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SOUTHEND-ON-SEA BOROUGH COUNCIL

Cabinet

Date: Tuesday, 27th July, 2021

Time: 2.00 pm

Place: Committee Room 1 - Civic Suite

Contact: Colin Gamble

Email: colingamble@southend.gov.uk

A G E N D A

- 1 Apologies for Absence**
- 2 Declarations of Interest**
- 3 Minutes of the meeting held on Tuesday 15 June 2021**
- 4 Minutes of the special meeting held on Monday 5 July 2021**
- 5 Southend 2050 Refresh**
Report of Executive Director (Transformation) attached
- 6 Annual Public Health Report**
Report of Executive Director (Children and Learning) attached
- 7 Anti-Poverty Strategy**
Report of Executive Director (Adults and Communities) attached
- 8 Reference from Council, 12 July 2021 - Investigation into SEND Provision**
Report of Executive Director (Children and Public Health) attached
- 9 Reference from Council, 15 July 2021 - Southend New Local Plan**
Report of Deputy Chief Executive and Executive Director (Growth and Housing) to follow
- 10 In-Depth Scrutiny Project - 'How the Council and Councillors Communicate with Local People and Stakeholders.'**
Report of Executive Director (Legal and Democratic Services) attached
- 11 In-Depth Scrutiny Project - To improve and increase domestic waste recycling in the Borough**
Report of Executive Director (Legal and Democratic Services) attached
- 12 Corporate Risk Register**
Report of Executive Director (Finance and Resources) attached
- 13 PSP Southend LLP Update**
Report of Executive Director (Finance and Resources) to follow
- 14 Land at Prince Avenue**
Report of Executive Director (Finance and Resources) to follow

- 15 Adoption of Highways Policies**
Report of Executive Director (Neighbourhoods and Environment) to follow
- 16 Hamlet Court Road Proposed Conservation Area**
Report of Deputy Chief Executive and Executive Director (Growth and Housing) attached
- 17 Feed and Food Service Plan 2021/22**
Report of Executive Director (Neighbourhoods and Environment) attached
- 18 Third Party Representations to Planning Applications**
Report of Deputy Chief Executive and Executive Director (Growth and Housing) attached
- 19 SO46 Report**
Report attached

Public Document Pack

SOUTHEND-ON-SEA BOROUGH COUNCIL

Meeting of Cabinet

Date: Tuesday, 15th June, 2021
Place: Committee Room 1 - Civic Suite

Present: Councillor I Gilbert (Chair)
Councillors R Woodley (Vice-Chair), L Burton, P Collins, A Jones,
C Mulroney, C Nevin and M Terry

In Attendance: A Griffin, A Lewis, J Chesterton, A Eastgate, T Forster, M Marks,
J Ruffle, J Williams, S Baker, E Cooney, C Gamble, A Keating,
J O'Loughlin, C Sandercombe, T Saunders, M Sheppard and
C Victory

Start/End Time: 2.00 pm - 3.58 pm

50 Apologies for Absence

There were no apologies for absence at this meeting.

51 Declarations of Interest

The following declarations of interest were made:

- (a) Councillor C Mulroney – Agenda item 8 (Levelling Up Fund Applications) – Director of Leigh Port Partnership and previous chair of North Thames Fisheries Local Action Group - Non-pecuniary interests.
- (b) Councillor A Jones – Agenda item 7 (Culture-Lead Regeneration and the Town Centre) – Son employed by c-2-c Rail - Non-pecuniary interest and Agenda item 12 (ASELA Governance) – Husband employed by one of the ASELA partners - Non-pecuniary interest.
- (c) Councillor M Terry – Agenda item 8 (Levelling Up Fund Applications) – Board member of Southend BID - Non-pecuniary interest.
- (d) Councillor P Collins – Agenda item 11 (Electric Vehicle Charging Policy) – Son holds blue badge for disabled parking bays - Non-pecuniary interest.

Officer Interests:

J Williams, J Ruffle and C Gamble – Agenda Items 13 and 22 (Management Arrangements) – Pecuniary Interest (withdrew).

52 Minutes of the Meeting held on 23rd February 2021

Resolved:

That the Minutes of the meeting held on Tuesday 23rd February 2021, be confirmed and signed as a correct record.

53 COVID Update

The Cabinet considered a report of the Chief Executive providing an update on the action taken by the Council in response to the Covid-19 pandemic and its approach to protect and support residents, local businesses, staff and the Borough in general.

Resolved:

That the action taken to date in response to the Covid-19 crisis, be noted.

Reasons for decision:

To ensure the Council has an opportunity to review action taken to date to tackle the Covid-19 crisis and to consider the appropriate approach to be taken to enable the Borough and Council to recover.

Other options:

The Council could choose not to outline its response to Covid-19. However, that would mean failing to recognise the huge impact the crisis has had on the Borough, its people and the Council along with the Council's approach to recovery.

Note: This is an Executive Function

Eligible for call-in to: All three Scrutiny Committees

Cabinet Member: Cllr Gilbert

54 Delivery of Southend 2050 Outcomes and Priorities - Annual Report and Provisional Resources Outturn 2020/21

The Cabinet considered a report of the Executive Directors (Finance and Resources and Transformation) presenting the Southend 2050 Outcomes and Priorities Annual Report for 2020/21 and the provisional resources outturn for 2020/21.

Resolved:

1. That the achievements, successes and challenges brought to life within the Annual Report 2020/21 (Section 4 and Appendix 1 to the submitted report), be noted.

Recommended:

2. That the provisional 2020/21 revenue outturn position for both the General Fund (Section 5 of the report) and Housing Revenue Account (HRA) (Section 6 of the report), be noted and that the agreement of any final adjustments and the transfer of the actual final General Fund outturn position to the Business Transformation Reserve (Section 5.4 of the report) following the completion and audit of the Statement of Accounts be delegated to the Executive Director (Finance and Resources).

3. That the appropriation of revenue funds to and (from) earmarked reserves, as set out in Section 5.17 to 5.23 (General Fund) and Section 6.7 of the report (HRA), be approved.
4. That the potential revenue impact of the 2020/21 outturn on the 2021/22 General Fund budget and Medium-Term Financial Strategy (Section 5.24 – 5.38 of the report), be noted.
5. That it be noted that the expenditure on the capital investment programme for 2020/21 totalled £66.085m against a revised budget of £71.936m (Sections 7.4 and 7.7 of the report).
6. That the relevant budget carry forwards and accelerated delivery requests totalling a net £6.160m moving into 2021/22 and future years, as set out in Appendix 2 to the report, be approved.
7. That the virements, reprofiles, additions, deletions, transfers and new external funding for schemes, as detailed in Appendix 2 to the report be approved and that it be noted that this will result in an amended Capital Investment Programme deliverable by the Council of £151.529m for the period 2021/22 to 2025/26, as detailed in Appendix 3 to the report.
8. That it be noted that the requested changes, as detailed in Appendix 2 to the report, will result in an amended Capital Investment Programme deliverable by South Essex Homes Limited and Porters Place Southend-on-Sea LLP of £64.509m, as detailed in Appendix 3 to the report.
9. That the content of the Infrastructure Funding Statement 2020/21 (included in Appendix 4 to the report), be noted and that the Main Fund receipts from reported year 2020/21 and previous reported years be carried forward, until the CIL Governance Framework and spending plans are reviewed later this year.
10. That authority be delegated to the Deputy Chief Executive and Executive Director for Growth and Housing (in consultation with Ward Members and the Cabinet Member for Environment, Culture, Tourism and Planning) to agree how the Ward Neighbourhood Allocations received up until 31 March 2021 (excluding allocation to Leigh Town Council) are to be spent.
11. That the procurement for Parking Enforcement and Operations for 2021/22 as set out in Section 9 of the report (£1m+ contract value), be approved.

Reasons for decision:

To provide Cabinet with the final revenue and capital outturn position for 2020/21 and as part of the year end processes, to approve any appropriations to or from earmarked reserves and to approve capital budget carry forwards, accelerated delivery requests and in year amendments to the current approved programme.

Other options:

None.

Note: The decision in 1 above constitutes an Executive Function. The decisions in 2-11 above constitute a Council Function.

Eligible for call-in to: All three Scrutiny Committees

Cabinet Member: Cllr Gilbert

55 Southend New Local Plan

The Cabinet considered a report of the Deputy Chief Executive and Executive Director (Growth and Housing) seeking approval to publish the 'Refining the Plan Options' for public consultation as part of the next stage in preparing the Southend New Local Plan.

The Minutes of the Environment, Culture, Tourism and Planning Working Party held on 8th June 2021 were considered in conjunction with this matter.

On consideration of the report, members of the Cabinet requested that officers redouble their efforts to investigate any potential available land for housing development outwith the green belt.

Resolved:

1. That the 'Refining the Plan Options' document set out at Appendix 1 to the submitted report be approved as the second stage of the preparation of the Southend New Local Plan to be published for public consultation under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

2. That the feedback received during the previous stage of consultation, the Southend New Local Plan Issues and Options Document 2019, as set out in the accompanying Consultation Statement set out in Appendix 2 to the report, be noted.

3. That authority be delegated to the Deputy Chief Executive and Executive Director (Growth and Housing), in consultation with the Executive Councillor for Environment, Culture, Tourism and Planning to:

- Make minor amendments to the Southend New Local Plan prior to consultation; and
- Take all necessary steps to ensure compliance with the relevant statutory processes and procedures to undertake the consultation.

4. That, in view of the constraints within the Borough and given the potential effects on the Green Belt of meeting our housing needs in full, being consulted upon in Options 2 and 3 of the Local Plan Consultation Document, that the Council seek the assistance of the local Members of Parliament to effect a meeting with the Secretary of State for Housing, Communities and Local Government in order to lay before him the difficulties which the Council finds itself in meeting the housing figures imposed by the Government without impinging on substantial green belt land or over-densification of the urban area and the consequent detrimental effect on the health and wellbeing of residents of the Borough.

Reasons for decision:

To expedite production of a new Local Plan for Southend.

Other options:

The failure to prepare a new Local Plan for Southend would result in its current plans becoming progressively out of date and the Council becoming increasingly unable to positively influence the scale, nature and location of development within the Borough.

Note: This is an Executive Function
Eligible for call-in to: Place Scrutiny Committee
Cabinet Member: Cllr Mulroney

56 Culture-led Regeneration and the Town Centre

The Cabinet considered a report of the Deputy Chief Executive, Executive Director (Growth and Housing) and Executive Director (Adults and Communities) setting out the planned next steps towards a reimagined and thriving town centre and the transformational role of culture led regeneration in delivering this and other outcomes across the Borough.

Resolved:

1. That the principles of the Culture Visions as set out in Appendix 1 to the submitted report to shape and inform culture-led regeneration, be adopted.
2. That the progress of outcomes contributing towards a reimagined and thriving town centre, be noted.
3. That the design plans for the LGF funded public realm external works at the Forum (Elmer Square), be approved.
4. That the development of a visual 'masterplan lite' for the town centre be progressed with a culture-led regeneration focus and that £125,000 be set aside to support this work to be funded from the Covid Recovery Reserve.

Reasons for decision:

1. The masterplan lite will set out an ambition and principles for growth and investment in the town centre. This provides a framework for funding bids and a tool for securing commercial investment in areas which resonate with Southend and help to deliver agreed outcomes.
2. To place the Council in a position to take advantage of new funding as it becomes available to support recovery and economic growth.

Other options:

Not to progress with the masterplan lite work and embedding of culture-led regeneration in the town centre and more widely across the Borough. This would reduce the likelihood of the benefits set out in the report being realised, a lack of

focus for investment and development in the town centre and the absence of a framework for the corresponding Levelling-Up Fund bid and any subsequent funding applications.

Note: This is an Executive Function
Eligible for call-in to: Place Scrutiny Committee
Cabinet Members: Cllr Gilbert and Cllr Mulroney

57 Levelling Up Fund Applications

The Cabinet considered a report of the Deputy Chief Executive and Executive Director (Growth and Housing) setting out the proposed approach to applications to the Government's Levelling-Up Fund (LUF) and the outcomes that would be achieved by successful bids.

Recommended:

1. That a bid to the Levelling-Up Fund (LUF) for highways in the first round, noting the associated additional capital and revenue costs, be approved.
2. That a bid to the LUF for the visitor economy in the first round, noting the associated additional capital and revenue costs, be approved.
3. That a further bid for culture-led town centre regeneration be developed in the second round as a lead authority for a potential joint bid with Rochford District Council, noting the need for associated additional capital and revenue costs for the Council and that Cabinet consider this bid further once the business case has been developed.
4. That if these bids are successful the relevant legal agreements be entered into to draw down the funding.
5. That the addition of £880,000 to the 2021/22 and 2022/23 Capital Investment Programme funded from borrowing to enable preliminary works associated with this bid to commence for the Leigh Port element of the visitor economy bid, be approved.
6. That the required additions (including additional resources for match funding) to the Capital Investment Programme, as set out in section 7.2 of the submitted report once the final outcome of the bids are known, be approved.
7. That the additional revenue implications to the Council of proceeding with these schemes be noted and if the bids are successful that these additional revenue costs will need to be considered as part of the Annual Budget Setting process in February 2022.

Reasons for decision:

The outcomes and benefits to be gained from these three bids cut across a significant number of the Southend 2050 outcomes. If successful, the LUF funded projects themselves will support some of Southend's key sectors, driving up footfall and spend, thereby safeguarding and potentially creating jobs. They will

also enhance the visitor offer, deliver improvements to traffic flows, environmental impact and community cohesion.

Other options:

1. It could be decided not to pursue any LUF bids and focus on existing projects in the capital programme. This would be to the detriment of Southend both in terms of the funding which could be attracted to deliver existing 2050 priorities while supporting economic recovery, and in terms of reputation and actively pursuing levelling-up and growth ambitions.
2. Alternatively the Council could decide to pursue other projects for the three bids. As the proposed bids are rooted in consultation and delivery of 2050 outcomes, this could risk disenfranchisement and reputational damage amongst stakeholders and delay economic recovery.

Note: This is a Council Function

Referred direct to Special Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Gilbert

58 Disabled Grants Policy

The Cabinet considered a report of the Executive Director (Adults and Communities) seeking approval of the Disabled Facilities Grants Policy for Southend-on-Sea Borough Council.

Resolved:

1. That the removal of a means test for grants under £6,000 (£6,500 for a curved stairlift) to speed up prevention process for applicants, be approved.
2. That the circumstances where a discretionary disabled facilities grant can be considered, including relocation grants, special assistance grants and top-up grants, be approved.
3. That the Disabled Facilities Grants Policy document be adopted with immediate effect.

Reasons for decision:

To adopt the Disabled Facilities Grants (DFG) Policy and remove the mean's test for adaptations under £6,000 and stair lifts (average cost of which is £6,500).

Other options:

1. Not to introduce a discretionary Disabled Facilities Grant policy, continuing to only provide the mandatory elements of the DFG.
2. To continue to means test for all grants as per the mandatory requirements.

Note: This is an Executive Function

Eligible for call-in to: People Scrutiny Committee

Cabinet Member: Cllr Gilbert

59 Special Guardianship Order (SGO) Updated Policy

The Cabinet considered a report of the Executive Director (Children and Public Health) setting out changes and updates to the Special Guardianship Order (SGO) Policy, including changes to the financial support provided by the Council when a Special Guardianship Order (SGO) is made by the Family Court. The updated policy also sets out how the Council will respond to requests for financial support throughout the term of an SGO.

Resolved:

1. That the revised SGO Policy set out at Appendix 1 to the submitted report, be approved.
2. That the need to revise the Policy following the recommendation from the Local Government Ombudsman, be noted.
3. That the financial implications of the new policy for previous years and also for new cases going forward, be noted.

Reasons for decision:

1. To comply with a recommendation made by the Local Government Ombudsman (LGO) following a finding from the LGO that the Council's Special Guardianship allowance practice was not fully in line with legislation, statutory practice and case law.
2. The revised SGO Policy will ensure that special guardians receive the correct financial payment and following a review of all special guardians who did not receive the correct payments, for the 2-year transitional period, under the previous SGO policy, backdated payments are currently being arranged.

Other options:

None.

Note: This is an Executive Function
Eligible for call-in to: People Scrutiny Committee
Cabinet Member: Cllr Burton

60 Electric Vehicle Charging Policy

The Cabinet considered a report of the Deputy Chief Executive and Executive Director (Growth and Housing) concerning the preparation of new local planning policy for developers on the provision of electric vehicle charging points in new residential and commercial schemes, to support the Council's Green City Action Plan, and assist in delivering on relevant Southend 2050 outcomes.

Resolved:

1. That the Interim Policy Guidance for Electric Vehicles Charging Infrastructure Requirements to guide new developments in developing management decisions set out in Appendix 1 to the submitted report, be approved.
2. That the Electric Vehicles Charging Infrastructure Requirements in the New Developments draft Supplementary Planning Document set out in Appendix 2 to the report being subject to a 4 week period of public consultation, be approved.
3. That authority be delegated to the Deputy Chief Executive and Executive Director (Growth and Housing), in consultation with the Executive Councillor for Environment, Culture, Tourism and Planning to:
 - Make minor amendments to the draft Supplementary Planning Document prior to consultation; and
 - Take all necessary steps to ensure compliance with the relevant statutory processes and procedures to undertake the consultation.

Reason for decision:

To ensure the timely roll out of EV charging infrastructure to keep pace with new developments in the Borough.

Other options:

None.

Note: This is an Executive Function
Eligible for call-in to: Place Scrutiny Committee
Cabinet Member: Cllr Mulroney

61 ASELA Governance

The Cabinet considered a report of the Chief Executive providing an update on developments in relation to ASELA and proposed that the Council becomes a member of a Joint Committee of constituent members to oversee ASELA and provide enhanced transparency and accountability in the new delivery stage of its work programme.

The Minutes of the ASELA and Local Government Reform Working Party held on 7th June 2021 were considered in conjunction with this matter.

Recommended:

1. That the updates provided in the submitted report, be noted.
2. That the Council formally becomes a member of the Association of South Essex Local Authorities (ASELA) Joint Committee in accordance with Section 101 of the Local Government Act 1972, to oversee ASELA and provide enhanced transparency and accountability in the new delivery stage of its work programmes.

3. That the governance arrangements of the Joint Committee set out in Appendix 1 to the report and the related Joint Committee Agreement and Terms of Reference, be approved.
4. That the Leader of the Council be appointed to represent the Council on the Joint Committee.
5. That Councillor Woodley be appointed as the deputy representative to substitute for the Leader, in line with Part 7 of the Constitution.

Reason for Decision:

To provide ASELA with the governance arrangements required to enable delivery of the Growth and Recovery Prospectus and ten delivery programmes and for Southend and its residents to be a direct and indirect beneficiary of the work.

Other options:

Do nothing. Continuing with the existing informal arrangements does not support ASELA's ability to secure large scale investment from Government and the private sector. Nor does it provide transparency of decision making or accountability for delivery.

Note: This is a Council Function.

Eligible for call-in to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Gilbert

62 Management Arrangements

The Cabinet considered a report of the Chief Executive setting out proposals for a reconfigured corporate management team structure.

Resolved:

1. That the reconfigured corporate management structure to reduce by one Executive Director from September 2021 and the associated annual saving from April 2022, be noted.
2. That the current Executive Director roles for Legal and Democratic Services and Transformation be deleted and one new Executive Director role (Strategy, Change and Governance) be created.
3. That the outcome of the HR procedures for individual officers be noted and approved as detailed in the confidential Appendix C to the submitted report.
4. That the funding of the one-off payments detailed in the confidential Appendix C, be noted.
5. That the services currently underneath the Executive Director roles for Legal and Democratic Services, Transformation and Finance and Resources be realigned to the new post of Executive Director (Strategy, Change and Governance) and Executive Director (Finance and Resources), as set out in Appendix B to the report.

