.
- The Council carried out Better Bus Area schemes during 2012/13 – 2013/14 funded by DfT. The main lesson learned was to consult the bus user groups, particularly elderly and disabled users, other road users and the bus companies before implementing any changes. Public involvement enabled participants to rightly claim that their contribution made a positive difference. Other lessons learned were; the need to monitor and evaluate progress throughout the implementation period. On completion, annually report on outcomes highlighting any key outcomes.
- DfT's Local Pinch Point Fund for Southend's £4.7m A127/B1013 Tesco Junction Improvement scheme was completed on time and to budget. It has been a success as the Communications Plan included early contractor involvement and early public consultations. This project utilised PRINCE2 methodology, which has ensured good time management, control and organisation of the project.
- A127/A1015 Kent Elms Junction Improvement has suffered delays due to un-known utility apparatus, in adequacy of utility apparatus records, inaccurate GPR records. Lessons learnt from this scheme have ensured extensive trial holes and slip trenches will be carried out to determine/confirm the location of utility apparatus to inform the design and minimise coming across unknown apparatus during the construction phase. Obtaining accurate programmes from utility companies and minimise any diversions within the scheme.

- London Road – Public realm improvements to the A13 corridor from Boston Avenue to North Road providing a continuous cycle route across the length of the scheme whilst undertaking modifications to junctions and side roads to accommodate the works. The scheme was delivered on time and within the available budget.
- Victoria Gateway – Public realm improvements for the ‘greening’ of Victoria Gateway through the provision of additional landscaping, utilising planters, paving and enhanced lighting. The scheme was delivered on time and within the available budget.
- Boston Avenue – A pocket park was created at Boston Avenue’s junction with Queensway which included realignment of the junction to create increased green space, improved pedestrian and cycling route, planting and street furniture. The scheme was delivered on time and available budget.

4.4. Competition issues:

[Describe any competition issues within the supply chain; max. 0.5 page.]

There are no perceived competition issues within the supply chain.

4.5. Human resources issues:

[Where possible, describe what you have done to identify and mitigate against any human resource issues; max. 0.5 pages.]

There are both the skills and the resource within the Design Team to carry out the design from the early design stages through to construction. Should it be determined at any point during the life of the project that a particular skill is missing or that resources need to be increased, either additional staff will be procured or external consultancies will be used to bridge any perceived gaps.

4.6. Risks and mitigation:

Specify the allocation of commercial risks (e.g. delivery body, federated area, scheme promoters) and describe how risk is transferred between parties, ensuring this is consistent with the cost estimate and Risk Management Strategy in the Management Case; max. 1 page.]

Refer to Risk Register in Appendix 15 and Risk Management section below.

4.7. Maximising social value:

[Where possible, provide a description of how the procurement for the scheme increases social value in accordance with the Social Value Act 2012 (e.g. how in conducting the procurement process it will act with a view of improving the economic, social and environmental well-being of the local area and particularly local businesses); max. 0.5 page.]

Improvement to the public realm and walking and cycling facilities along London Road can help increase footfall and dwell times in this part of Town Centre, which is a key gateway to the high street, creating more opportunities for businesses and a vibrant social environment for residents and tourists.

S-CATS is a clearly defined part of a wider strategy for Southend, which was subject to widespread consultation during 2015/16. Sunrise is also providing further consultation on this area and as a result the options have already been narrowed down to a short list for the Phase 3 work. The design variations all contain a set of common components, including.....

5. FINANCIAL CASE

The Financial Case determines whether the scheme will result in a fundable and affordable Deal. It presents the funding sources and capital requirement by year, together with a Quantitative Risk Assessment (QRA), project and funding risks and constraints. All costs in the Financial Case should be in nominal values.

The profile of funding availability detailed in the Financial Case needs to align with the profile of delivery in the Commercial Case.

5.1. Total project value and funding sources:

[Specify the total project value and how this is split by funding sources by year, as per the table below (expand as appropriate). This should align with the total funding requirement described within the Project Overview section. Please include details of other sources of funding, and any conditions associated with the release of that funding. LGF can only be sought to 2020/21.]

S-CATS Phase 3 – London Road and Victoria Circus £4M

The total project cost have been produced from

- Works estimates using 2015 prices from the Southend Borough Council Lot 2 New Works Contract
- Costs Management Fees, Design Fees and Supervision costs
- Estimates from Statutory Undertakers for plant diversions,
- Calculation of risk utilising @risk software (Appendix 16)
- The provision of a 29.1% Optimism Bias (WebTag Table 8). In addition to these have been included.