6. That external recruitment be arranged for the vacant Executive Director (Strategy, Change and Governance) post and interim arrangements be put in place whilst the recruitment process is undertaken.

7. That the revised Senior Leadership team posts, be noted.

8. That the Chief Executive, in consultation with the Leader, be authorised to make further adjustments to the corporate management structure following relevant HR processes.

Reasons for decision:

The decision enables the proposals and rationale for the proposals set out in the report to be implemented and will ensure, provided the Council is successful in recruitment, to deliver Councillors' priorities and manage corporate services more effectively and efficiently.

Other options:

To make no changes to the current management arrangements. The risk is that the two Executive Director roles identified continue as currently aligned and do not allow for flexibility to effectively deliver the ambition and meet the changing demands and opportunities that have arisen as a result of the pandemic. The opportunity to make efficiencies and savings will be lost.

Note: This is an Executive Function

Eligible for call-in to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Gilbert

63 Treasury Management Report 2020/21

The Cabinet considered a report of the Executive Director (Finance and Resources) covering the treasury activity for the period April 2020 to March 2021 and reviewed performance against the Prudential Indicators for 2020/21.

Resolved:

1. That the Annual Treasury Management Report for 2020/21 and the outturn Prudential Indicators for 2020/21, be approved.

2. That it be noted that the financing of 2020/21 capital expenditure of £66.085m has been funded in accordance with the schedule set out in Table 1 of section 4 of the submitted report.

3. That it be noted that Capital Financing and Treasury Management were carried out in accordance with statutory requirements, good practice and in compliance with the CIPFA (The Chartered Institute of Public Finance and Accountancy) Prudential Code during 2020/21.

4. That the following in respect of the return on investment and borrowing, be noted:

- The loan and investment portfolios were actively managed to minimise cost and maximise interest earned, whilst maintaining a low level of risk.
- £1.606m of interest and income distributions for all investments were earned during 2020/21 at an average rate of 1.06%. This is 1.13% over the average 7 day LIBID rate (London Interbank Bid Rate) and 0.96% over the average bank base rate. Also the value of the externally managed funds decreased by a net of £0.353m due to the changes in the unit price, giving a combined return of 0.83%. (Section 7).
- The level of borrowing from the Public Works Loan Board (PWLB) (excluding debt relating to services transferred from Essex County Council on 1st April 1998) remained at £310.3m (Housing Revenue Account (HRA): £75.0m, General Fund (GF): £235.3m) throughout 2020/21.
- The level of financing for 'invest to save' schemes decreased from £8.64m to £8.53m by the end of 2020/21.

Reasons for decision:

The CIPFA Code of Practice on Treasury Management recommends that local authorities should submit reports regularly. The Treasury Management Policy Statement for 2020/21 sets out that reports would be submitted to Cabinet quarterly on the activities of the treasury management operation.

Other options:

There are many options available for the operation of the Treasury Management function, with varying degrees of risk associated with them. The Treasury Management Policy aims to effectively control risk to within a prudent level, whilst providing optimum performance consistent with that level of risk.

Note: This is an Executive Function

Eligible for call-in to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Collins

64 Council Debt Management - Position to 31st March 2021

The Cabinet considered a report of the Executive Director (Finance and Resources) concerning the position of outstanding debt to the Council, as at 31st March 2021 and debts that have been written off, or are recommended for write off, in the current financial year as at 31st March 2021.

Resolved:

That the current outstanding debt position as at 31st March 2021 and the position of debts written off to 31st March 2021, as set out in Appendices A and B to the submitted report, be noted.

Reasons for decision:

All reasonable steps to recover all outstanding debt have been explored and undertaken before any consideration for write-off is recommended. If the Council wishes to pursue debts for bankruptcy proceedings, it will follow the agreed and published recovery policy that outlines the approach to this.

Other options:

None.

Note: This is an Executive Function

Eligible for call-in to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Gilbert

65 Minutes of the Housing & Communities Working Party held 22nd April 2021

The Cabinet considered the recommendations of the Housing and Communities Working Party held on 22nd April 2021 relating to Notices of Motion referred by the Council at its meeting on 4th March 2021 to the Working Party.

Resolved:

Notice of Motion – Fuel Poverty

1. That the notice of motion concerning action to reduce fuel poverty in Southend, be noted.
2. That the existing work to support local residents to improve fuel poor homes through the Local Energy Advice Programme and REMeDY consortium, be maintained, and that the factors that contribute to fuel poverty be included within ongoing wider work to tackle poverty related issues.

Notice of Motion – Local Welfare Assistance

1. That the Notice of Motion concerning the establishment and maintenance of a Local Welfare Assistance Scheme, be noted.
2. That the current Essential Living Fund (ELF) programme be maintained as the Council's Local Welfare Assistance Scheme and that ongoing demand for the fund continue to be tracked and monitored in order to determine the extent to which additional funding for the ELF programme may be required going forward.
3. That the Council continue to provide the Government with detailed data on the financial impact of the Covid-19 pandemic on the services that it provides, in order to highlight areas of financial need.
4. That the Council continue to lobby the Government to provide appropriate additional financial assistance to support the future delivery of the ELF programme.

Notice of Motion – Membership of Development Control Committee

1. That the Notice of Motion concerning current requirements for the appointment of members of the Development Control Committee, be noted.
2. That the requirements for the appointment of members of the Development Control Committee be considered as part of the review of the Constitution that was currently being undertaken.

Reasons for decisions:

To respond to the Notices of Motion.

Other options:

None.

Note: This is an Executive Function

Eligible for call-in to:

Place Scrutiny Committee (Notice of Motion: Fuel Poverty and Membership of Development Control Committee)

Policy and Resources Scrutiny Committee (Notice of Motion: Local Welfare Assistance).

Cabinet Member: Cllr Gilbert

66 Minutes of the ASELA and Local Government Reform Working Party held 7th June 2021

The Minutes of the above-mentioned Working Party were considered under Item 12 (ASELA Governance) above.

67 Minutes of the Public Protection Working Party held 8th June 2021

The Cabinet considered the recommendations of the Public Protection Working Party held on 8th June 2021 relating to the Notice of Motion referred by the Council at its meeting on 4th March 2021 to the Working Party.

Resolved:

Notice of Motion – Death Certificate Compassionate Fund

1. That the Notice of Motion seeking the establishment of a Death Certificate Compassionate Fund, be noted.

2. That the establishment of an appropriate Death Certificate Compassionate Fund, be initiated.

3. That support arising from the proposed Death Certificate Compassionate Fund only be available to applicants in receipt of Housing Benefit or Council Tax Reduction, or otherwise at the discretion of the Council's Registrars on a case-by-case basis.

4. That, in considering the detail and application criteria of the proposed Death Certificate Compassionate Fund, full details of the estimated cost and financial implications of the operation of the Fund be brought to Cabinet for consideration.

Reasons for decision:

To respond to the Notice of Motion.

Other options:

None.

Note: This is an Executive Function

Eligible for call-in to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Terry

68 Minutes of the Environment, Culture, Tourism and Planning Working Party held 8th June 2021

The Minutes of the above-mentioned Working Party were considered in conjunction with Item 6 (New Southend Local Plan) above.

69 SO46 Report

Resolved:

That the submitted report, be noted.

Note: This is an Executive Function

Eligible for call-in to: Relevant Scrutiny Committee

Cabinet Member: as appropriate to the item.

70 Exclusion of the Public

Resolved:-

That, under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the items of business set out below, on the grounds that they would involve the likely disclosure of exempt information as defined in Part 1 of Schedule 12A to the Act and that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

71 Confidential Appendix - Management Arrangements

Resolved:

That the confidential Appendix C to the Management Arrangements, be noted.

Note: This is an Executive Function

Eligible for call-in to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Gilbert

72 SO46 Confidential Sheet

Resolved:

That the confidential SO46 sheet, be noted.

Note: This is an Executive Function

Eligible for call-in to: relevant Scrutiny Committee

Cabinet Member: as appropriate to the item

Chair: _____

SOUTHEND-ON-SEA BOROUGH COUNCIL

Meeting of Cabinet

Date: Monday, 5th July, 2021
Place: Council Chamber - Civic Suite

Present: Councillor I Gilbert (Chair)
Councillors R Woodley (Vice-Chair), L Burton, A Jones, C Mulroney,
C Nevin and M Terry

In Attendance: A Griffin, A Eastgate, T Forster, M Marks, J Williams, A Lewis and
C Gamble

Start/End Time: 4.30 pm - 4.40 pm

93 Apologies for Absence

Apologies for absence were received from Councillor Collins.

94 Declarations of Interest

The following declaration of interest was made:

(a) Cllr Mulroney – Agenda Item 3 (PSPO Public Consultation in Old Leigh/Chalkwell Area – Non-pecuniary interest: Business trustee in Leigh Old Town.

95 The Council's response to the Public Spaces Protection Order (PSPO) public consultation in Old Leigh / Chalkwell area

The Cabinet considered a report of the Executive Director (Neighbourhoods and Environment) setting out the response to the public consultation findings regarding the proposals for a Public Spaces Protection Order in the areas of Old Leigh and Chalkwell.

Resolved:

1. That the response to the consultation set out at Appendix 2 to the submitted report, be noted.
2. That the draft Public Spaces Protection Order (Leigh-on-Sea and Chalkwell Seafront and Adjoining Areas) No. 1 of 2021, be approved and implemented.
3. That the funding for 2 x FTE Community Safety Officers and 1 x FTE Community Safety Caseworker, to support enforcement and administration of the PSPO on an initial 12 month basis, be approved.

Reason for decision:

During the past summer season (2020), and already earlier this year, a growing number of anti-social behaviour issues associated with public space drinking

have been reported. Since the start of 2021, police have implemented 4 Dispersal Orders to deal with large groups and ASB. The introduction of a PSPO targeted at behaviours associated with public space drinking would be a further additional measure to tackle the current challenges.

Other options:

Not to proceed with the Public Spaces Protection Order (PSPO) for the Old Leigh/Chalkwell area.

Note: This is an Executive Function

Referred direct to: Policy and Resources Scrutiny Committee

Cabinet Member: Cllr Terry

Chair: _____

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Chief Executive
To
Cabinet
On
27 July 2021
Suzanne Newman, Insights Manager

Southend 2050: Annual review and refresh of the Outcomes & Roadmap Milestones

Relevant Scrutiny Committee(s): Policy and Resources
Cabinet Member: Councillor Ian Gilbert
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1. To present Cabinet with the annual review and refresh of Southend 2050 as we continue to emerge from the Covid-19 pandemic and to inform Cabinet how the Council will use the evolved Southend 2050 outcomes to drive recovery, move into delivery mode and build on some of the positives we have seen through the pandemic, including our work with the community and partners, adaptation of services and more effective remote working.

2. Recommendations

It is recommended that Cabinet:

- 2.1. Agree the proposed refresh of the Southend 2050 outcomes and high-level roadmap milestones;
- 2.2. Agree to receive further developed work on the review and refresh of the Southend 2050 outcomes and associated roadmap milestones at the September meeting, including the associated outcome success measures;
- 2.3. Note the planned engagement over the summer and additional Special Cabinet scheduled in September following the Scrutiny Committees;
- 2.4. Note that the Southend 2050 roadmap milestones will form part of future reports that update on Southend's recovery journey in order for responsive developments; and
- 2.5. Note that the performance and measures of success and progress to achieve 2050 continue to be reported through the Outcome Success Measures Report, reported twice a year to Cabinet.

3. Background

- 3.1. The council has a shared vision of the future - the Southend 2050 ambition which sets out the aspirational outcomes and delivery roadmap for the place. This was developed through investment in substantial engagement and co-design with stakeholders and the local community. The ongoing engagement activity is a real

advantage to the borough as a whole, as it has brought together people and communities to identify where they want Southend to be in the future. The focus on how Southend recovers from the Covid-19 experience to achieve the 2050 ambition remains as strong as ever (attached at **Appendix 1**) – with no recommended changes in light of Covid-19. However, the council, along with other stakeholders and community groups will need to continue to review how to achieve that ambition, in light of Covid-19.

3.2. The 2050 outcomes, therefore, require some annual adjustment, with a focus on the review of the 2050 delivery roadmap which sets out key milestones connected to delivery against the outcomes. As a result of the Covid-19 experience, it is proposed that parts of the roadmap are sequenced differently, with additional milestones added and specific focus on the deliverables for the next 12 months ahead.

4. 2021 Review and refresh of Southend 2050 outcomes and roadmap milestones

4.1. The Southend 2050 outcomes and roadmap are reviewed and refreshed as part of an annual process, and in the context of the outcome of the May 2021 local election. The Annual Report for 2020-21 assessed progress against the outcomes, including achievements and challenges. This was presented to Cabinet in June 2021. The original outcomes under Southend 2050 aimed to grow Southend as a prosperous Borough, with communities that thrived and visitors that enjoyed the experience, returned and spread the word. Post Covid-19, Southend is in a different place. The 2050 ambition is the same, but how Southend gets there may be somewhat different. This approach is the basis for ensuring that the outcomes are right, along with an updated delivery roadmap. Therefore, the outcomes and delivery roadmap review has aimed to build on some of the positive actions of the community and place during the pandemic, and point the way to rebalance and restore some of the damage caused in the past 18 months. It is important to note that some aspects of recovery may take a considerable time to fully rebalance. In some cases, things may change completely.

4.2. It is also important to recognise that there are still ongoing new details concerning Covid-19 and its impact that affect Government decisions and policy makers. Therefore, it is essential that the Recovery plans in Southend are fluid enough to respond to changes and this will mean the 2050 outcomes and delivery roadmap will be closely monitored and updated to ensure the very best for the borough. It is recommended that Cabinet receive reports as appropriate which will present recommended changes as they arise in the future in order to remain responsive.

4.3. As a result Southend 2050 has been reviewed and refreshed to enable the Council to focus on the next 12 months. The refresh has:

- Restructured the governance of Southend 2050 to enable a delivery focus to support recovery, including:
 - Covid-19 Gold and Silver Groups to transition into the Southend 2050 themes and Outcome Delivery Teams.
 - Alignment of Corporate Management Team Sponsors for each of the six themes.
 - Alignment of Outcome Delivery Leads for the Outcomes.
- Formalised Future Ways of Working as the sixth Southend 2050 theme;

- Prioritised outcomes within each of the themes; and
- Focused the prioritised roadmap milestones on:
 - Delivery;
 - Response to the Covid-19 pandemic;
 - Economic recovery – from both Covid-19 impacts and any Brexit impacts; and
 - Sustainability – financial, environmental and our transformation as an organisation.

4.4. This identified that 4 of the existing 26 outcomes stay the same and the remaining outcomes be reworded to give a greater focus on delivery:

- refining the total number of outcomes to 21 (not including the 9 Future Ways of Working workstreams),
- prioritising the outcomes within each theme (denoted with bold text)
- repositioning the Green City outcome within Pride & Joy.

Appendix 2 presents the revised outcomes, those in bold signify the prioritised outcomes, and **Appendix 3** details the proposed revisions against each of the outcomes.

4.5. The review process involved each of the 2050 outcomes and associated roadmap milestones being reviewed through the Joint Administration Commitments (**Appendix 4**). **Appendix 5** illustrates the 2050 outcomes mapped against the Joint Administration Commitments.

4.6. Within the 2050 framework, the outcomes have an associated roadmap with milestones highlighting key activity being undertaken in order to deliver and achieve the outcomes on the journey to 2050. The milestones on the delivery roadmap have been through the same review and refresh process to focus on the move to delivery. The draft roadmap is still in development, and therefore not all milestones have been sequenced. The refreshed roadmap is attached at **Appendix 6**.

4.7. Southend 2050's sixth theme is Future Ways of Working and is the framework for how we modernise our workforce in 2021/22 and beyond, to guide the prioritisation and delivery of Southend 2050 outcomes. This will help us to:

- recover from the pandemic and to embrace new approaches and opportunities for collaboration with our partners
- sustain and increase the pace of change
- develop a new way of operating that delivers improved outcomes for our residents and communities at the best value, including social value
- become a modern council and an organisation that is a great place to work.

4.8. The Future Ways of Working Roadmap and milestones is presented separately to the main Southend 2050 Roadmap, and can be found at **Appendix 7**.

4.9. A range of stakeholders have been engaged as part of the initial process of to review the 2050 outcomes and roadmap miles. These include:

- Engagement with the Business and Tourism Partnership
- Conversations with community groups
- Partnership working with ASELA (the Association of South Essex Local Authorities) to undertake a region wide engagement on priorities for the local areas

- Ongoing conversations with voluntary and community sector

4.10. The next phase of the review and refresh of the Southend 2050 outcomes and milestones will continue engagement and conversations with stakeholders including the voluntary and community sector, members and residents (through the residents' perception survey). The timetable of engagement is set out below:

Date	Activity
July- August	Residents' perception survey
20 July	All member briefing on Southend 2050
27 July	Cabinet
August	Engagement with all members and voluntary & community
31 Aug/ 1 Sept/ 2 Sept	Scrutiny Committees
7 September	Special Cabinet

4.11. In addition, the measures that determine our success and achievements against the outcomes - the outcome success measures – will be updated and developed for the new outcomes and these will be presented at Cabinet in September, with progress against the 2050 outcomes and associated milestones continued to be measured through the 2050 Outcomes Success Measures Report.

4.12. An additional Special Cabinet meeting has been scheduled in September to ratify any changes following Scrutiny and the engagement over the summer period.

5. Other Options

5.1. The council could choose not to review its current ambition and desired outcomes. This would mean failing to set out the huge impact the crises has had on the borough, its people and the council and the council's approach to recovery. The council has committed to undertake an annual review of the outcomes and milestones.

6. Reasons for Recommendations

6.1. To ensure the council is clear on prioritised milestones to achieve the desired outcomes, focusing on response to the pandemic, economic recovery and sustainability – including financial, environmental and our transformation as an organisation.

7. Corporate Implications

7.1. Contribution to the Southend 2050 Road Map

The report outlines the council's approach to using the Southend 2050 programme as the primary vehicle for recovery and presents the annual review and refresh of the 2050 outcomes and roadmap milestones.

7.2. Financial Implications

Major projects delivered through the Capital Programme are highlighted on the refreshed Roadmap. External funding opportunities will be sought in order to support the delivery of milestones on the Roadmap, with consideration given to additional match-funding and revenue costs often required.

7.3. **Legal Implications** – No specific implications.

7.4. **People Implications**

There are no specific people implications related to this report. The Future Ways of Working Theme will directly work with staff and councillors in relation to transformation pieces of work.

7.5. **Property Implications**

There are no property implications as part of this report.

7.6. **Consultation**

The report highlights that the response to the pandemic has been one of community, partners, staff, councillors and other stakeholders continuously working closely to ensure the best possible outcomes in very difficult circumstances. The approach to recovery will look to continue this approach, develop new tools for engaging communities and partners to adapt to circumstances and continue to use co-design and co-production approaches in particular service areas.

7.7. **Equalities and Diversity Implications**

An Equality Impact Assessment has been undertaken to assess the impact Covid-19 has had on equality groups. This was updated in June 2021.

7.8. **Risk Assessment**

The Council has reviewed the Corporate Risk Register in the light of the impact and implications of the pandemic (see Background Papers at 8.2, elsewhere on the Cabinet agenda).

7.9. **Value for Money** – No specific implications.

7.10. **Community Safety Implications**

Safe & Well is one of the 6 2050 themes; Residents feel safe and secure in their homes, neighbourhoods and across the borough is one of the outcomes within Safe & Well.

7.11. **Environmental Impact**

Green City and climate change is one of the priority outcomes.