The Works costs are based on 2015 prices within the Lot 2 New Works Contract. As the works will be constructed during the 2019/20 period inflation has been included within the financial case for yearly cost increases.

No financial contributions have been made to date from local businesses for the purposes of the scheme, they are however working closely on the project as part of the Core Group within the SUNRISE scheme. Local businesses are represented by the BID with their views and ideas on the project tabled at Core Group meetings or via the consultation process. To date their support has been valued as they are able to express the visions and the benefits of the project to their wider group gaining much needed buy-in on the scheme. Without them being signed up to the scheme it would be considerably harder to achieve the projects goals.

5.2. SELEP funding request, including type (LGF, GPF, etc.):

[Specify the amount and type of SELEP funding sought to deliver the project. This should align with the SELEP funding requirement described within the Project Overview section.]

The total allocation of Southend-on-Sea Central Area Transport Scheme (S-CATS) amounts to £4M within the SELEP Programme. Two previous S-CATS business cases have been successful in drawing down funding to the value of £3M. Therefore the S-CATS Business Case seeks to draw down the remaining £4M allocation.

5.3. Costs by type:

[Detail the cost estimates for the project by year as per the table below (expand as appropriate) and specify how the inclusion of the Quantitative Risk Assessment (QRA) and other overheads aggregate to the total funding requirement. Where conversion has been made between nominal and real cost estimates (and vice versa) please provide details of any inflation assumptions applied. The Financial Case should not include Optimism Bias. Please confirm that optimism bias has not been applied in the Financial Case. Also, include details of the agreed budget set aside for Monitoring and Evaluation, and ensure this aligns with the relevant section in the Management Case. Please note, not all sections of the table may require completion.]

Cost type	Expenditure Forecast				
	17/18 £000	18/19 £000	19/20 £000	20/21 £000	Etc.
Capital [For example by stage, key cost elements for construction, and other cost elements such as contingency, overheads and uplifts]					
Non-capital [For example revenue liabilities for scheme development and operation]					
Procurement			£161k		
Detailed Design			£193k		
Management			£235k	£142k	
Construction			£453k	£1.812M	
Statutory Undertakers			£50k	£50k	
Optimism Bias			£273k	£501k	
QRA			£53k	£136k	
Monitoring and Evaluation					
Total funding requirement			£1.419M	£2.641M	
Inflation (%)					

5.4. Quantitative risk assessment (QRA):

[Provide justification for the unit costs and a Quantitative Risk Assessment (QRA) provisions (detailed in the capital and non-capital tables above); max. 2 pages. Please provide supporting documents if appropriate.]

The cost contained within the QRA have been taken from the estimates prepared to understand the anticipated cost of the scheme. These costs have been derived utilising the rates contained with the contracts available for procurement. These cost have then been run through risk simulation software using the Monti Carlo method, results of with are contained within Appendix 16

5.5. Funding profile (capital and non-capital):

[Where possible, explain the assumed capital and non-capital funding profile, summarise the total funding requirement by year, and funding source (add rows / columns as appropriate). Please

note, not all sections of the table may require completion. Also, explain the external factors which influence/determine the funding profile, describe the extent of any flexibility associated with the funding profile, and describe non-capital liabilities generated by the scheme; max. 1 page.]

Funding source	Expenditure Forecast					
	17/18 £000	18/19 £000	19/20 £000	20/21 £000	21/22 £000	22/23 £000
Capital source 1 LGF			£1.395M	£2.641M		
Capital source 2 Sunrise			£60k			
Non-capital source 1...						
Non-capital source 2...						
Total funding requirement			£1.419M	£2.641M		

5.6. Funding commitment:

[Provide signed assurance from the Section 151 officer to confirm the lead applicant will cover any cost overruns relating to expenditure and programme delivery, as per the template in Appendix A. Please also confirm whether the funding is assured or subject to future decision making.]

5.7. Risk and constraints:

[Specify project and funding risks and constraints. Describe how these risks have, where appropriate, been quantified within the QRA/contingency provisions; max 0.5 pages.]