8. **Background Papers**

8.1. Southend 2050 Annual Report - June 2021

8.2. Corporate Risk Register – June 2021

9. **Appendices**

9.1. **Appendix 1:** Southend 2050 – Our shared ambition

9.2. **Appendix 2:** Southend 2050 Outcomes – refreshed for 2021/22

9.3. **Appendix 3:** Southend 2050 Outcomes – detailing changes from 2020/21 to 2021/22

9.4. **Appendix 4:** Joint Administration Commitments 2021/22

9.5. **Appendix 5:** Southend 2050 Outcomes mapped against Joint Administration Commitments

9.6. **Appendix 6:** Southend 2050 Roadmap & Milestones

9.7. **Appendix 7:** Southend 2050 Future Ways of Working Roadmap & Milestones

Southend 2050 – Our shared ambition

The year is 2050. How does our borough, Southend-on-Sea, look and feel?

Inevitably the place has changed a lot since the early years of the century, but we've always kept sight of what makes Southend-on-Sea special. Prosperous and connected, but with a quality of life to match, Southend-on-Sea has led the way in how to grow a sustainable, inclusive city that has made the most of the life enhancing benefits of new technologies.

It all starts here – where we are known for our creativity, our cheek, our just-get-on-with-it independence and our welcoming sense of community. And so, whilst the growth of London and its transport network has made the capital feel closer than ever, we cherish our estuary identity – a seafront that still entertains and a coastline, from Shoebury garrison to the fishing village of Old Leigh, which always inspires. We believe it's our contrasts that give us our strength and ensures that Southend has a vibrant character of its own.

Pride and Joy: People are proud of where they live – the historic buildings and well-designed new developments, the seafront and the open spaces. The city centre has generated jobs, homes and leisure opportunities, whilst the borough's focal centres all offer something different and distinctive. With its reputation for creativity and culture, as well as the draw of the seaside, Southend-on-Sea is a place that residents and visitors can enjoy in all seasons. Above all we continue to cherish our coastline as a place to come together, be well and enjoy life.

Safe and Well: Public services, voluntary groups, strong community networks and smart technology combine to help people live long and healthy lives. Carefully planned homes and new developments have been designed to support mixed communities and personal independence, whilst access to the great outdoors keeps Southenders physically and mentally well. Effective, joined up enforcement ensures that people feel safe when they're out and high-quality care is there for people when they need it.

Active and Involved: Southend-on-Sea has grown, but our sense of togetherness has grown with it. That means there's a culture of serving the community, getting involved and making a difference, whether you're a native or a newcomer, young or old. This is a place where people know and support their neighbours, and where we all share responsibility for where we live. Southend in 2050 is a place that we're all building together – and that's what makes it work for everyone.

Opportunity and Prosperity: Southend-on-Sea and its residents benefit from being close to London, but with so many options to build a career or grow a business locally, we're much more than a commuting town. Affordability and accessibility have made Southend-on-Sea popular with start-ups, giving us the edge in developing our tech and creative sectors, whilst helping to keep large, established employers investing in the borough. People here feel valued, nurtured and invested in. This means that they have a love of learning, a sense of curiosity and are ready for school, employment and the bright and varied life opportunities ahead of them.

Connected and Smart: Southend is a leading digital city and an accessible place. It is easy to get to and easy to get around and easy for residents, visitors and businesses to park. Everyone can get out to enjoy the borough's thriving city centre, its neighbourhoods and its open spaces. Older people can be independent for longer. Local people also find it easy to get further afield with quick journey times into the capital and elsewhere, and an airport that has continued to open-up business and leisure travel overseas – but in balance with the local environment.

Southend 2050 Outcomes

Pride & Joy

1. **We act as a sustainable and green city embracing the challenges of the Climate Emergency Declaration made in 2019.**
(Rob Dawson & Miranda Valenzuela)
2. **Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors.**
(Paul Jenkinson & Ashley Dalton)
3. **The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination.** (Rosemary Pennington & Lee Sturgeon)
4. We will assess how to best manage our coastline to protect people, residential and commercial properties, designated habitats, public open spaces and agricultural land from coastal flood and erosion risk. (Joanne Matthews & Lee Sturgeon)
5. There is a sense of pride in the place with local people actively and knowledgeably talking up the Borough.
(Alison Dewey & Adam Keating)

Safe & Well

1. **Residents feel safe and secure in their homes, neighbourhoods and across the borough.**
(Simon Ford, Erin Brennan Douglas & Gary Cullen)
2. **Everyone has a good quality, sustainable home that meets their needs.**
(Glyn Hawksworth, Sarah Lander & Tim Holland)
3. **We are all effective at protecting and improving the quality of life for the most vulnerable in our community (*wording under review*).**
(Carol Compton, Ben Gladstone, Lyn Scott, John O'Loughlin & Tom Dowler)

Active & Involved

1. **Enable inclusive community projects which provide opportunities for people of all ages to participate, grow skills, confidence and social connection and make a positive contribution to tackling inequalities.** (Jessica Russell, Sarah Baker & Rachel Davis)
2. More Southenders agree that people from different backgrounds are valued and get on well together. (Kamil)
3. Residents know how to get involved to improve local services. (Maxine Nutkins, Debee Skinner & Emma Woof)
4. Residents help to shape services which will provide more people with the opportunity to live an active lifestyle, including safe access to open spaces and local facilities. (Kevin Read & Ashley Dalton)

Opportunity & Prosperity

1. **We have a vibrant, thriving town centre, with an inviting mix of retail, homes, arts, culture and leisure opportunities. (Emma Cooney & Trevor Saunders)**
2. **Major regeneration projects are under way and bringing prosperity and job opportunities to the borough. (Alan Richards & Lee White)**
3. **Our children are school-ready and young people are ready for further education, employment or training. (Brin Martin)**
4. Southend has a national profile for its thriving Cultural & Creative Industries (CCI) sector, where culture plays a central role in the social and economic success of our diverse communities. (Katharine Stout & Lorraine Cox)
5. As part of our economic recovery, Southend businesses feel supported to respond to economic shocks and can thrive and grow, creating enough job roles to match the needs of the population and safeguarding fulfilling careers. (Emma Lindsell, Ros Parker & Karen Rollings)
6. The Local Plan is setting an exciting planning framework, meeting the development needs of the Borough for the next 20 years. (Mark Sheppard & Kevin Waters)

Connected & Smart

1. **Facilitate a wide choice of transport that improves accessibility, connectivity and mobility to all residents. Including, working with public transport providers to deliver these long-term aspirations. (Neil Hoskins and Karen Gearing)**
2. **We are leading the way in making public and private travel smart, clean and green. (Neil Hoskins and Karen Gearing)**
3. Southend is a leading smart city, using technology in smart ways to enable improved resident services, and ensure digital inclusion. Our connectivity, data and principles approach to digital enable us to facilitate better decision making, automated services and digital experiences for those across the borough. (Carol Thomas)

Future Ways of Working

1. **Smart Working (Carol Thomas & Ellen Butler)**
2. **Decision Making (Andrew Barnes & Giles Gilbert)**
3. **Skills & Leadership (Caroline Jennings & Emma Cooney)**
4. The Here & Now (Ellen Butler & Carol Thomas)
5. Democracy (Stephen Meah-Sim & Colin Gamble)
6. Communication & Engagement (Adam Keating & Katie Eyre)
7. People & Well-Being (Sue Putt & Sharon Wheeler)
8. Workplaces & the Green Agenda (Alan Richards & Head of Climate Change)
9. Financial Sustainability (Pete Bates & Mike Bennett)

Appendix 3

Southend 2050 Outcomes with changes

Theme	2021 Refreshed Southend 2050 Outcome	Previously
Pride & Joy	We act as a sustainable and green city embracing the challenges of the Climate Emergency Declaration made in 2019.	We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.
	Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors.	No change
	The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination.	No change
	We will assess how to best manage our coastline to protect people, residential and commercial properties, designated habitats, public open spaces and agricultural land from coastal flood and erosion risk.	We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
	There is a sense of pride in the place with local people actively and knowledgeably talking up the Borough.	There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.
Safe & Well	Residents feel safe and secure in their homes, neighbourhoods and across the borough.	People in all parts of the borough feel safe and secure at all times.
	Everyone has a good quality, sustainable home that meets their needs.	Residents feel safe and secure in their homes. We are well on our way to ensuring that everyone has a home that meets their needs.
	We are all effective at protecting and improving the quality of life for the most vulnerable in our community (<i>wording under review</i>).	We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
Active & Involved	Enable inclusive community projects which provide opportunities for people of all ages to	A range of initiatives help increase the capacity for communities to come together to enhance their

Theme	2021 Refreshed Southend 2050 Outcome	Previously
	participate, grow skills, confidence and social connection and make a positive contribution to tackling inequalities.	neighbourhood and environment. Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering.
	More Southenders agree that people from different backgrounds are valued and get on well together.	No change
	Residents know how to get involved to improve local services.	Residents are routinely involved in the design and delivery of services.
	Residents help to shape services which will provide more people with the opportunity to live an active lifestyle, including safe access to open spaces and local facilities.	More people have physically active lifestyles, including through the use of open spaces.
		Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives
Opportunity & Prosperity	We have a vibrant, thriving town centre, with an inviting mix of retail, homes, arts, culture and leisure opportunities.	We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
	Major regeneration projects are under way and bringing prosperity and job opportunities to the borough.	Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.
	Our children are school-ready and young people are ready for further education, employment or training.	Our children are school and life ready and young people are ready for further education, training or employment.
	Southend has a national profile for its thriving Cultural & Creative Industries (CCI) sector, where culture plays a central role in the social and economic success of our diverse communities.	Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
	As part of our economic recovery, Southend businesses feel supported to respond to economic shocks and can thrive and grow, creating enough job roles to match the needs of the population and	Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and, have the tools to preserve their businesses by responding effectively and positively to change. Southend provides fulfilling careers for our residents, and

Theme	2021 Refreshed Southend 2050 Outcome	Previously
	safeguarding fulfilling careers.	enough job roles to match the needs of the population.
	The Local Plan is setting an exciting planning framework, meeting the development needs of the Borough for the next 20 years.	The Local Plan is setting an exciting planning framework for the Borough.
Connected & Smart	Facilitate a wide choice of transport that improves accessibility, connectivity and mobility to all residents. Including, working with public transport providers to deliver these long-term aspirations.	Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long-term aspiration to open new routes, enabling a wider accessibility to public transport options
	We are leading the way in making public and private travel smart, clean and green.	People have a wide choice of transport options.
	Southend is a leading smart city, using technology in smart ways to enable improved resident services, and ensure digital inclusion. Our connectivity, data and principles approach to digital enable us to facilitate better decision making, automated services and digital experiences for those across the borough.	No change
		Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.

Joint Administration Commitments 2021/22



Economic Recovery & Regeneration – Cllr Gilbert

1. To deliver on major regeneration projects to support jobs, growth and opportunity.
2. To be innovative and proactive in supporting our High Street and other shopping centres.
3. To continue to maximise the delivery of genuinely affordable housing.
17. Progress the review of the Council's Constitution to ensure effective and efficient governance.



Environment, Planning, Tourism and Culture – Cllr Mulroney

4. To promote all aspects of a green future for Southend, facing the challenges of the Climate Emergency Declaration made by the Council in 2019.
5. To promote the cultural and tourism life of the Borough creating a true Destination Southend.



Communities and Housing – Cllr Jones

6. To foster community-led regeneration and build on the excellent reduction in homeless numbers.
7. To develop and implement an anti-poverty strategy to address the inequalities in the Borough.



Public Protection – Cllr Terry

8. To create a safer Borough for all ages and all visitors including improving delivery of CCTV, investment in the Community Safety Team and to continue to press for greater policing resources in the Borough.



Transport, Asset Management and Inward Investment – Cllr Woodley

9. To deliver on the ambitious programme of investment in improving our pavements and highways.
10. To progress the implementation of school streets and 20mph residential zones.
11. To continue improving our parking provision, the Southend Pass and public transport.



Adult Social Care and Health Integration – Cllr Nevin

12. To provide an integrated and efficient, caring, safe and collaborative social service, accessible to all.



Children and Learning – Cllr Burton

13. To continue to drive improvements in children's services in a family centred way.
14. To maintain our commitment to school improvement.











Corporate Services & Performance Delivery – Cllr Collins

15. To drive operational performance improvement across the organisation.
16. To improve the customer experience and continue to progress our digital strategy and new ways of working.

Appendix 5

Southend 2050 Outcomes mapped against the Joint Administration Commitments

Portfolio	Commitment	P&J1	P&J2	P&J3	P&J4	P&J5	S&W1	S&W2	S&W3	A&I1	A&I2	A&I3	A&I4	O&P1	O&P2	O&P3	O&P4	O&P5	O&P6	C&S1	C&S2	C&S3	FWOW1	FWOW2	FWOW3	FWOW4	FWOW5	FWOW6	FWOW7	FWOW8	FWOW9	
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	4,5	4		5																												
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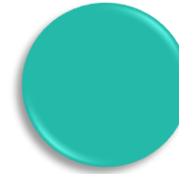
Pride & Joy



Opportunity & Prosperity



Safe & Well



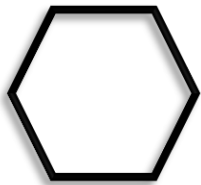
Connected & Smart



Active & Involved



Future Ways of Working



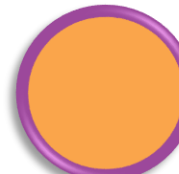
Partner milestone



Milestone linked to a Major Project in the Capital Programme

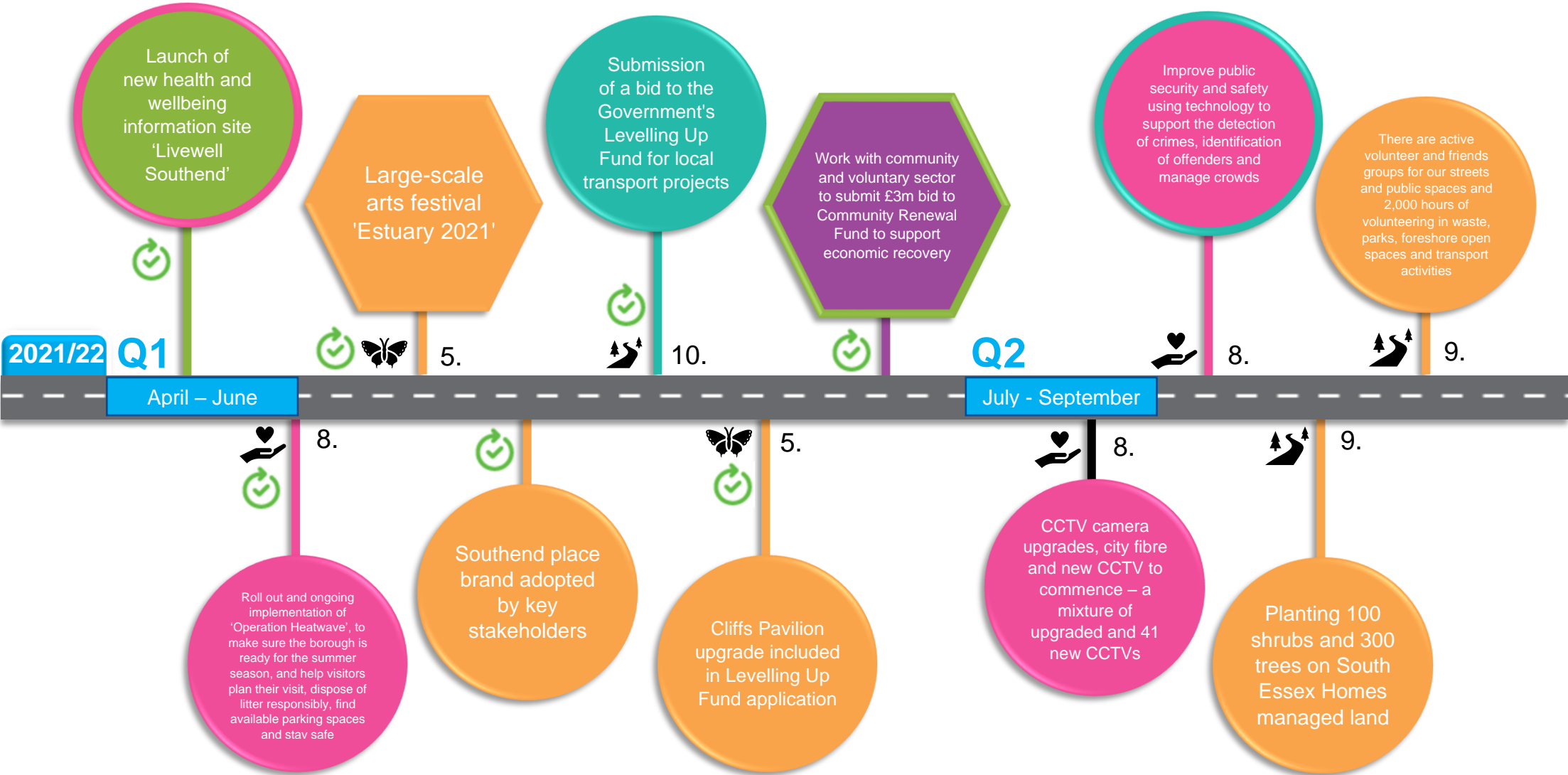


Milestone completed



Milestone links to 2 themes, centre colour denotes the lead theme

DRAFT Southend 2050 Roadmap – 2021 Refresh



2021/22

Q2

July - September

Training provided to Community Support Officers, Street Rangers and Adolescent Intervention and Prevention Team



12.
13.

Disadvantaged pupils helped to get back on track as a result of the pandemic



14.

Commit to making an annual submission under the Carbon Disclosure Project that will report the borough's progress on climate action



4.

A blended approach to working has been agreed for council employees



15.

Pier Royal Pavilion open



5.

Application to achieve planning permission for Porter's Park the park and central play area of Better Queensway, 400 homes, and the ground floors of the buildings edging the park



1.

Targeted holiday programme delivered for specific young people most vulnerable to gang / county lines recruitment



12.
13.

A127 The Bell Junction Improvement is complete



10.

Successful completion of Next Steps/Rough Sleepers Accommodation Programmes, and appropriate interventions from Southends public sector, faith and charitable organisations, with at least 18 individuals housed in good quality affordable properties with wraparound support



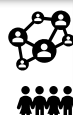
3.
6.

The Victoria Centre offers space for a diversity of new and growing retail



2.

Increased targeted identification of perpetrators and locations of concern and increased disruption and prosecution using contextual safeguarding approaches where appropriate



12.
13.

The Victoria Centre offers opportunities for leisure, culture and arts businesses



2.

2021/22

Q2

7.



12.
13.

Feel Good Southend Festival



Trust Links REACH Wellbeing Hub & Recovery College providing support for adults with mental health issues

Reviewing the requirements and solution for the MySouthend resident and members portal

Retrofit energy efficiency measures to initial 12 South Essex Homes properties identified as being in fuel poverty



4.

Launch 0% loans to bring empty retail/commercial units back into use across the borough (No Use Empty)



2.

Weekend medical support for the summer safety offer for first aid and ambulance cover for accidents and injury and street triage



12.
13.

July - September



12.
13.

Public consultation on strategies Living Well, Caring Well and Aging Well commenced and completed



12.
13.

Safe to Play training embedded within Southend sports clubs

Local Plan consultation to refine plan options



4.

Deliver a new training/awareness programme for council employees and members on climate and carbon literacy and include information in staff induction



12.
13.

Launch the new collaborative Neuro developmental pathway between children's services and health



7.

At least 20% of children eligible for benefits related free school meals will take part in a summer holiday activity with meal

2021/22 Q3

October - December

Pop up illuminations festival of light events boost tourism and bring pride and joy to the town

Revised Children's Centre Offer launched

Living Well, Caring Well and Aging Well strategies to be approved by Cabinet

Introduction of automated bollards in the high street and seafront

Planning applications submitted for the car park and café developments at East Beach

Roll out of accreditation scheme for businesses that embrace circular economy principles in their practice



14.