Refer to risk register in Appendix 15 and QRA in Appendix 16

6. MANAGEMENT CASE

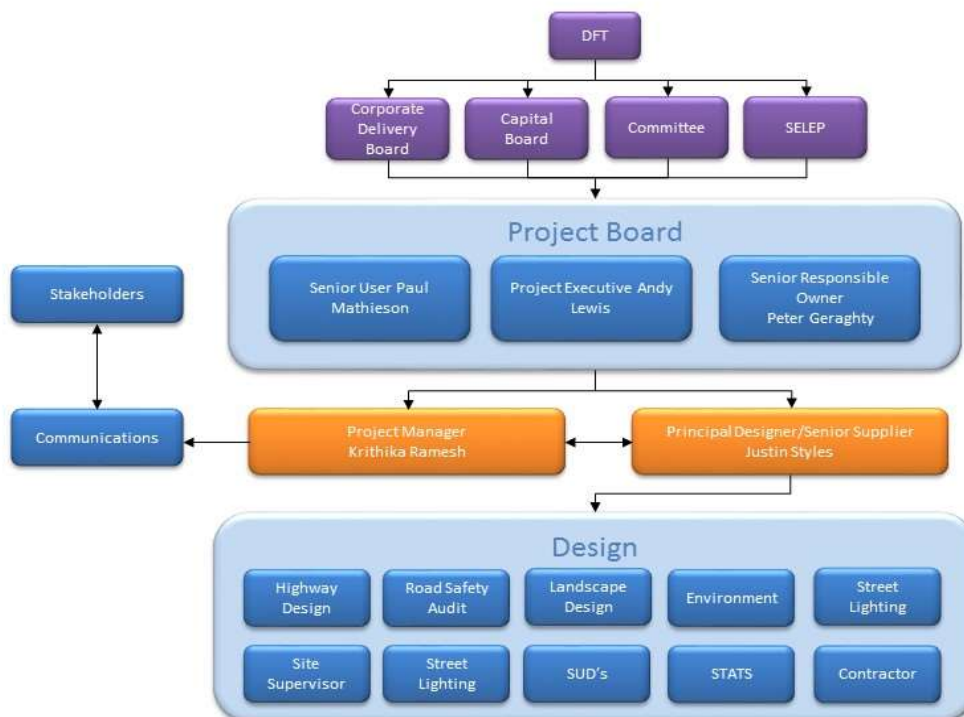
The management case determines whether the scheme is achievable and capable of being delivered successfully in accordance with recognised best practice. It demonstrates that the spending proposal is being implemented in accordance with a recognised Programme and Project Management methodology, and provides evidence of governance structure, stakeholder management, risk management, project planning and benefits realisation and assurance. It also specifies the arrangements for monitoring and evaluation in terms of inputs, outputs, outcomes and impacts.

6.1. Governance:

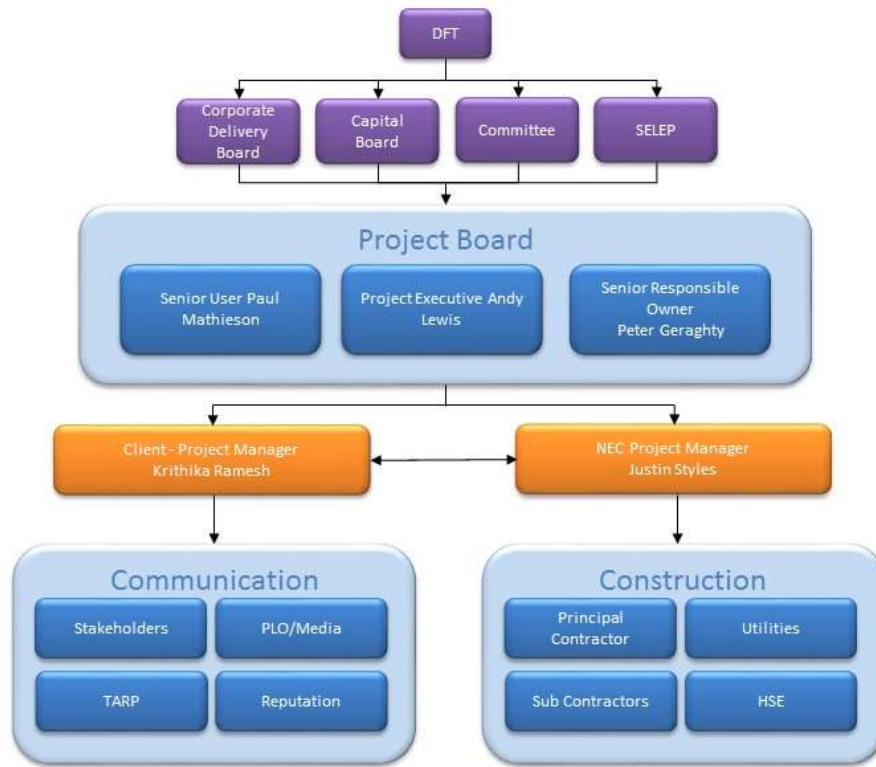
[Nominate the project sponsor and Senior Responsible Officer, explain the project governance structure (ideally as a diagram with accompanying text) and describe responsibilities, project accountability, meeting schedules etc.; max. 1 page.]