12.
13.



8.



1.



9.



17



8.



7.

Update to the Council Constitution

Southend Domestic Abuse Strategy adopted

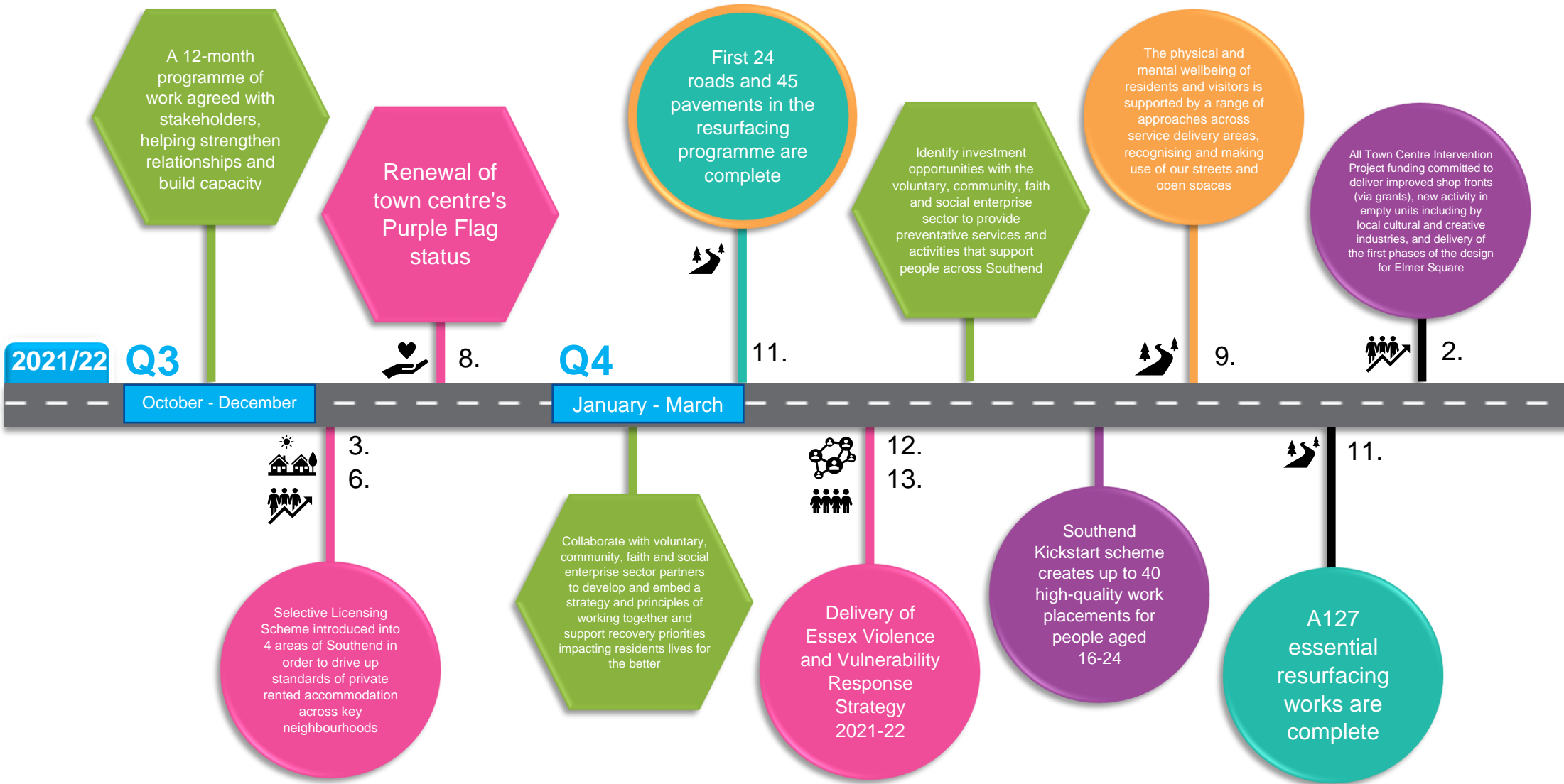
Lead appointed and Task and Finish group established to develop measures to tackle financial inequalities, including co-ordination of the Food Alliance

All relevant available grants provided to Southend businesses to address the impact of trading restrictions on businesses and meet the needs of the local economy

Planning decisions on Roots Hall and Fossetts Farm



1.



2021/22 Q4

January - March

Development of business networks and directories for the creative sector and wider business base to encourage/enable local spend and business growth

200 residents will move into work following sector-based training and support

Review undertaken and decision made on how supported housing will be funded and delivered in the town

15 properties, purchased across the borough in 2021/22, for use by homeless families

Inspections of coastal areas are carried out regularly and required remedial work is undertaken to keep coastal defences in good operational condition to mitigate the impact of coastal flooding and erosion

External grant funding opportunities sought to support delivery of Southend Shoreline Strategy actions



3.
6.



3.
6.



2.

Develop business case to apply for up to £20 million of Government funding to deliver culture-led regeneration in the town centre. If successful, this could include spaces for creative and cultural businesses, skills and activation of the Kursaal

Coming together as the Community Investment Board, up to 15 residents will decide how £1.5 million can be spent to support the local community



3.
6.

Building programme of private, locally affordable housing for rent and sale continues



3.
6.

Increase the amount of safe accommodation provision for victims of domestic abuse from previous Refuge provision of 7 units



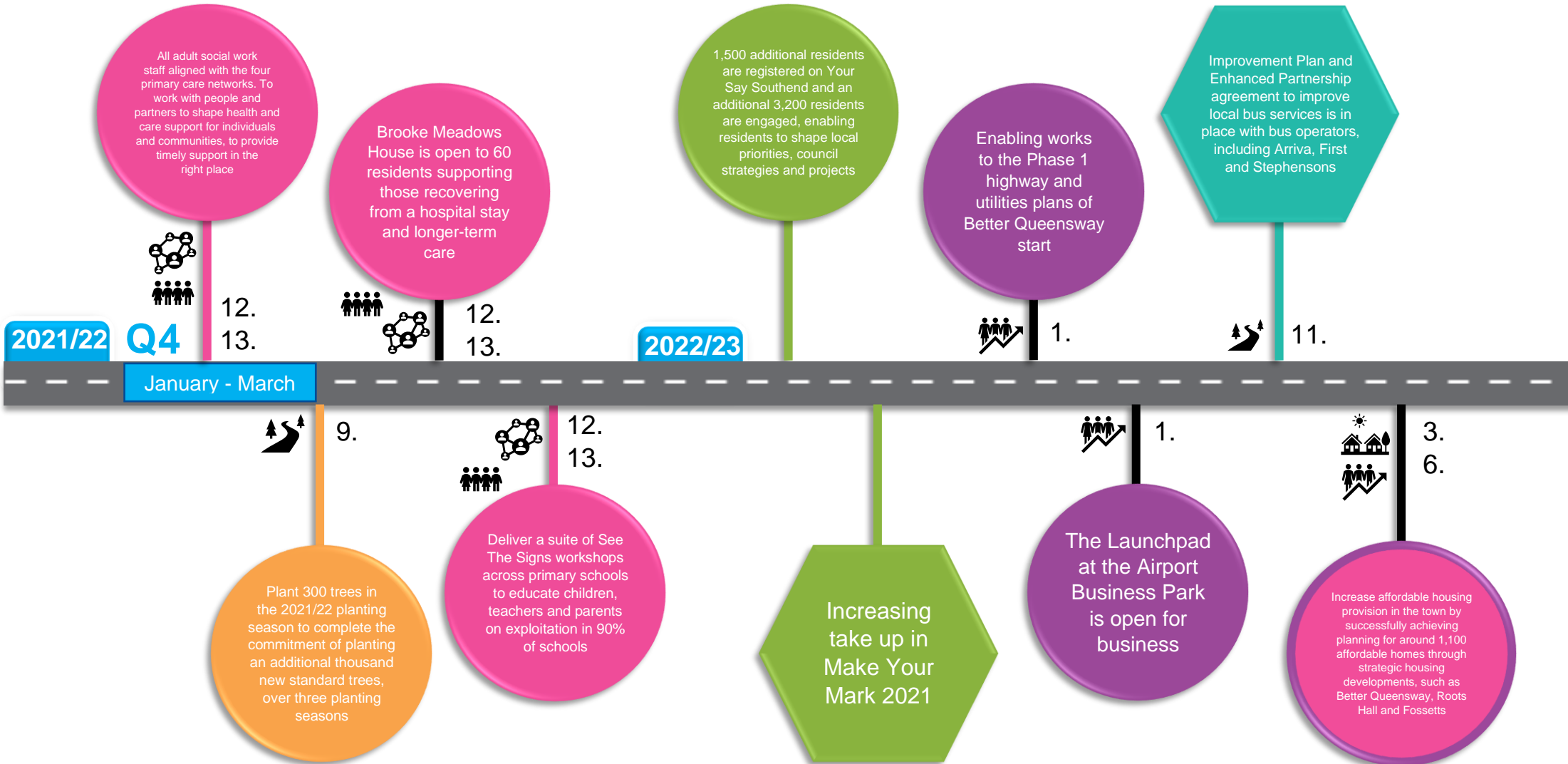
9.

Deliver the Southend element of the England Coastal Path



8.

All Southend Council housing stock achieves 100% of Decent Homes Standard



2022/23

Housing Revenue Account Land Review Project delivers 29 Council Homes



3.
6.

Community engagement programme developed, which enables all council tenants to access information on the safety of their homes and influence wider South Essex Homes services



3.
6.

Southend Pride 2022 brings the community together to celebrate love

Consultation on Local Plan preferred approach

All eligible procurement to include a measurable social value contribution



7.

Digitally enabled healthcare at Southend Care will improve patient outcomes

Installation of full fibre cables to homes and businesses in Southend completed



3.
6.

Investment by the council in extensive works in its social housing stock to meet Building and Fire Safety Regulations Plus

Improved diversity and representation in the Youth Council from schools, colleges and community groups in the borough

Work to deliver the Phase 1 housing plan of Better Queensway starts to build 400 homes



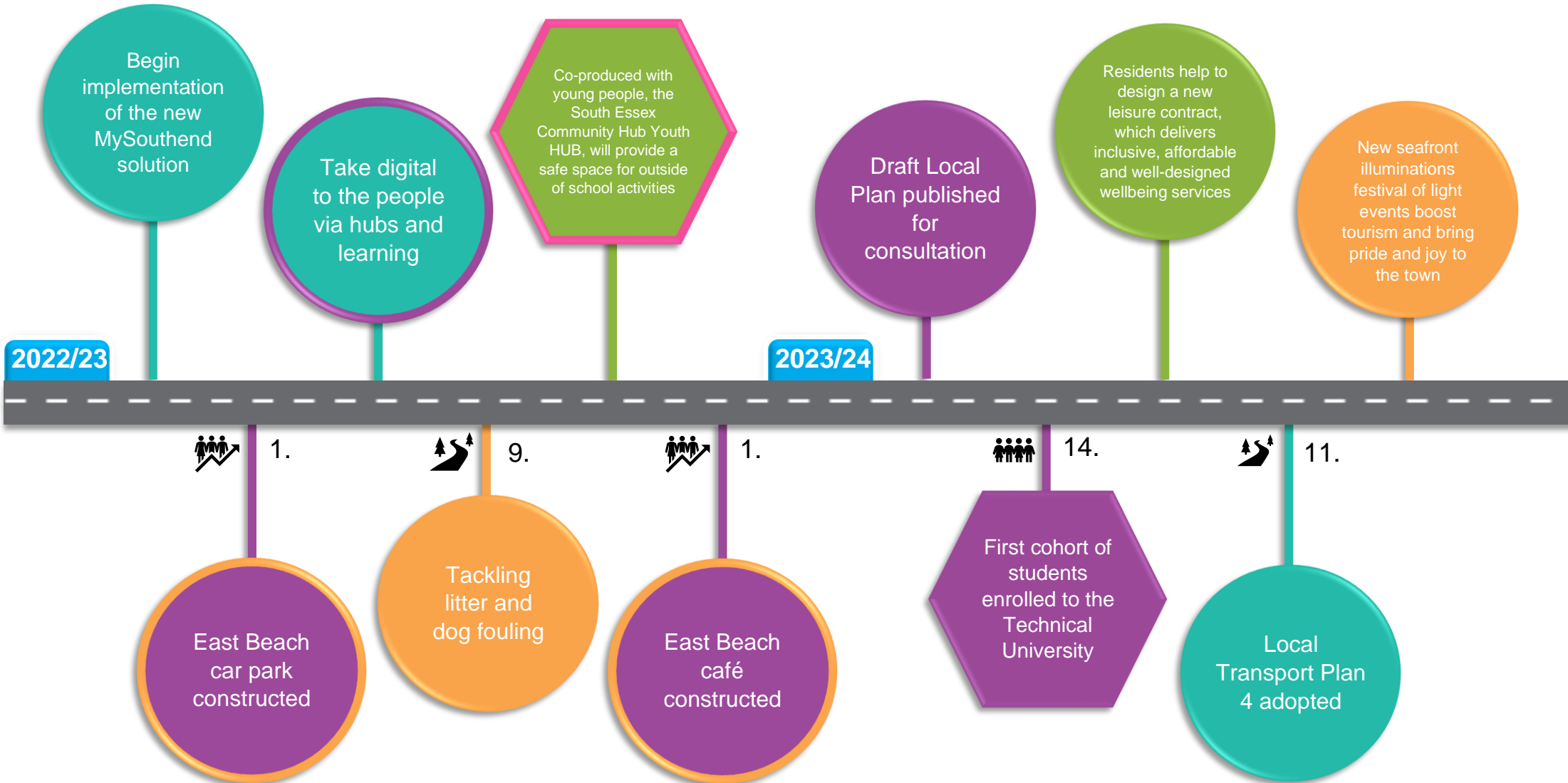
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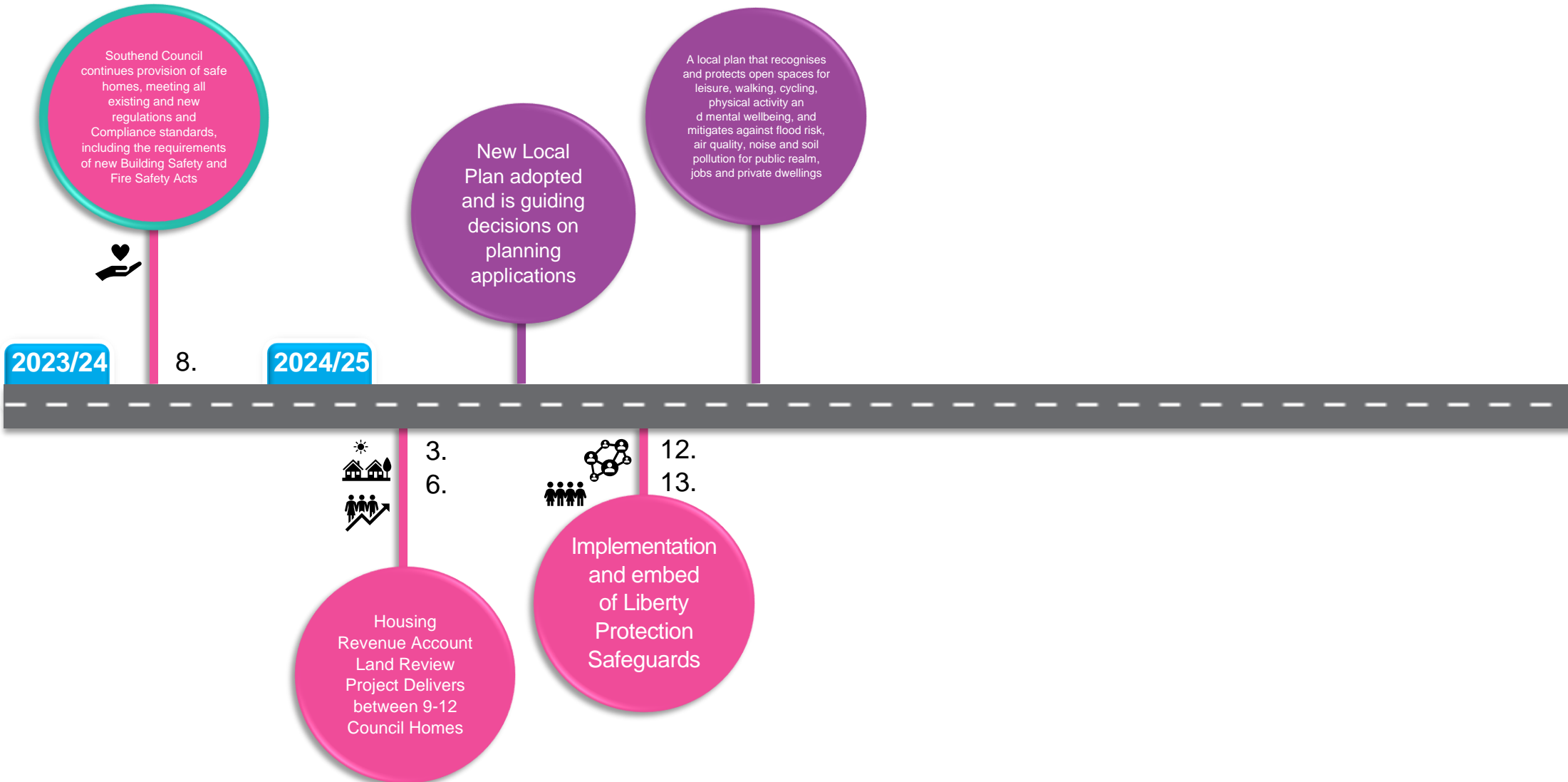
All schools are supported to become or remain good or outstanding



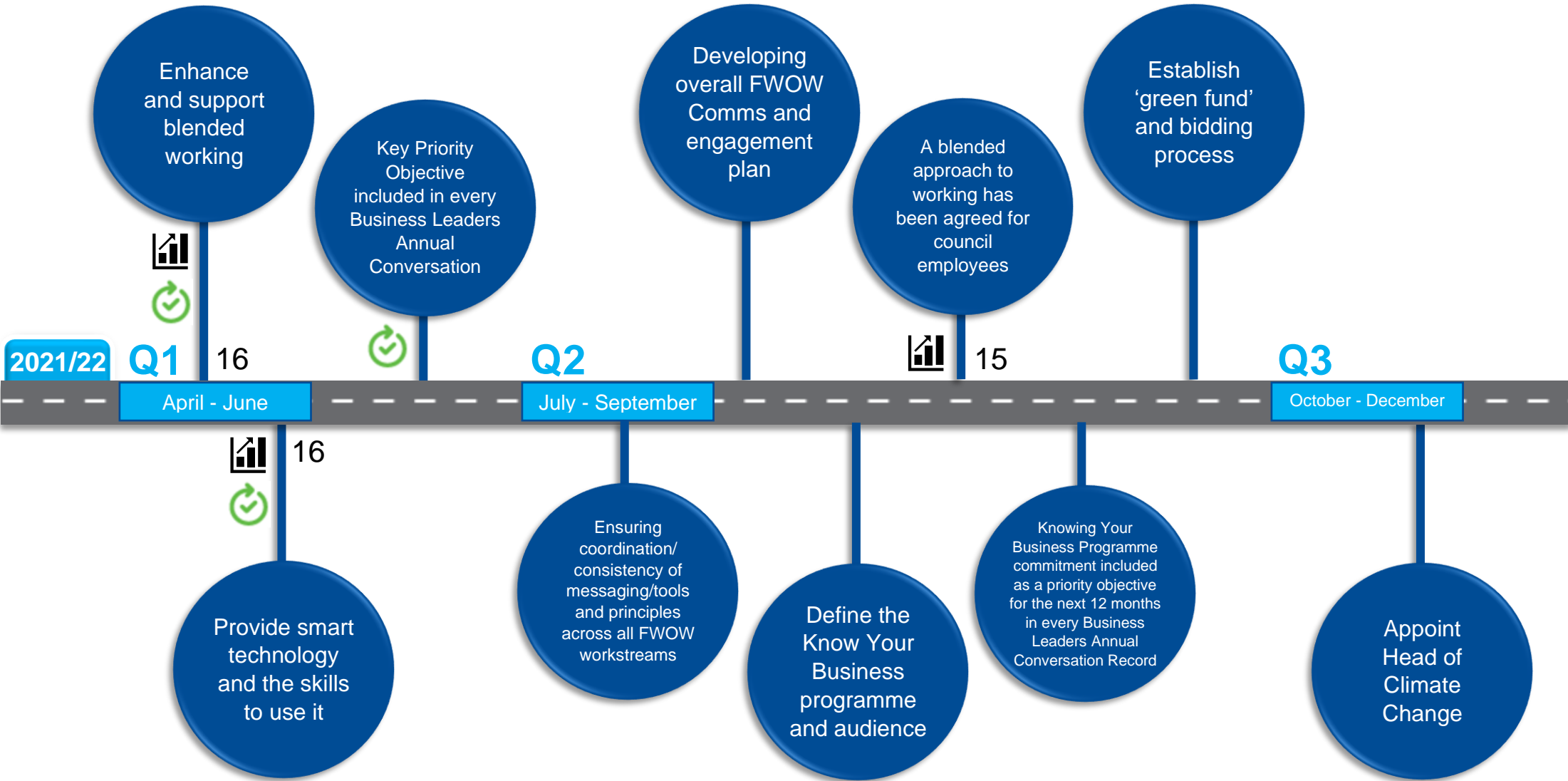
14.