These improvements will build upon the delivery of the “Better Southend” Major Schemes (£25m package of CIF2 and DfT funded project and £5m Local Pinch Point Fund), LTP3 and LSTF projects. The project will be based upon PRINCE2 methodology with the Project Manager and Senior User PRINCE2 Practitioners. The following organisation chart shows the governance structure that is already in place and ensured the delivery of Kent Elms and will also serve as the governance for the Bell project.

The design shall be carried out in house and engage specialist support services i.e. geotechnical, environmental, Road Safety Audit, surveys, from consultants/contractors through existing frameworks.



S-CATS Phase 3 – Victoria Circus and London
Road Design Stage



S-CATS Phase 3 – Victoria Circus and London Road
Construction Stage

The “Better Southend” projects, including the A127 Progress Road Junction Improvement, the A127/A1159 Cuckoo Corner Junction Improvement, A127/A13 Victoria Gateway and City Beach improvements and more recently the A127/B1013 Tesco Junction Improvement were all completed on time and within budget.

Andy Lewis – Deputy Chief Executive for Place – Executive

Andy will be ultimately responsible for the programme and ensure that all elements are correctly focussed on achieving their aims, objectives and outcomes, and reports to the Corporate Delivery Board. Andy has been the Corporate Director and Executive for all previous “Better Southend” projects. Andy’s strong Executive support for this project and his experience will ensure A127 The Bell Junction is completed on time and to budget

Dr Peter Geraghty – Director Planning and Transport – Senior Responsible Owner

Peter is the Head of Service responsible for managing the strategic planning and transport functions. Peter will oversee the budgetary requirements and approve the resourcing and investment. Peter undertook the SRO role for the A127/B1013 Tesco Junction Improvement and A127/A1015 Kent Elms Junction Improvements.

Neil Hoskins – Senior User – Chartered Civil Engineer and PRINCE2 Practitioner

Neil is responsible for the quality of the elements as delivered by the Project Manager and the team. Neil is responsible for ensuring alignment with strategic transport and planning policy and scheme objectives, co-ordination with other authorities and achieving value for money and delivering the benefits.

Principle Contractor – TBA - Senior Supplier

During the construction stage the Principle Contractor will undertake the Senior Supplier Role and attend Project Board meetings.

Justin Styles – Principal Designer (CDM) – Senior Supplier

Justin will be responsible directing design resources to ensure the Design stage and Tender Stage is completed on time and to quality. Provide Project Assurance support Justin will also provide supervision in Chief during the Construction Stage.

Krithika Ramesh – Project Manager

Krithika will be responsible for the project management of the Project, ensuring that the project is aligned with the project objectives, and that the appropriate monitoring is implemented to assess progress on the outputs and monitor the outcomes. Krithika was responsible for delivering the S-CATS Phase 1 (Victoria Avenue) and Phase 2 (London Road). Project Board meetings will be held regularly, which will consider project status against deliverables and cost, as well as reviewing the Risk Register and any exception reports and necessary actions.

6.2. Approvals and escalation procedures:

[Specify the reporting and approval process; max. 0.5 pages.]

The majority of decisions are taken by the project team and will utilise the Gateway process adopted by the design team (refer to Appendix 17 for details), however key decisions are taken by the project team to the Project Board to allow a full discussion to be had regarding their impact on the project and whether they have an adverse effect on programme, budget or reputation. This is possible due to the Chief Executive and Deputy Chief Executive (Place) having delegated authority from Cabinet to agree the Option to be taken forward for implementation and any subsequent changes that may arise as the project continues. Should it be considered at any stage that the changes to the scheme are considerable enough that it begins to depart from the outcomes and objectives of the project, it would then be taken back to Cabinet for discussion.

6.3. Contract management:

[Explain your approach to ensuring that outputs are delivered in line with contract scope, timescale and quality; max. 0.5 pages.]

The design phase of the project will be managed under PRICE 2 as discussed above. The Construction phase of the project shall be managed under the NEC3 Contract as discussed in section 4.

6.4. Key stakeholders:

[Describe key stakeholders, including any past or planned public engagement activities. The stakeholder management and engagement plan should be provided alongside the Business Case; max. 0.5 pages.]

Stakeholder engagement has been key to the whole process of developing the scheme, as discussed in previous sections, however the engagement does not stop at the development of the scheme, as it will be continuing throughout the whole life of the project. The next stage of the SUNRISE scheme will be the co-implementation phase which will still require active participation from the Core Group and the wider Co-Creation Forum. Together the measures selected will have 'trials' where practical to ensure the measures worked on the ground prior to their permanent implementation.

Feedback will be sought at this stage from local businesses in the direct vicinity, the wider perception of the BID, residents from the local neighbourhood and those visitors travelling through

the space as part of their recreational activities. If required, modifications to the measures can be implemented prior to the final measures being put in place. This ensure that those impacted by the scheme have the opportunity to contribute and ensure its fit for purpose and reduces the potential for a negative reaction.

There will also be an opportunity for stakeholders to be involved in the evaluation of the project upon completion, this gives a chance for those impacted to give their views on what they consider to be both successful and if there are any measures that have not worked as planned.

6.5. Equality Impact:

[Provide a summary of the findings of the Equality Impact Assessment (EqIA) and attach as an Appendix to the Business Case submission. If an EqIA has not yet been undertaken, please state when this will be undertaken and how the findings of this assessment will be considered as part of the project's development and implementation. The EqIA should be part of the final submission of the Business Case, in advance of final approval from the Accountability Board; max. 0.5 pages.]

6.6. Risk management strategy:

[Define the Risk Management Strategy referring to the example provided in Appendix B (expand as appropriate), ensuring this aligns with the relevant sections in the Financial and Commercial Case. Please provide supporting commentary here; max. 0.5 pages.]

The Council is committed to the proactive management of key external and internal risks and actively promotes the principles of effective risk management throughout the organisation. The Risk Management Strategy and Framework aims to apply best practice to the identification, evaluation and control of key risks and ensure that residual risks are monitored effectively. This will be achieved by:

- Enabling senior management and Members to support and promote risk management;
- Developing and embedding clear strategies and policies for risk;
- Equipping and supporting staff and partners to manage risk well;
- Establishing and promoting effective arrangements for managing risks with partners;
- Developing effective risk management processes to support the business;
- Ensuring risks are handled in a way which gives the Council assurance that risk management is delivering successful outcomes and supporting creative risk-taking; and
- Using risk management to contribute to the delivery of improved outcomes.

Southend Borough Council will achieve these aims by implementing and maintaining a Risk Management Framework, comprising this risk policy statement, the strategy and toolkit (Appendix 18). These documents will be reviewed regularly against good practice guidance to ensure that they are fit for purpose and continue to drive forward a robust approach to risk management.

6.7. Work programme:

[Provide a high-level work programme in the form of a Gantt Chart which is realistic and achievable, by completing the table in Appendix C (expand as appropriate). Please describe the critical path and provide details regarding resource availability and suitability here; max. 0.5 pages.]

The programme is contain with Appendix 19

The bulk of the consultation work has been undertaken as part of the Sunrise project and is now within the phase of co-selection, which is the process for reducing the 'long list' down to the 'short list' ready for a Borough wide vote on the selected proposals. Upon completion of this phase the project will move into the detailed design phase and through to the Tender phase whereby a Contractor will be procured as discussed in the sections above.

6.8. Previous project experience:

[Describe previous project experience and the track record of the project delivery team (as specified above) in delivering projects of similar scale and scope, including whether they were completed to time and budget and if they were successful in achieving objectives and in securing the expected benefits; max. 0.5 pages.]