Online co-production training, that is free, accessible and co-designed by residents, organisations, volunteer and workforces

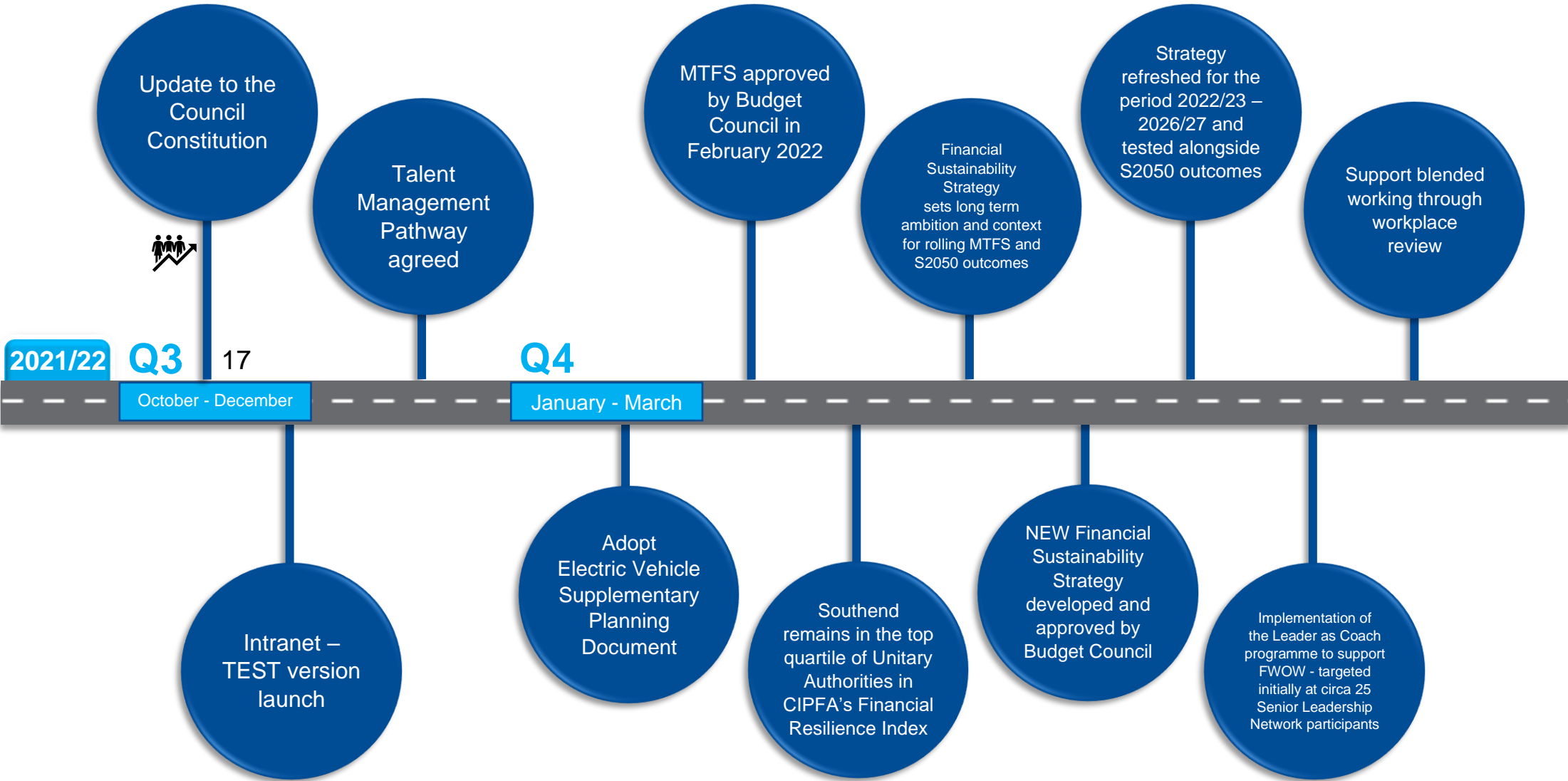




Draft Southend 2050 Roadmap – Future Ways of Working



 Milestone completed



2021/22 Q4

January - March

FSS approved by Budget Council in February 2022

Know Your Business training designed and implemented across organisation

Continued investment in digital learning to uplift the digital literacy of the organisation. Achieved through further training workshops and resources on the Digital Learning Pathways site

Citizen engagement - embed within the decision making process where appropriate across the council

Intranet – full site launch

The Transformational Leadership Development Programme design and implementation approach for SLG/SLN, which embeds the agreed Leadership shifts to include a 'Kick off' event for the Programme

Governance Framework – confirm the framework and promote wider understanding

New Medium Term Financial Strategy 2022/23 - 2026/27 developed and approved by Budget Council

Date TBC

New electric vehicle charging point planning in process

Complete specification for external support to assist with future workplace analysis, usage, design and requirements

Consider potential for staff electric vehicles scheme

Understand potential for Civic and Civic 2 area

Appointment of design and structural engineers to understand what may be possible in the Victoria

Commissioning Framework – embed within the decision making process across the council

Councillor / Officer relations protocol

Portfolio and Shadow Portfolio management

New employee portal (Intranet) – development and delivery

CMT agreement to the design and implementation of the Councillor Development Programme reflecting the output from the Co-design work

Set up initial 'bidding' system for green initiatives to allocate existing capital budgets to quick win projects

Risk Management – embed within the decision making process across the council

Southend-on-Sea Borough Council

Agenda
Item No.

4

Report of Executive Director, Children & Public Health

to
Cabinet
on
26th July 2021

Report prepared by: Krishna Ramkhelawon, Director of
Public Health

The Annual Report of the Director of Public Health (2020-21)

1. Purpose of Report

1.1 To present the 2020 Annual Report of the Director of Public Health.

2. Recommendation

2.1 That CMT/Cabinet considers and comments on the content and highlighted actions of the 2020 Annual Report of the Director of Public Health.

3.0 Background

3.1 The Health and Social Care Act 2012 requires the Director of Public Health to prepare an annual report on the health of the local population. This is an independent report which the local authority is required to publish. The report is an opportunity to focus attention on particular issues that impact on the health and wellbeing of the local population, highlight any concerns and make recommendations for further action.

4.0 The 2019 Annual Report of the Director of Public Health

4.1 The Report this year provides an update on last year's report (2019 Annual Public Health Report) and covers the following themes:

- ✓ Health Protecting and COVID-19 - Focus on the consequences and impact of the Coronavirus pandemic; Flu Immunisation uptake;
- ✓ Tackling Wider Inequalities – Focus on Mental Health and Wellbeing; Obesity and the Food environment; Drug and Alcohol misuse; Social Prescribing scheme and impact on Loneliness and self-care; and the wellbeing of some our more vulnerable groups, such as people who are classed as Unpaid Carers, people living with Autism and those who are affected by Homelessness.

4.2 In 2019, we highlighted that we had a focus on two key themes:

- Health Protection - Flu & MMR immunisation; Measles Outbreak; Air Quality;
- Tackling Inequalities (Families & Children) – Obesity; Parenting and YP's Mental Health.

A RAG-rated summary of actions against each of the seven recommendations has been included in the report's appendix section.

- 4.3 The Southend 2050 Ambition and the NHS Long Term Plan collectively set out the key things we can expect to work as partners to turn the ambitions into improvements in services and build community resilience. Combined with the challenges of the pandemic, we will need to address recovery, living with the pandemic and refocus our work on tackling health inequalities.
- 4.4 There is no definitive list of recommendations in the report as many of the selected themes have agreed plans or ones in the process of finalisation.

Therefore, CMT/Cabinet are to note the various key actions and highlighted approach through the document and note the progress made against the 2019 Annual Report's seven recommendations.

5.0 Other Options

There are no other options presented as it is a statutory duty of the Director of Public Health to prepare an Annual Public Health Report.

6.0 Reason for Recommendations

- 6.1 The Health and Social Care Act 2012 requires Directors of Public Health to prepare an annual report on the health of the local population.

7.0 Corporate Implications

- 7.1 Contribution to Council's Southend 2050 Ambition and Priorities, including the MSE's HCP's shared priorities.

The Council has a statutory duty to protect the health of the local population. The 2020 Annual Public Health Report highlights selected key issues for people in Southend, actions being taken to address them and further contributions to be delivered by local partners.

7.2 Financial Implications

At this stage any financial implications arising from this report are unquantified and, as further work is undertaken, any resource implications will be identified and dealt with, primarily through the Public Health Grant, and other existing budgets as necessary.

7.3 Legal Implications

There are no legal implications arising directly from this report.

7.4 People Implications

None identified

7.5 Property Implications

None.

7.6 Consultation

There will not be any formal consultation on the Annual Public Health Report, although it will go through the relevant governance route within the Council as well as to the Southend Health & Wellbeing Board.

7.7 Equalities and Diversity Implications

The Annual Public Health Report provides evidence that population health needs are assessed and considered.

7.8 Risk Assessment

A risk assessment will be undertaken of individual initiatives introduced to tackle the key issues highlighted in the report.

7.9 Value for Money

No implications.

7.10 Environmental Impact

None.

8.0 Background Documents

8.1 Background documents are referenced throughout the Annual Public Health Report, with direct web-links.

9.0 Appendices

9.1 Appendix 1: The 2020 Annual Report of the Director of Public Health for Southend.

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Director of Public Health Annual Report 2020-2021

PRIDE & JOY

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DRAFT



Introduction

This is my independent public health report for 2020, in what are unprecedented times, as we battle through 15 months of the pandemic. This report reflects on some of the key achievements, some challenges and highlights where we can continue to collaborate to improve health and wellbeing in Southend-on-Sea.

I have also provided an update on the progress with last year's recommendations in the appendices, which is generally positive and shows where we can continue to build on with more pace.

As we continue to align our priorities to support the delivery of the Southend 2050 ambition and the NHS's Health and Care Partnership strategy, for Mid and South Essex, we will face an uphill challenge alongside the continued management of the coronavirus pandemic and the recovery of services and socio-economic concerns. The local health inequalities would have been further exacerbated during the past 15 months and our sharper-edged collaboration will be a valuable asset.

We successfully managed through the first two waves of the pandemic, learn to adapt our ways of working, living with restrictions and prepare for the ongoing management of this pandemic. We have seen enormous pressure placed on the across all public sector and community services. Many of our citizens have been impacted through COVID-related ill-health and mortality. Some of these have been disproportionate and the task of vaccinating all adults has progressed well but there remain some inequalities and hesitancy.

COVID-19 has impacted significantly on mental wellbeing, from people dealing with the illness and bereavement, the consequences of living with restrictions, the closure of schools and workplaces and businesses. We will need to both prioritise and ensure our local programmes can support the mental wellbeing recovery and support people to continue living with COVID.

A number of other areas highly impacted by COVID where we need to refocus our collective approach and refresh our thinking are covered in this report including obesity and the food environment, drug and alcohol misuse, loneliness and self-care, the wellbeing of some of our more vulnerable groups, such as people who are classed as unpaid carers, people living with autism and those who are affected by homelessness.

The report provides a brief outline of the challenges that these groups face in our communities and how we are addressing some of these concerns whilst highlighting what more we can drive forward to health improve their outcomes. It is also an opportunity to consider how deploy our efforts to review our investment approach in commissioning related services, optimise our collaboration with the community sector and continue to enable our communities to play a more active role in both designing services and empowering their self-determination.

We need to continue to develop our local assets including Livewell Southend, Community Connectors, Parents Champions and our Social Prescribing Link Workers. The community goodwill generated as a result of the pandemic can only serve to enhance the gain in social capital from the community engagement of the past year.

As we prepare to contain and manage a third pandemic wave and planning for the forthcoming winter, we will need to recalibrate, drive recovery and continue to adapt to live with this virus and its many variants.



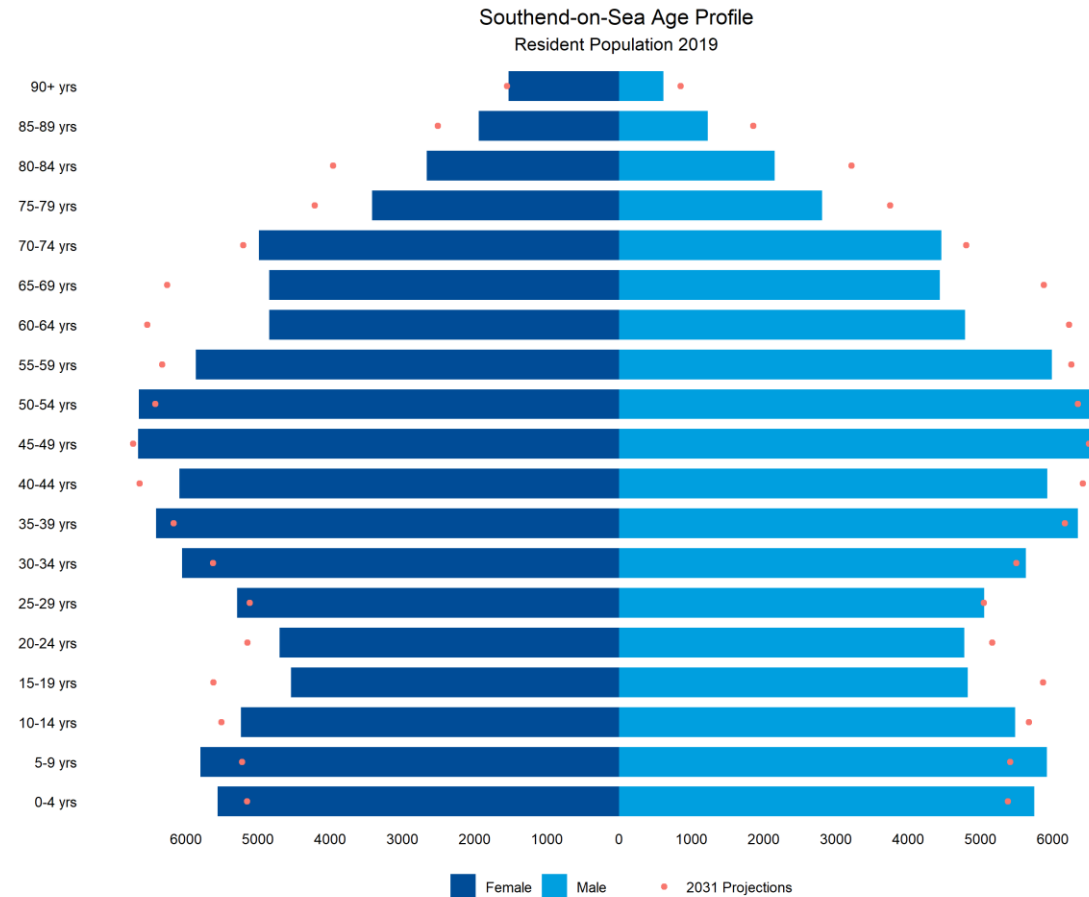
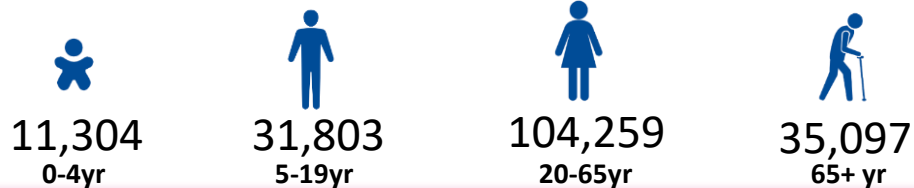
Population

By 2031, the projected population for Southend-on-Sea will be 195,875 an increase of 5%.

The proportion of the population who are of working age is projected to increase by 8% by 2031 while the over 65 population is projected to increase by 23% to 43371.

Southend has a greater proportion of residents over 70 years compared to England with a different ethnic make-up.

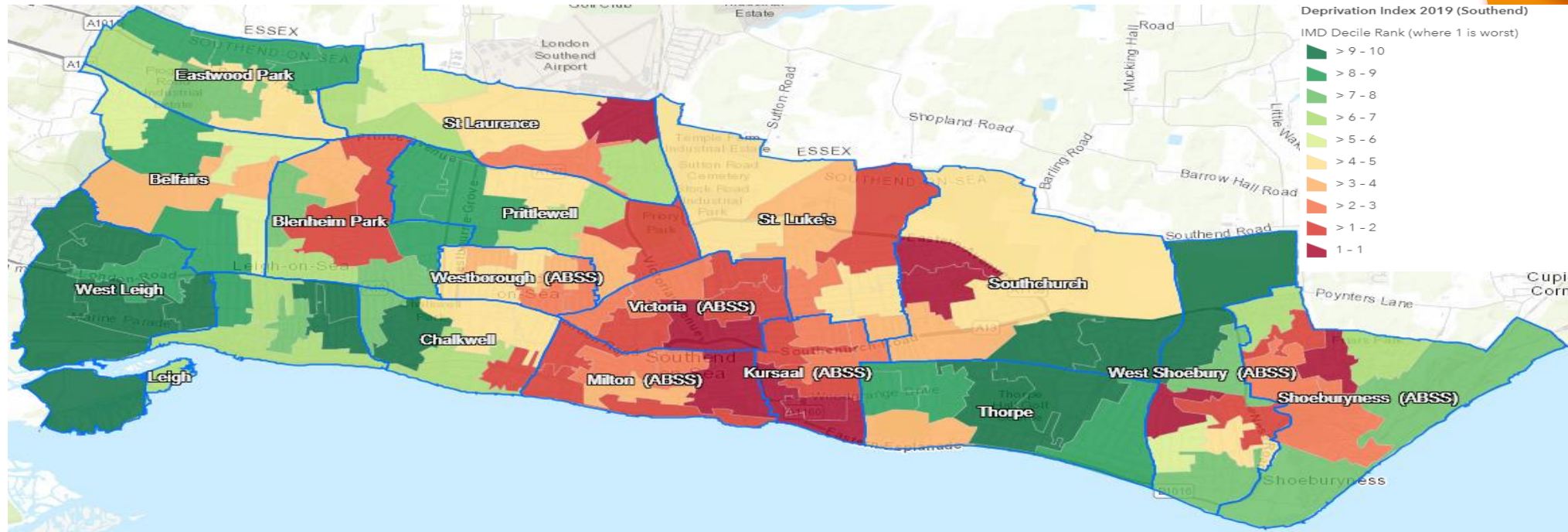
Demographic	Number	Percent	England Percent
All People	183,125	100	100
White	166,037	90.7	85.4
Mixed	4,853	2.7	2.3
Asian	7,180	3.9	7.8
Black	4,128	2.3	3.5
Other	927	0.5	1.0



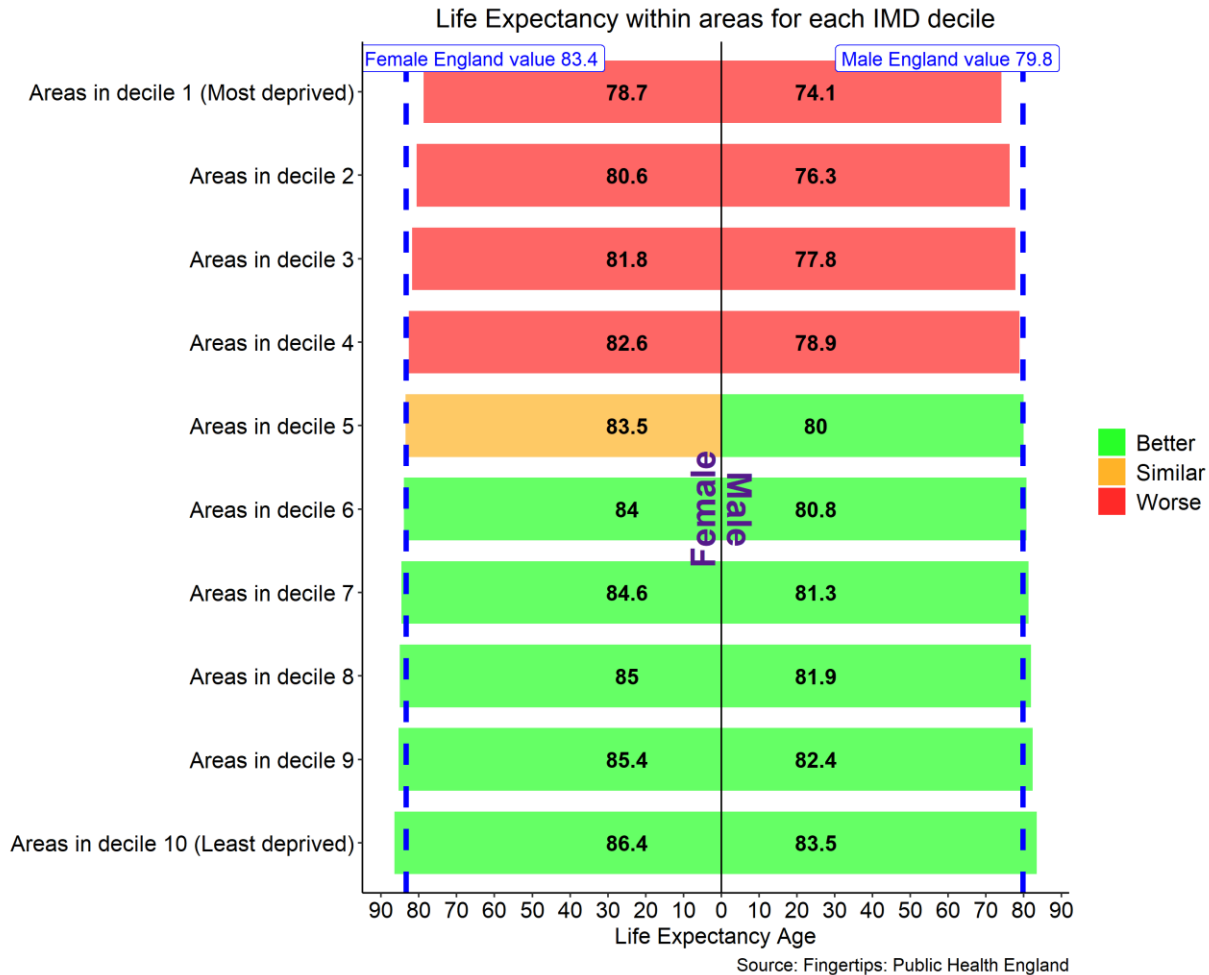
Deprivation Index

The Index of Multiple Deprivation (IMD) is a measure which is used to determine deprivation in every small area in England, relative to other areas in England. The map shows the deprivation deciles, areas marked in dark red are amongst the most 10% deprived small areas in England.

Many of our more disadvantaged communities are located within the Southend 'town centre' wards, Blenheim Park, the Shoebury area and across Southchurch and St Luke's wards.



Life Expectancy 2020



Life expectancy at birth for Southend Males is 79.1 compared to England's 79.8 and for Southend Females 82.5 compared to England 83.4.

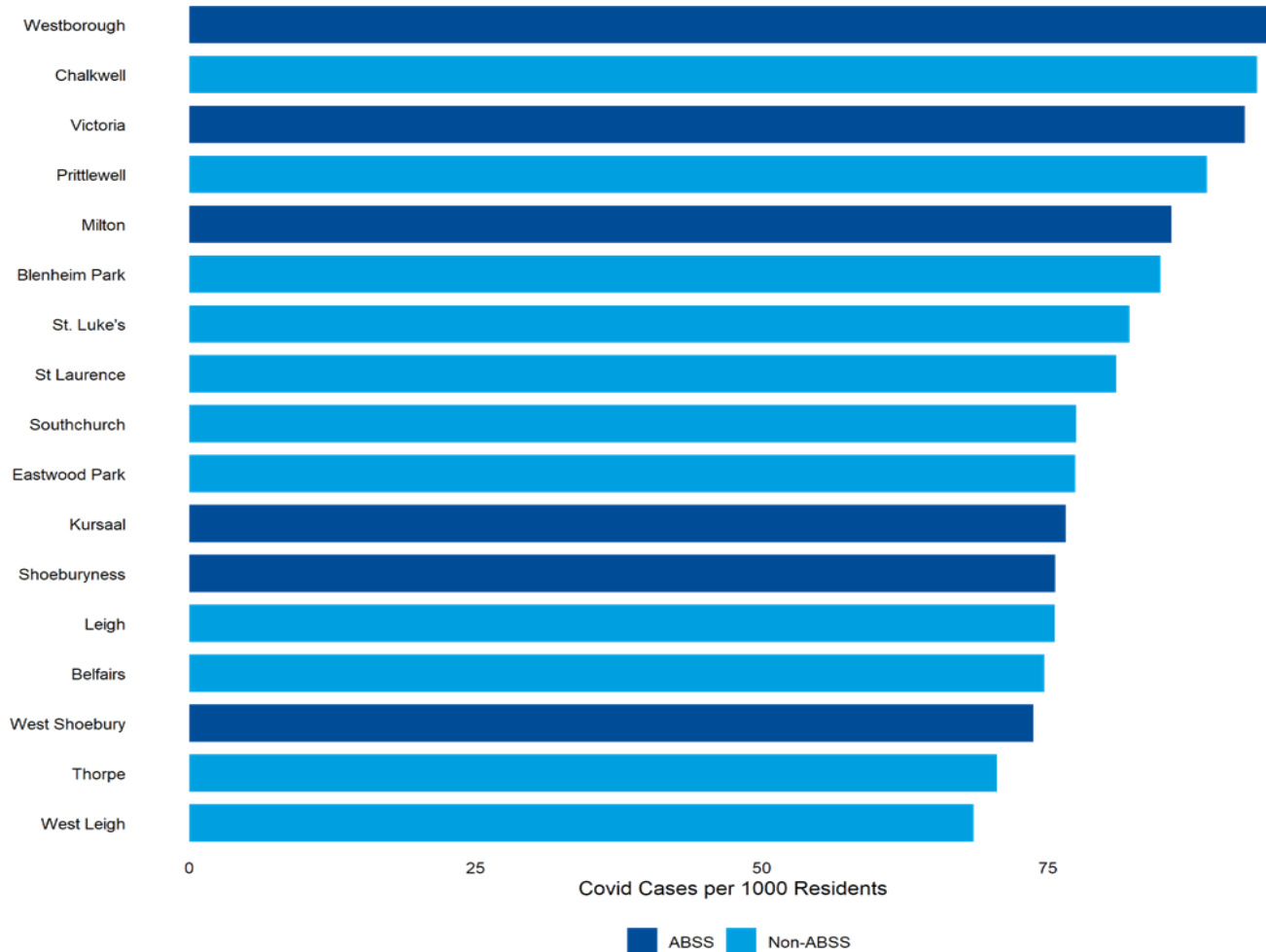
The effect deprivation index has on life expectancy for is not published at a local authority level. Nationally, the difference between the most and least socio-economically disadvantaged wards is 7.7 years for females and 9.4 for males.

We need to enhance our collective response to help reduce this inequality, especially with the impact that the pandemic will have.

Health Protection & COVID-19

**SAFE
& WELL**

COVID-19 Impact



14,880
Total Cases



688
Deaths



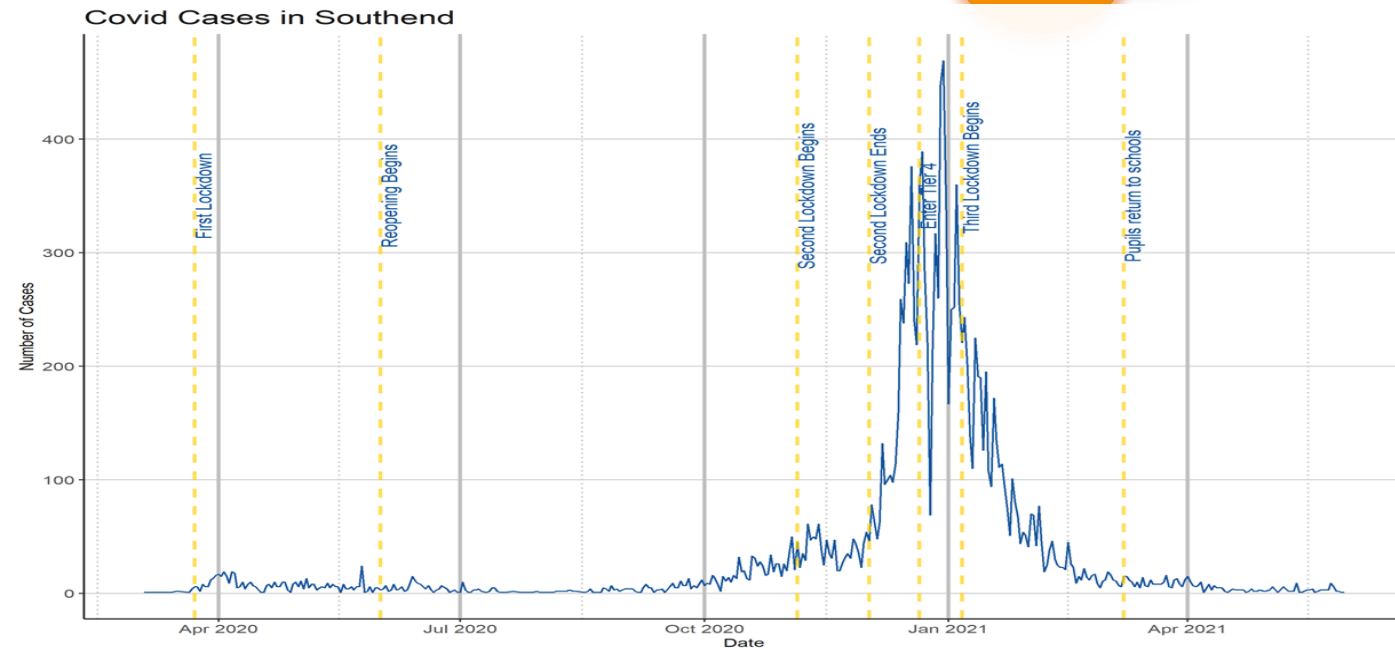
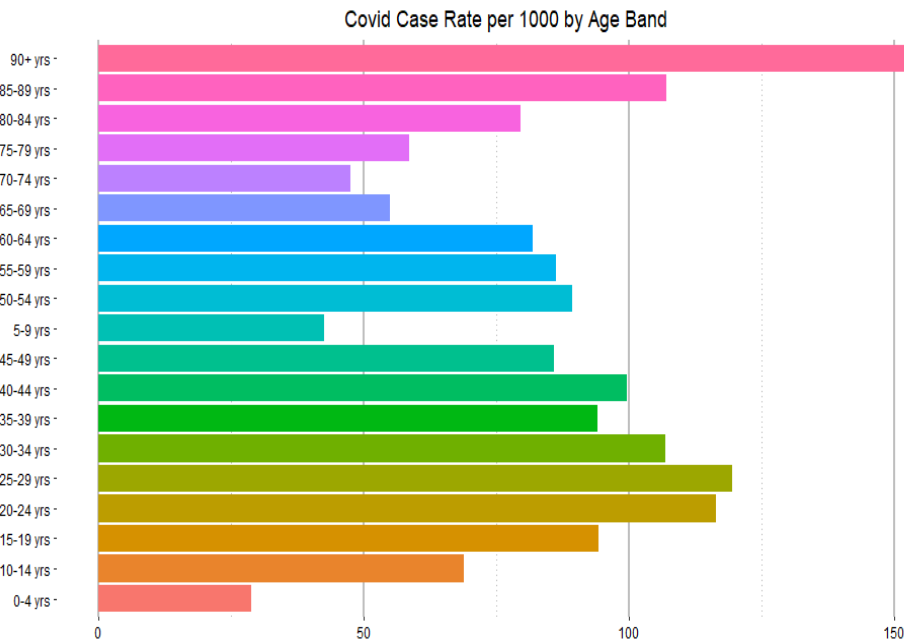
COVID-19 has been a key feature of health in 2020. The data shown is till the end of May 2021.

The analysis of cases by ward shows no pronounced link between socio-economically disadvantaged communities and others, including the six ABSS catchment wards.

COVID-19 Age Inequalities & Progression

Looking at the infection rate of COVID cases per 1000 residents by age group, we can see significant variation mainly in the 85yrs and above and those aged 20-34yrs. There were no marked gender or ethnic inequalities observed in Southend.

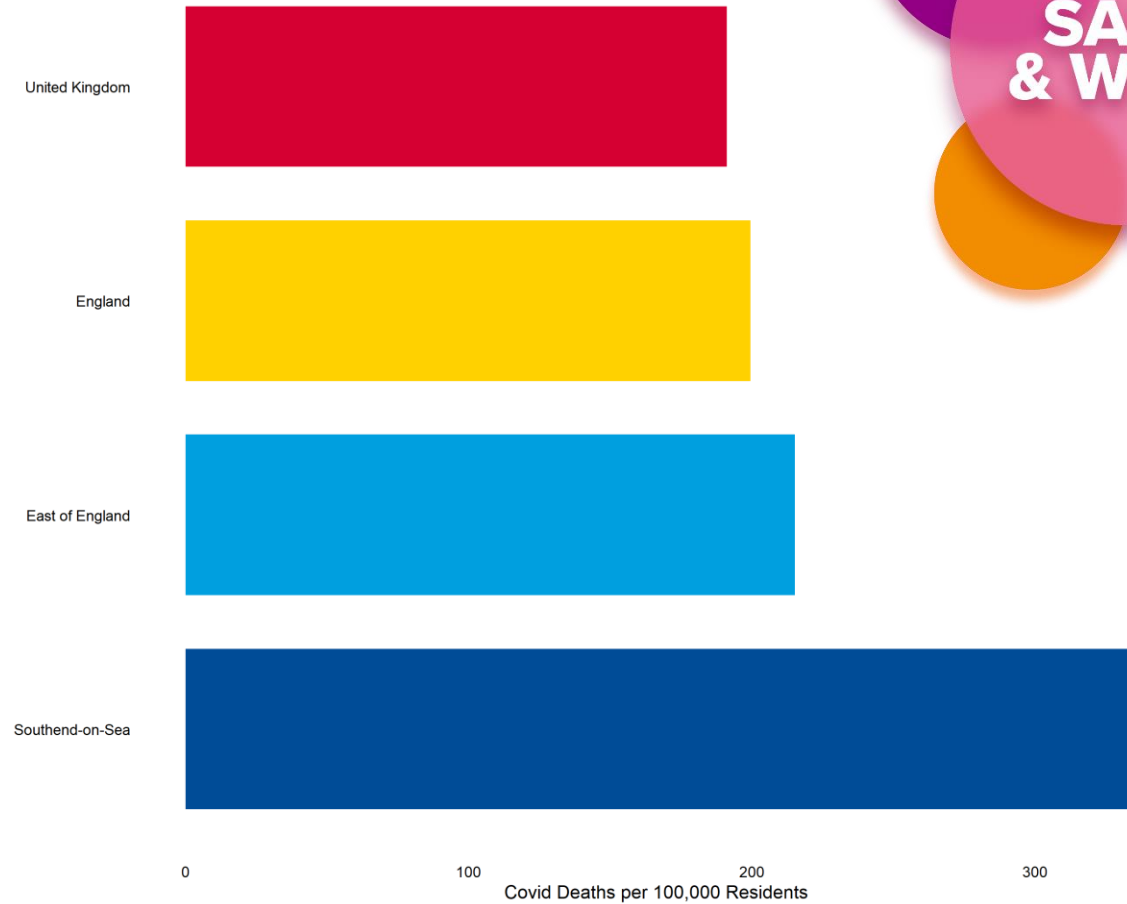
The graph on the right shows how the pandemic progressed in Southend, between March 2020 and May 2021.