The Council has successfully delivered the following DfT / government funded projects:

- A127 Progress Road Junction Improvement £4.7m (HCA & SBC funded) A127/A1159 Cuckoo Corner Junction Improvement £5m (DfT & SBC funded) A127/A13 Victoria Gateway £6.7m (HCA & SBC funded) City Beach £6.7m (HCA & SBC funded). Collectively they were winners of the RTPi National Awards in 2011 for the Public Realm category.
- The Council carried out Better Bus Area schemes during 2012/13 – 2013/14 funded by DfT. The main lesson learned was to consult the bus user groups, particularly elderly and disabled users, other road users and the bus companies before implementing any changes. Public involvement enabled participants to rightly claim that their contribution made a positive difference. Other lessons learned were; the need to monitor and evaluate progress throughout the implementation period. On completion, annually report on outcomes highlighting any key outcomes.
- DfT's Local Pinch Point Fund for Southend's £4.7m A127/B1013 Tesco Junction Improvement scheme was completed on time and to budget. It has been a success as the Communications Plan included early contractor involvement and early public consultations. This project utilised PRINCE2 methodology, which has ensured good time management, control and organisation of the project.
- A127/A1015 Kent Elms Junction Improvement has suffered delays due to un-known utility apparatus, in adequacy of utility apparatus records, inaccurate GPR records. Lessons learnt from this scheme have ensured extensive trial holes and slip trenches will be carried out to determine/confirm the location of utility apparatus to inform the design and minimise coming across unknown apparatus during the construction phase. Obtaining accurate programmes from utility companies and minimise any diversions within the scheme.
- London Road – Public realm improvements to the A13 corridor from Boston Avenue to North Road providing a continuous cycle route across the length of the scheme whilst undertaking modifications to junctions and side roads to accommodate the works. The scheme was delivered on time and within the available budget.
- Victoria Gateway – Public realm improvements for the 'greening' of Victoria Gateway through the provision of additional landscaping, utilising planters, paving and enhanced lighting. The scheme was delivered on time and within the available budget.
- Boston Avenue – A pocket park was created at Boston Avenue's junction with Queensway which included realignment of the junction to create increased green space, improved pedestrian and cycling route, planting and street furniture. The scheme was delivered on time and available budget.

6.9. Monitoring and evaluation:

[SELEP are required to submit detailed quarterly project monitoring reports to the Department for Business, Energy and Industrial Strategy for schemes that have been funded through the LGF to enable ongoing monitoring and evaluation of individual projects. Monitoring and evaluation metrics should be aligned to these reporting requirements (South East Local Enterprise Partnership Assurance Framework 2017, Section 5.8 – see SELEP Business Case Resources document). A proportionate approach to Monitoring and Evaluation should be followed ensuring evaluation objectives relate back to the business case and build on assumptions used in the appraisal process.

Specify the following:

Inputs

- *Describe what is being invested in terms of resources, equipment, skills and activities undertaken to deliver the scheme*

Outputs (delivering the scheme/project)

- *Identify what will be delivered and how it will be used*

Outcomes (monitoring)

- *Identify and describe how the relevant performance indicators (KPIs) will be used to monitor the outcomes, including high-level outcomes, transport (outputs), land, property and flood protection (outputs) and business, support, innovation and broadband (outputs) (as per the table in Appendix D)*

Impacts (evaluation)

- *Describe how the impacts will be evaluated 2 and/or 5 years post implementation depending on the size of the project. Consider the impact of the intervention on the following Growth Deal outcomes (if relevant):*
 - o *Housing unit completion*
 - o *Jobs created or safeguarded*
 - o *Commercial/employment floor space completed*
 - o *Number of new learners assisted*
 - o *Area of new or improved learning/training floor space*
 - o *Apprenticeships*

Promoters should also include a statement which identifies other schemes which may have potentially contributed to the same benefits/impacts.

Max. 1 page excluding table.

Smaller schemes (less than £2 million) are required to complete Monitoring and Evaluation which is proportionate to the size of the scheme; max. 0.5 page.]

Monitoring and Evaluation Report and Monitoring and Evaluation Baseline Report contained within Appendix 24 & 25.

6.10. Benefits realisation plan:

[A Benefits Realisation Plan provides details of the process that will be followed to ensure that benefits are sustained and that returns on investment are maximised where possible. The Benefits Realisation Plan identifies the potential benefits and how these will be tracked and measured, the risks that may prevent benefits being realised and the critical success factors that need to be in place to ensure that benefits are realised. In many cases, benefits realisation management should be carried out as a duty separate from day to day project management.

Describe the proposal for developing a Benefits Realisation Plan which should involve continuous public engagement to ensure the anticipated benefits are realised. The Benefits realisation plan should be consistent with the Strategic and Economic Case; max. 0.5 page.]