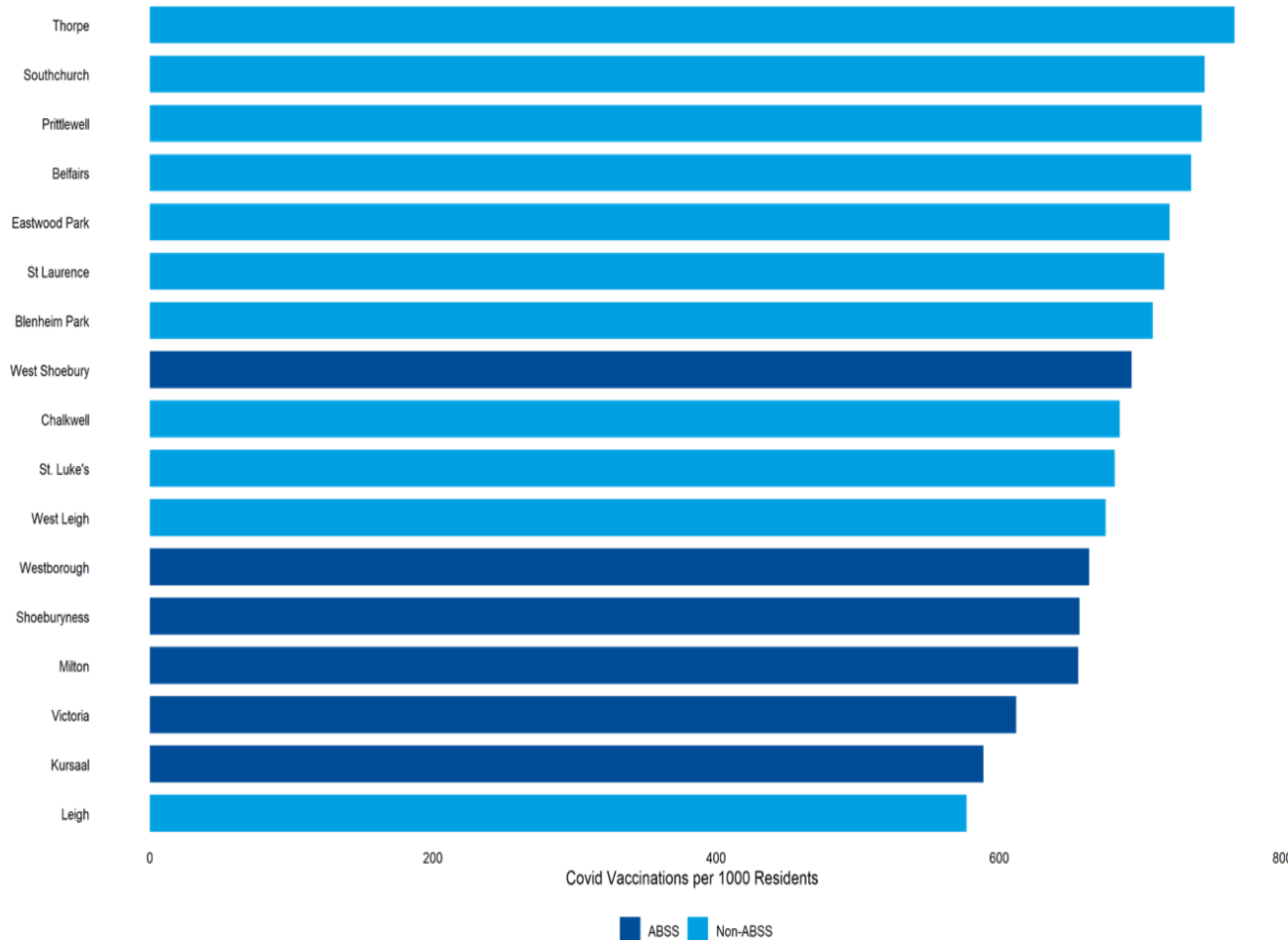
COVID-19 Comparison

The death rates for the United Kingdom (191.1), England (199.4) and East of England (215.2) are fairly similar. Southend-on-Sea (332.6) has a considerably higher death rate and in May 2021 stood third in the East of England.

This may be mostly reflective of the higher proportion of people aged over 70, a higher proportion of care homes and higher concentration of people with underlying health conditions, especially in our more socio-economically disadvantaged communities.



COVID-19 Vaccinations



A number of more socio-economically disadvantaged wards have lower coverage for the first dose of the vaccine, although other factors may be in play such as a higher proportion of younger adults who are yet to be invited for a vaccine.

West Shoebury and Shoeburyness are among the wards with the highest rates of vaccinations; both have higher proportions of adults >45yrs of age, who have already been invited for a vaccine.

We are collaborating on our local approach to support our local population in addressing their concerns with the COVID-19 vaccine in a bid to reduce the vaccine hesitancy factor and provide improved access to vaccination, including the deployment of a mobile unit.



Flu Immunisation

Flu and other adult immunisations are crucial in reducing the number of preventable deaths in older people, and at-risk groups.





It is equally important that at risk groups are offered the flu vaccination to reduce the risk of death and serious illness, and pregnant women to avoid the risk of complications with their pregnancy. This is even more important with the risk of COVID-19 as a result of the spread of coronavirus.

This year we performed better than in previous years, with COVID-19 being a catalyst – we exceeded the national targets for those with underlying health conditions (58.5%) and people aged 65yrs and over – although all below the England averages. We will need to collectively support the delivery to maximise uptake and prevent further pressures on healthcare this winter.



Vaccination are given to protect people from:

- Pneumococcal infections (65+)
- Shingles (70+)
- Whooping Cough (Pregnant women)
- Influenza (all groups)

		Southend	Target	England
Influenza Vaccinations	 2-3 year olds	51.8%	65%	56.7%
	 At risk groups	58.5%	55%	64.4%
	 Pregnant Women	40.9%	55%	43.5%
	 65+ years	75.6%	75%	80.9%

Wider Inequalities

Some key factors to focus
our efforts

ACTIVE &
INVOLVED

Mental Health & Wellbeing

Good mental wellbeing underpins everything we do, how we feel, act, and behave. It is an essential individual, family, community, and business resource that needs to be protected and enhanced. Good mental wellbeing helps our capacity to manage, communicate, form, and sustain relationships, and cope with change and major life events (Southend's Mental Health Needs Assessment 2015).



"Common" Mental Health disorders

Southend	East of Englad	England
17.5%	15.1%	16.9%

A national assessment across England shows that self-reported mental health and wellbeing worsened during the pandemic but this was not replicated in Southend with no significant change in personal wellbeing. We should recognise that individuals will have different levels of response and the impact will be very individual, based on personal circumstances.

Actions which address the risk factors and support the development of the 'protective factors' can make mental health problems less likely to occur.

Risk factors	Protective factors
Poverty	Economic security
Discrimination	Empowerment
Violence, abuse or neglect	Feelings of security, mastery and control
Peer rejection and isolation	Positive interactions with others
Stressful life events	Physical activity
Lack of family support	Stable and supportive family environments
Poor physical health/long-term condition	Healthy diet and lifestyle

Mental Health and Wellbeing: Opportunities



- ❖ Provision of good Information, Advice and Guidance via the Livewell Southend portal, social media, Hub of Hope database and the Public Health's Better Health: Every Mind Matters.
- ❖ Taking action to address the factors which play a crucial role in shaping mental health and wellbeing outcomes for adults and children, supported through the local South East Essex Mental Health Partnership Forum.
- ❖ Building regular physical activity into everyday life can help improve self-esteem, reduce stress, and decrease levels of anxiety – led by Everyone Health's Wellbeing Service, and local partnerships. Connecting with nature provides a great deal of mental wellbeing and we should better promote our local green and blue natural assets.
- ❖ For urgencies, promotion of the NHS 24/7 urgent mental health helplines. It helps individuals find the nearest source of support for any mental health issue, as well as providing a 'talk now' button connecting users directly to the Samaritans.
- ❖ Promoting self-help and self-care are supported through Books on Prescription and Reading Well Books, available at Southend Libraries.

Adult obesity & Weight Management



65.1% of adults in Southend are overweight or obese. This is above the national average at 62.8%.

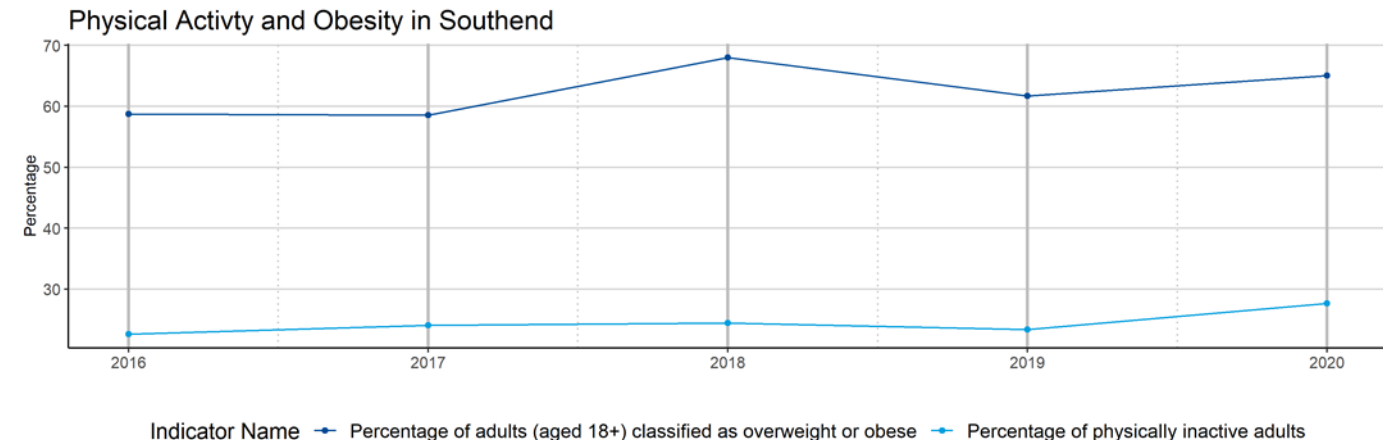
27.6% of adults in Southend are physically inactive. This is above the national average at 22.9%.

Weight management services improve population health outcomes. This has a positive impact in addressing health inequalities as individuals with more than one issue will be disproportionately affected, supporting

- ✓ Prevention of the risk of heart disease, cancer, stroke and type 2 diabetes;
- ✓ Control of the health-related costs, caused by diseases from unhealthy lifestyles.

KEY ACTIONS

- ❖ The local partners are developing a weight management strategy, to address the complexities around obesity.
- ❖ The Council has carried out community engagement and is about to launch the Health and Wellbeing Strategy for Southend, with weight management as a key priority as identified by all partners.



The Food Environment



An unhealthy food environment can be a huge contributor to unhealthy populations, with significantly higher levels of obesity. Living in an obesogenic environment leads to more calories being eaten and reduced opportunities to have physical activity.

Southend has the 254th highest density of fast-food outlets, out of 326 authorities across England.

In Southend, the highest concentration of fast-food outlets are in Milton (42) and Victoria ward (23) – England average is 26%.

Around a third of fast-food outlets in England are found in the most socio-economically disadvantaged communities.

Fast-food is seen as a cheap alternative to buying and cooking healthier options.

KEY ACTIONS

- ❖ Systems to improve the food environment in Southend to promote small lifestyle changes and reduce weight gain.
- ❖ Explore options under planning guidance to minimise unhealthy fast-food outlets and a defined restriction zone around secondary schools.
- ❖ Ensure a clear policy on the health and wellbeing approach through the development of a supplementary planning guidance

Drugs and alcohol

Based on national estimates, it is expected that between 12-15,000 local residents would have used drug.

People living in more socio-economic disadvantaged communities are more likely to be more severe users of drugs and least likely to relapse into using these after treatment.

Experimental and exploratory drug use is most commonly linked with younger age groups (16-24yrs). These individuals will divert from longer-term or more serious drug use with clinical intervention, especially if they have access to employment, stable accommodation and positive social relationships.



22%
higher
Opiate
use³

2500
11 – 15
Year
Olds¹



9600
16 – 74
Year
Olds²

100
11 – 15
Year
Old⁴

1935
Dependant
Drinkers⁵

34000
Drinking above
Recommended
limit

National estimates would suggest that we are likely to have at least 34,000 adults drinking above the recommended limits in Southend-on-Sea.

This is around 24% of the adult population who drink more than 14 units per week. The evidence also suggests that 27% of adults classify as binge-drinkers, drinking more than their recommended daily units on their heaviest drinking days.

Evidence also suggests that there has been a 20% increase across the last decade in the number of people aged 65 and above who are drinking at higher than the safe limits. Locally, we see twice more over 60's than nationally, enter the treatment service.

Conversely to the use of drugs, it is actually people in managerial and professional occupations who are most often found to be drinking alcohol on five or more days per week, and at levels higher than those in routine or manual occupations, or those who are unemployed.

The latest data on alcohol-related hospital admissions in Southend suggests that our rates are broadly in line with the national rates.



Drugs and Alcohol

KEY ACTIONS

- ❖ More consideration for dedicated public health promotions to alert key groups (e.g. working age professionals, older age groups) about the risks of harmful drinking, and encouraging them to reduce their intake and seek support where required.
- ❖ Consideration should be given to ensuring point of contact services (GPs, Wellbeing Service, Social prescribers) are asking questions about alcohol intake and can provide Extended Brief Interventions to those who might benefit.
- ❖ Ensure that the online offer of information, advice and guidance through sites such as LiveWell Southend include links to free apps, sites or tools that allow people to assess and manage their own drug or alcohol use
- ❖ There may be value in developing a dedicated suite of drug and alcohol information, advice, guidance and tools, which could act as both an accessible resource for individuals but also as a repository for preventive education provision
- ❖ Consideration is being given to how best to meet the needs of an ageing cohort in the current round of procurement for our specialist drug and alcohol services.



Li♥**ewell**
Southend

Social Prescribing & Self Care

Many things affect our health and wellbeing such as finances, social environment, what's going on at home, to name a few. One in 5 visits to the GP is from people who may be feeling stressed about their work, money, or they are lonely and isolated. The impact that these issues can have on our physical and mental wellbeing has been particularly clear as the nation responds to Covid-19. Social prescribing is where people receive non-medical help to improve their health and wellbeing, normally through accessing community activities or support in their area. This can also support people to be better skilled in looking after their own health and wellbeing – led by our Wellbeing Services and Link Workers.



11782

Total
Calls



41%

Male

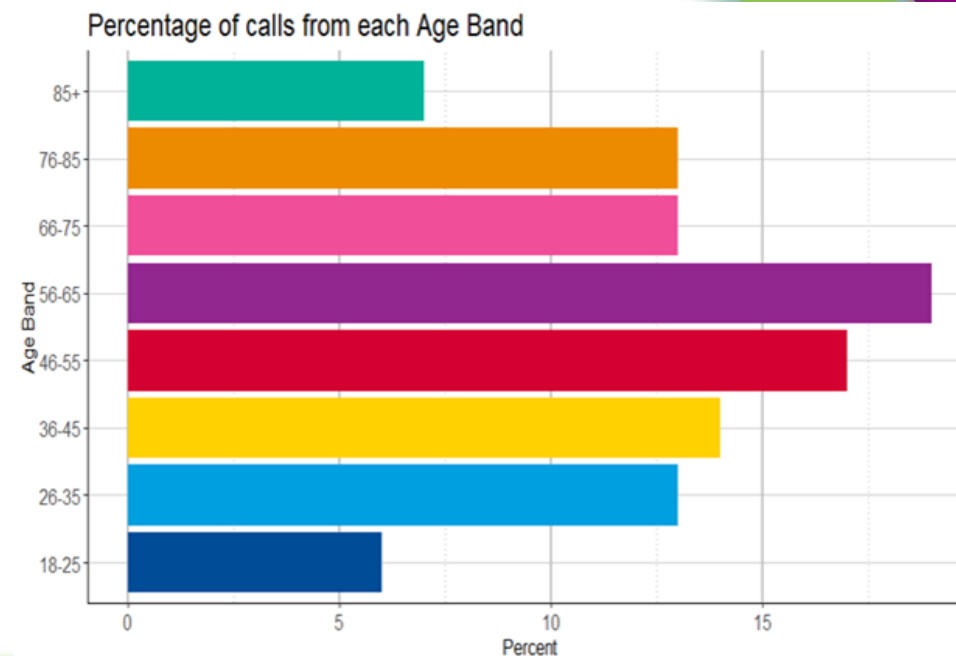


59%

Female

We have five social prescribing link workers supporting general practice within the four Primary Care Networks. Four of the link workers are hosted by the Southend Association of Voluntary Services and the fifth is hosted by the Primary Care Network in Leigh-on-Sea. They received nearly 12,000 calls in the past year.

Like many services in Southend the link workers had to adapt their role and service offer during the Covid-19 pandemic. They focussed on supporting people who were shielding and/ or vulnerable with welfare calls and supporting GP patient referrals - the support including signposting or direct referral to local services. Referrals were made across all age groups.



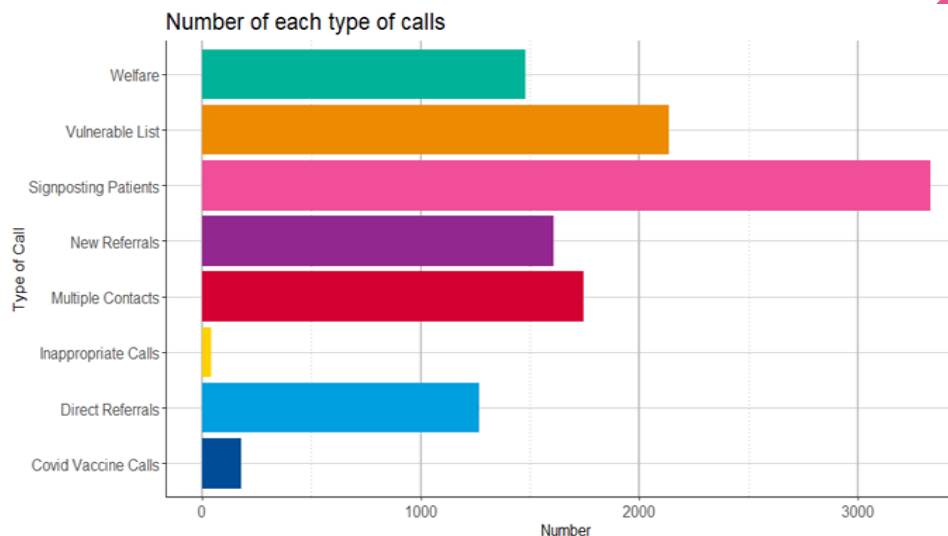
Social Prescribing & Loneliness

With lockdowns, social distancing and restrictions on travel and gatherings, some groups of people have reported high rates of loneliness and poorer well-being in recent months in Southend (8.7%; higher than nationally).

This was also the feedback with our link workers with loneliness being one of the most identified issues with the scheme as well as feeling low and isolated.

During Covid-19, the evidence indicates a significant impact on people’s mental health and wellbeing with those shielding or living alone (6% in over 65’s) experiencing higher levels of isolation and loneliness.

Proportion of adults who responded “Often or always lonely”		
Southend	East Region	England
8.7%	6.51%	7.26%



KEY ACTIONS

- ❖ Raise the profile of social prescribing, including the development of a digital platform aligned to Livewell Southend as a core offer and its linkage into other services and support.
- ❖ Link into Community Connectors to support residents who are feeling lonely and isolated and/or have poor mental health and wellbeing, to connect with their community.

Unpaid carers

Carers play a significant role in preventing the need for formal paid care and support. Identifying carers and encouraging carers to come forward is an important step to prevent them from developing needs of their own and a way to gain extra support. Many carers take years to recognise their role, which means they can miss out on crucial financial, practical and emotional support.

Unpaid carers who provide high levels of care for sick or disabled relatives and friends, are more than twice as likely to suffer from poor health compared to people without caring responsibilities.

Caring responsibilities can have an adverse impact on the physical and mental health, education and employment potential resulting in significantly poorer health and quality of life outcomes.

There is growing evidence pointing to the adverse impact on the health, future employment opportunities and social and leisure activities of those providing unpaid care, particularly in young carers, with many young carers remain ‘hidden from sight’ for a number of reasons.

The new Southend’s Commissioning Strategy for Carers (2022-27) have identified eight priorities which will soon be approved for implementation.



Southend-on-Sea Census 2011	Age 0-15	Age 16-24	Age 25-34	Age 35-49	Age 50-64	65+	Total
Provides 1 to 19 hours unpaid care a week	310	617	939	2924	4604	2018	11,412
Provides 20 to 49 hours unpaid care a week	45	110	197	545	729	505	2131
Provides 50 or more hours unpaid care a week	39	103	315	1027	1067	1588	4139
Provides unpaid care: Total	394	830	1451	4496	6400	4111	17,682
Total population of Southend (2011)	33037	17884	22905	38061	30973	30798	173,658

Unpaid carers

Over 3000 carers completed the State of Caring Survey (2013), reporting:

31% caring for 35 hours or more per week receive no practical support with caring.

56% who gave up work to care, spent or have spent over 5 years out of work as a result.

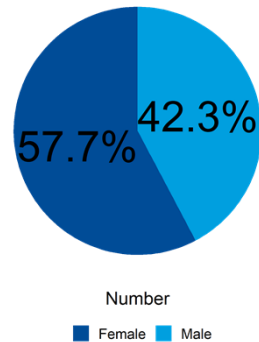
44% have been in debt as a result of caring.

84% said that caring has a negative impact on their health, up from 74% in 2011-12.

46% have raised concerns about poor quality care services.

54% of those caring for someone discharged from hospital, had either not been consulted about their discharge or had only been consulted at the last minute.