The benefits of the scheme will be measured as part of the SUNRISE project during the Co-Evaluation stage. The measures implemented will be appraised through consultation with stakeholders to establish that the measures have realised the intended benefits. Whilst this is likely to be undertaken through face to face surveys and online questionnaires the exact form in which this stage will take is to be finalised in the coming weeks, once the Co-Selection phase has been finalised post the Borough wide voting.

7. DECLARATIONS

<i>Has any director/partner ever been disqualified from being a company director under the Company Directors Disqualification Act (1986) or ever been the proprietor, partner or director of a business that has been subject to an investigation (completed, current or pending) undertaken under the Companies, Financial Services or Banking Acts?</i>	Yes / No
<i>Has any director/partner ever been bankrupt or subject to an arrangement with creditors or ever been the proprietor, partner or director of a business subject to any formal insolvency procedure such as receivership, liquidation, or administration, or subject to an arrangement with its creditors</i>	Yes /No
<i>Has any director/partner ever been the proprietor, partner or director of a business that has been requested to repay a grant under any government scheme?</i>	Yes / No

If the answer is “yes” to any of these questions please give details on a separate sheet of paper of the person(s) and business(es) and details of the circumstances. This does not necessarily affect your chances of being awarded SELEP funding.

I am content for information supplied here to be stored electronically, shared with the South East Local Enterprise Partnerships Independent Technical Evaluator, Steer Davies Gleave, and other public sector bodies who may be involved in considering the business case.

I understand that a copy of the main Business Case document will be made available on the South East Local Enterprise Partnership website one month in advance of the funding decision by SELEP Accountability Board. The Business Case supporting appendices will not be uploaded onto the website. Redactions to the main Business Case document will only be acceptable where they fall within a category for exemption, as stated in Appendix E.

Where scheme promoters consider information to fall within the categories for exemption (stated in Appendix E) they should provide a separate version of the main Business Case document to SELEP 6 weeks in advance of the SELEP Accountability Board meeting at which the funding decision is being taken, which highlights the proposed Business Case redactions.

I understand that if I give information that is incorrect or incomplete, funding may be withheld or reclaimed and action taken against me. I declare that the information I have given on this form is correct and complete. Any expenditure defrayed in advance of project approval is at risk of not being reimbursed and all spend of Local Growth Fund must be compliant with the Grant Conditions.

I understand that any offer may be publicised by means of a press release giving brief details of the project and the grant amount.

<i>Signature of applicant</i>	
<i>Print full name</i>	
<i>Designation</i>	

8. APPENDIX A - FUNDIG COMMITMENT

Draft S151 Officer Letter to support Business Case submission

Dear Colleague

In submitting this project Business Case, I confirm on behalf of [Insert name of County or Unitary Authority] that:

- The information presented in this Business Case is accurate and correct as at the time of writing.*
- The funding has been identified to deliver the project and project benefits, as specified within the Business Case. Where sufficient funding has not been identified to deliver the project, this risk has been identified within the Business Case and brought to the attention of the SELEP Secretariat through the SELEP quarterly reporting process.*
- The risk assessment included in the project Business Case identifies all substantial project risks known at the time of Business Case submission.*
- The delivery body has considered the public-sector equality duty and has had regard to the requirements under s.149 of the Equality Act 2010 throughout their decision-making process. This should include the development of an Equality Impact Assessment which will remain as a live document through the projects development and delivery stages.*
- The delivery body has access to the skills, expertise and resource to support the delivery of the project*
- Adequate revenue budget has been or will be allocated to support the post scheme completion monitoring and benefit realisation reporting*
- The project will be delivered under the conditions in the signed LGF Service Level Agreement with the SELEP Accountable Body.*

I note that the Business Case will be made available on the SELEP website one month in advance of the funding decision being taken, subject to the removal of those parts of the Business Case which are commercially sensitive and confidential as agreed with the SELEP Accountable Body.

Yours Sincerely,

SRO (Director Level)

S151 Officer

9. APPENDIX B – RISK MANAGEMENT STRATEGY

Description of Risk	Impact of Risk	Risk Owner	Risk Manager	Likelihood of occurrence (Very Low/ Low/Med/ High/ Very High) (1/2/3/4/5) *	Impact (Very Low/ Low/ Med/ High/ Very High) (1/2/3/4/5) **	Risk Rating	Risk Mitigation	Residual Likelihood/Impact Scores
				[e.g. Medium 3]	[e.g. Very Low 1]	[Likelihood of occurrence multiplied by Impact]		

* Likelihood of occurrence scale: Very Low (1) more than 1 chance in 1000; Low (2) more than 1 chance in 100; Medium (3) more than 1 chance in 50; High (4) more than 1 chance in 25; Very High (5) more than 1 chance in 10.

** Impact scale: Very Low (1) likely that impact could be resolved within 2 days; Low (2) potential for a few days' delay; Medium (3) potential for significant delay; High (4) potential for many weeks' delay; Very High (5) potential for many months' delay

Please note, not all sections of the table may require completion.

10. APPENDIX C – GANTT CHART

Tasks	Start date	Finish date	2017						2018				
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Etc.
Key Milestones / Deliverables													

11. APPENDIX D – MONITORING AND EVALUATIONS METRICS

Please note, it is not necessary to report against all the Monitoring and Evaluation Metrics below unless they are relevant to the scheme. There is scope to add further Monitoring and Evaluation Metrics where necessary.

Category	Key Performance Indicators	Description
High-level outcomes	Jobs connected to intervention (permanent, paid FTE)	<i>[Add description where relevant to describe how the relevant KPIs will be used to monitor the outcomes]</i>
	Commercial floorspace planned - please state sqm and class	
	Commercial floorspace constructed to date - please state sqm and class	
	Housing unit starts (forecast over lifetime)	
	Housing unit starts (to date)	
	Housing units completed (forecast over lifetime)	
	Housing units completed (to date)	
Transport (outputs)	Total planned length of resurfaced roads (km)	
	Total completed length of resurfaced roads (km)	
	Total planned length of newly built roads (km)	
	Total completed length of newly built roads (km)	
	Total planned length of new cycle ways (km)	
	Total completed length of new cycle ways (km)	
	Type of service improvement	
Land, Property and Flood Protection (outputs)	Anticipated area of site reclaimed, (re)developed or assembled (ha)	
	Actual area of site reclaimed, (re)developed or assembled (ha)	
	Length of cabling/piping planned (km) - Please state if electricity, water, sewage, gas, telephone or fibre optic	
	Length of cabling/piping completed (km) - Please state if electricity, water, sewage, gas, telephone or fibre optic	
	Anticipated area of land experiencing a reduction in flooding likelihood (ha)	
	Actual area of land experiencing a reduction in flooding likelihood (ha)	
	Follow-on investment at site (£m) - Please state whether Local Authority, Other Public Sector, Private Sector or Third Sector	
	Anticipated commercial floorspace refurbished - please state sqm and class	
	Actual commercial floorspace refurbished - please state sqm and class	
	Anticipated commercial floorspace occupied - please state sqm and class	

Category	Key Performance Indicators	Description
	Actual commercial floorspace occupied - please state sqm and class	
	Commercial rental values (£/sqm per month, by class)	
	Anticipated number of enterprises receiving non-financial support (#, by type of support)	
	Actual number of enterprises receiving non-financial support (#, by type of support)	
	Anticipated number of new enterprises supported	
Business, Support, Innovation and Broadband (outputs)	Actual number of new enterprises supported	
	Anticipated number of potential entrepreneurs assisted to be enterprise ready	
	Actual number of potential entrepreneurs assisted to be enterprise ready	
	Anticipated number of enterprises receiving grant support	
	Actual number of enterprises receiving grant support	
	Anticipated number of enterprises receiving financial support other than grants	
	Actual number of enterprises receiving financial support other than grants	
	Anticipated no. of additional businesses with broadband access of at least 30mbps	
	Actual no. of additional businesses with broadband access of at least 30mbps	
	Financial return on access to finance schemes (%)	

12. APPENDIX E – CATEGORIES OF EXEMPT INFORMATION

There is a clear public interest in publishing information and being open and transparent. But sometimes there is information which we can't publish because it would cause significant harm to the Council - for example by damaging a commercial deal or harming our position in a court case. Equally sometimes publishing information can harm someone who receives a service from us or one of our partners.

The law recognises this and allows us to place information in a confidential appendix if:

*(a) it falls within any of paragraphs 1 to 7 below; and
(b) in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.*

- 1. Information relating to any individual.*
- 2. Information which is likely to reveal the identity of an individual.*
- 3. Information relating to the financial or business affairs of any particular person (including the authority holding that information)*
- 4. Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.*
- 5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.*
- 6. Information which reveals that the authority proposes— (a) to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or (b) to make an order or direction under any enactment.*
- 7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.*