Gender of Carers in Southend
Census 2011



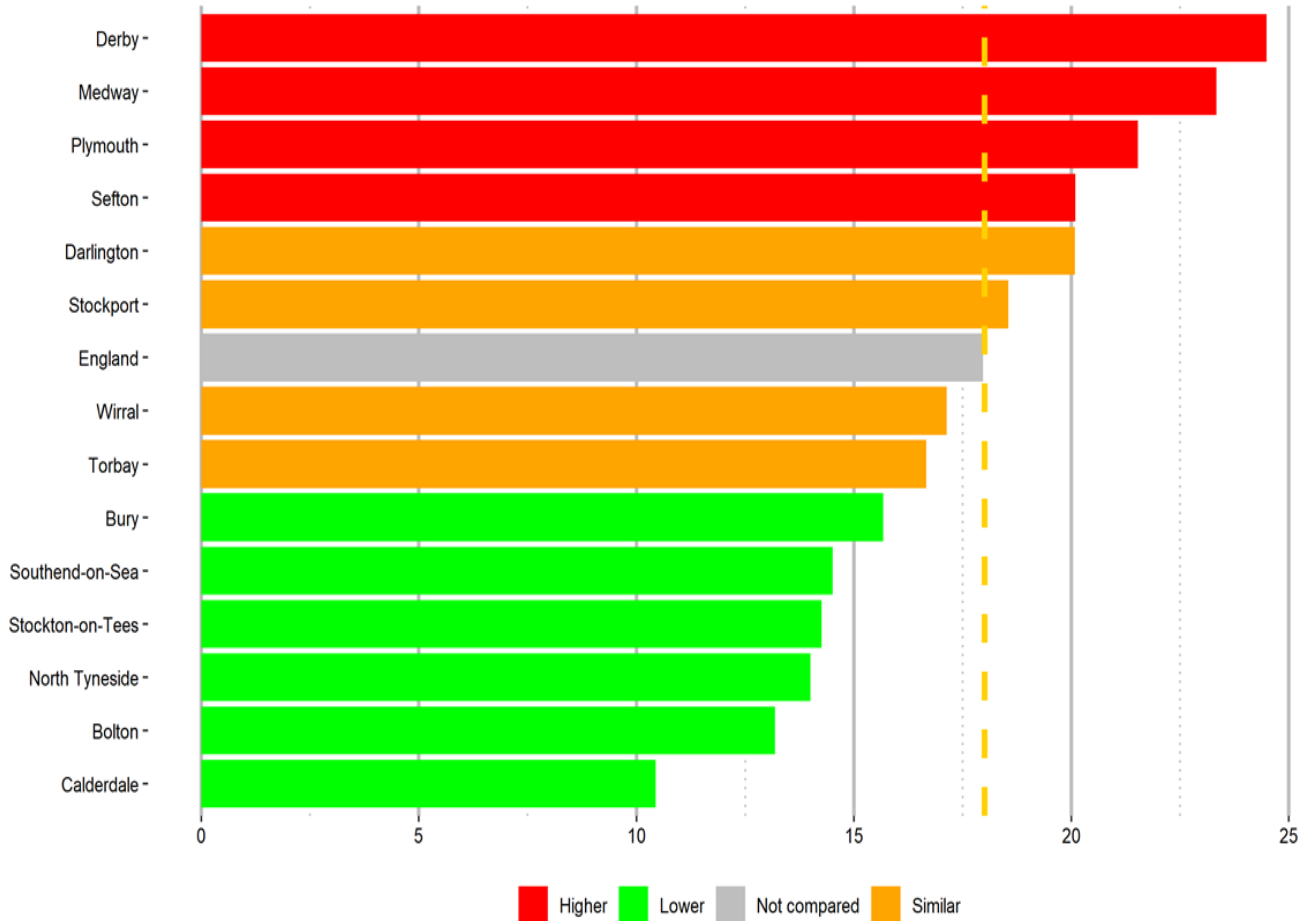
Hidden from View findings include:

- Young carers are one and half times more likely to have a special educational need or a long-standing illness or disability.
- One in 12 young carers are caring for more than 15 hours per week.
- Around one in 20 miss school because of their caring responsibilities.
- Young carers have significantly lower educational attainment at GCSE level – the equivalent to nine grades lower overall than their peers.
- Young carers are more than one-and-a-half times as likely to be from Black, Asian or minority ethnic communities, and are twice as likely to not speak English as their first language.
- The average annual income for families with a young carer is £5,000 less than families who do not have a young carer
- Young carers are more likely than the national average to be 'not in education, employment or training' (NEET).
- Despite improved awareness of the needs of young carers, there is no strong evidence that young carers are any more likely than their peers to come into contact with support agencies.



Autism

Children with Autism known to schools



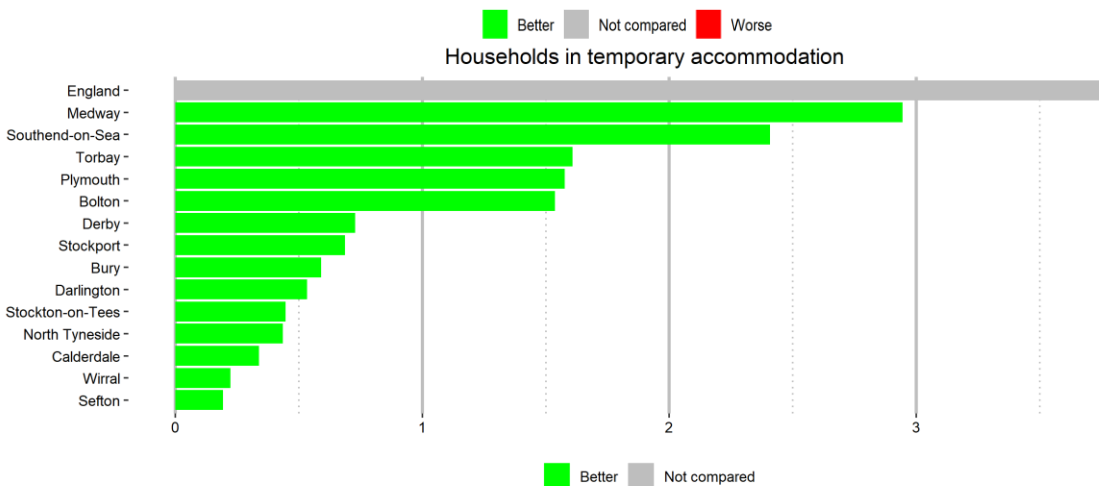
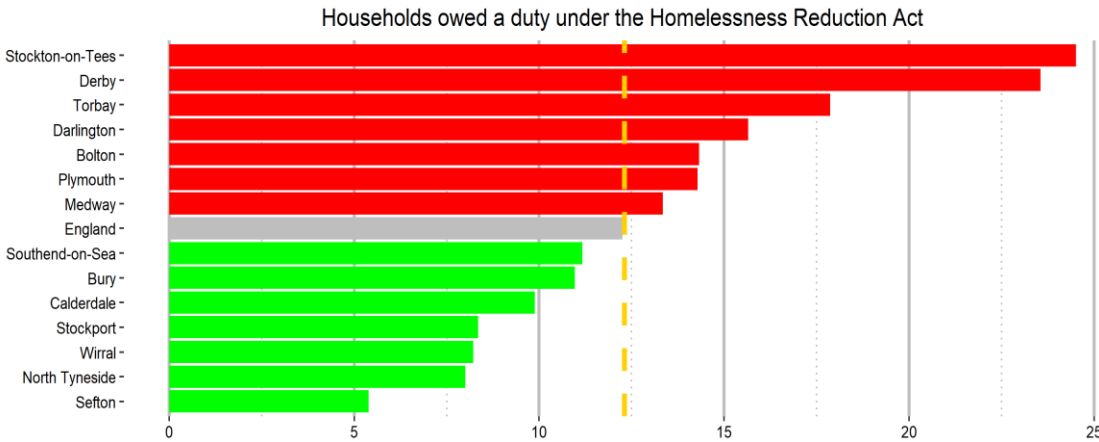
Think Autism provides the backbone of what actions are needed to improve the lives of people with autism. Whilst the Council and partners have worked diligently to help better integrate people with autism locally, there is still more we can do.



The analysis shows the rate of children with autism known to schools in Southend (14.5/1000) and our comparable neighbours (averaging 17.6/1000). Our rate is lower than the England average (18/1000).

The Council continues to develop its approach to supporting people with autism. This will include refreshed housing and support at home offers for people who need this, as well as coproducing support to integrate effectively with the community.

Homelessness



Homelessness is often a ‘late marker’ of severe and complex disadvantage which is an extreme form of social exclusion and inequality.

People who are homeless represent only a small proportion of the total population but have a high prevalence of physical and mental ill health and have a significant and high need for statutory and voluntary sector health and social care services.

The Homelessness Reduction Act (2017) provides a clear steer on the Council’s responsibilities in addressing housing provision, prevention and support. A lot of additional measures were brought in during the pandemic to better support this vulnerable group.

The rate of households owed a duty of care under the Act. in Southend (11.2) is better than England (12.3) and the average for our statistical neighbours (13.4).

The rate of households in temporary accommodation in Southend (2.4) is better than England (3.8) but worse than the average for our statistical neighbours (0.91).



Homelessness



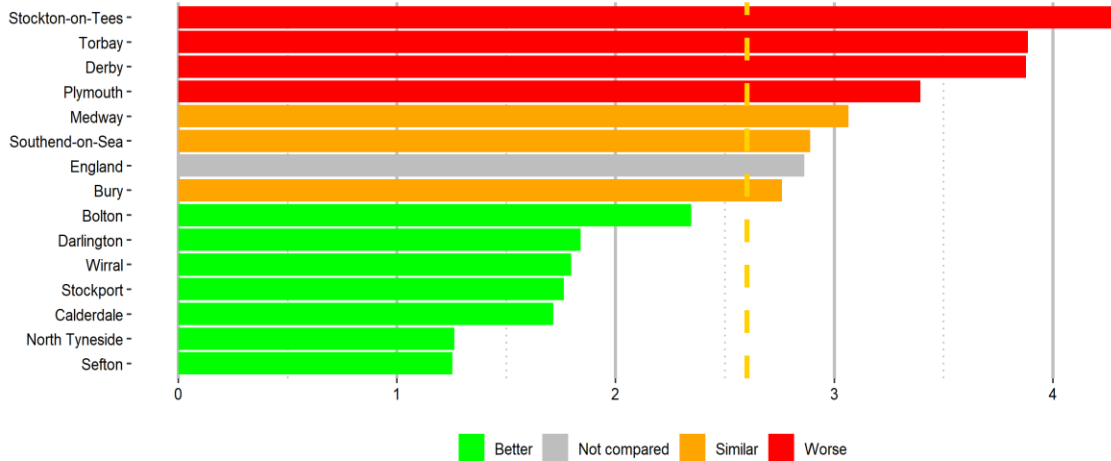
The rate of households owed a duty of care under the Homelessness Reduction Act where the main applicant is over 55 years and over in Southend (2.89) is similar to England (2.86) but worse than the average for our statistical neighbours (2.56).

The rate of households owed a duty of care where the main applicant is between 16 and 24 years old in Southend (2.53) is similar to England (2.58) and better than the average for our statistical neighbours (3.07).

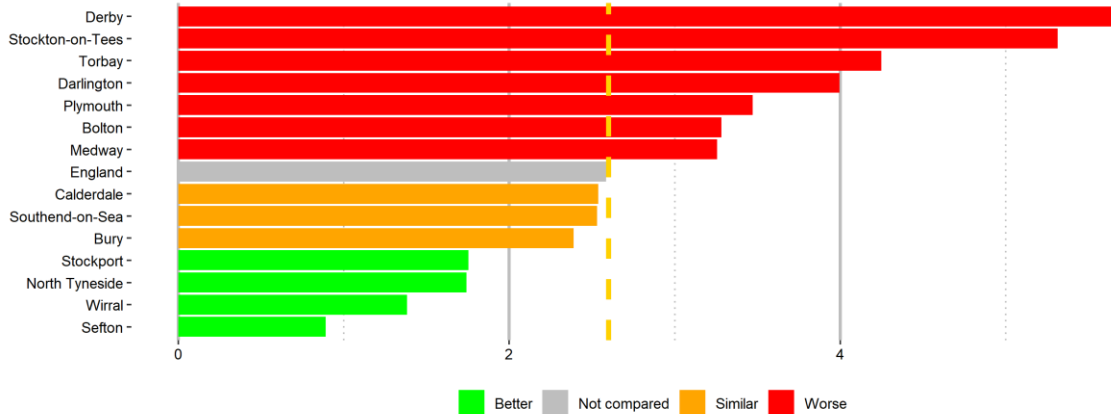
We are three years into Southend's Housing, Homelessness & Rough sleeping Strategy (2018-28) which aims to:

- ❖ Prioritise the supply of safe, locally affordable homes.
- ❖ Ensure that regeneration and growth creates inclusive, healthy places to live and thrive.
- ❖ Encourage good quality housing design, management and maintenance.
- ❖ Support people to live independently in their own homes and avoid homelessness.
- ❖ Make any instance of homelessness brief and non-recurrent.

Households owed a duty under the Homelessness Reduction Act (main applicant 55+ yrs)



Households owed a duty under the Homelessness Reduction Act (main applicant 16-24 yrs)



Appendices

Update on last year's report recommendations

RECOMMENDATION	OUTCOME
R1.1 Flu Immunisation – Early planning and delivery of a more innovative approach to significantly increase our uptake of flu jabs will be prioritised.	The advent of the current pandemic led to a significant increase in uptake for the flu jabs amongst all key groups. We continue to plan to sustain this.
R1.2 MMR Immunisation – We will review our engagement and marketing approach and co-produce the information and advice for parents, in line with the insights gathered. We will also ensure that all our eligible residents with learning disabilities have received their MMR dosage.	More engagement took place and parents are keen that we support with the creation of a peer-led support group across Southend which we are looking into for 2021-22. The urgency generated to deliver the COVID vaccine has delayed the planned roll-out of MMR jab to the residents with learning disabilities.
R1.3 Lessons from Outbreaks – We will implement all the key actions following the measles outbreak and ensure we continue to closely collaborate in managing the coronavirus pandemic.	We successfully translated the learnings from the measles outbreak in supporting us to respond to the coronavirus pandemic. Our collaborative approach through the Health Protection Board has been pivotal in tackling two waves of infections.
R1.4 Air Quality – We will explore innovative ways to monitor the level of pollution locally, and further expand our work on promoting active travel and more social media engagement to raise awareness and support the National Clean Air Day, especially in our younger populace.	Extensive promotion of 2021 clean air day through Council's media and resources to businesses sent out through Southend Business Partnership newsletter, resource packs to schools to promote clean air day and ongoing engagement. Initial discussion with hospital to promote use of Clean Air Hospital Framework. Development of working group across NHS (MSE) prevention sub-group for a workshop later this year for local organisations to learn how they can contribute to this agenda.
R2.1 Obesity - With the increasing childhood obesity trend, we must now consider more innovative and drastic interventions. We will review our engagement with the local food environment.	We continue to collaborate on this agenda with heightened focused on the physical activity plan and more developmental work around the diet and nutrition area, which is also aligned to ABSS's programme. Work progressing with developing the evidence to support local supplementary planning guidance.
R2.2 Parenting - We should ensure strategic alignment across the partnership to support families on their parental journey. We must also ensure we are making effective use of good practice.	We continue to explore what is working locally and continue to operate some test and learn approaches within the ABSS programme. This area would have experienced more challenges since the pandemic started.
R2.3 Mental Wellbeing – We must continue to take a collective approach in preventing or reducing the impact of perinatal mental ill-health, while exploring more innovative ways of supporting children and young people and in co-producing more meaningful information and guidance for them.	A plethora of services and activities are in place to continually identify needs and respond appropriately. One of the biggest impact of the pandemic is on mental health and wellbeing across all ages. It will be a key strand in the multi-agency recovery work.

OPPORTUNITY
& PROSPERITY

[Protect children as part of Clean Air Day 2021 – Southend-on-Sea Borough Council](#)

Glossary

- Southend 2050 – *The Borough’s ambition for the future, developed following extensive conversations with those that live, work and visit Southend-on-Sea*
- Health and Care Partnership Strategy – *A publication that sets out how partners can work together to improve health and care*
- Livewell Southend – *This a Southend-wide collaborative which provides health and wellbeing information, advice and guidance and is also aligned to the link workers (operated by SAVS and a GP practice) providing support to the Primary Care Networks*
- Primary Care Networks (PCNs) – *these are groups of GP practices organised around local geography, as required under the NHS reforms*
- Deprivation – *The English Indices of Deprivation is a measure of seven distinct domains that when combined form the Index of Multiple Deprivation (IMD)*
- Decile – *one of ten equal groups which a population can be divided into according to the distribution of values*
- Ward – *Local Electoral area*
- Pneumococcal infections – *A number of bacterial infections that are generally minor, but can lead onto more serious infections such as Meningitis, Sepsis and Pneumonia*
- Coverage – *The proportion of the population that are vaccinated*

- PHE – “Public Health England”
- NCMP – “National Child monitoring program”
- ABSS – “A Better Start Southend”
- HWB – “Health & Wellbeing Board”



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Southend-on-Sea Borough Council

Report of the Executive Director Adults and Communities

To
Cabinet

On

27 July 2021

Report prepared by: Sarah Brown, Policy Advisor

Agenda
Item No.

13

Title: Promoting Food Justice and Tackling Poverty in Southend

Cabinet

Cabinet Member: Councillor Anne Jones

**Relevant Scrutiny Committee(s): Policy and Resources Scrutiny Committee
Part 1 (Public Agenda Item)**

1. Purpose of Report and Desired Outcomes

- 1.1. The report outlines the Council's approach to promoting food justice and tackling poverty in the Borough. It sets out a strategic approach that will enable more effective targeting of interventions, avoid duplication, and support a collective recovery from COVID. It highlights the need for such an approach with a rising demand for services relating to people's resilience and the need for further prioritisation of the Council's desired outcomes.

2. Recommendations

- 2.1 That the work to put in place a Food Justice Champion, and the related work plan, be extended to address the wider determinants of poverty.
- 2.2 That this work takes into consideration the motions raised at Council regarding Welfare Assistance and Fuel Poverty (4 March 2021).
- 2.3 That an Anti-Poverty Plan be developed with partners and key stakeholders and is progressed by an officer/partner task & finish group, supported by a project manager.
- 2.4 To ensure the project is embedded, that the Executive Director for Adults and Communities acts as a Senior Responsible Officer, and a Head of Service is identified to lead and be accountable for implementation of desired outcomes of the strategy.
- 2.5 That officers and teams currently working on community resilience, and anti-poverty activity across the council, be responsible for delivering the identified Anti-Poverty Plan actions.

2.6 That the Cabinet Member for Housing and Communities, Cllr Anne Jones, be the Councillor Level Champion of this work.

3. Background

- 3.1. Following the Motion made at Council on 10 December 2020 to appoint a Food Justice Champion, the Housing and Communities Cabinet Working Party recommended that Cabinet approve work to develop Southend's response to Food Justice. The paper in response to the Food Justice Motion outlined the growing number of food related projects taking place across the borough and the need for co-ordination to help maximise their impact.
- 3.2. On the 23 February 2021, Cabinet approved the following recommendations:
- a) That the Notice of Motion seeking the appointment of a Food Justice Champion be noted.*
 - b) That a project for the establishment of a member-level Food Justice Champion, or similar role be approved.*
 - c) That dedicated officer support and resources be provided to ensure that the proposed Food Justice Champion (or similar) is fully supported in the delivery of their objectives and priorities.*
 - d) That the proposed Food Justice Champion (or similar) is fully able to coordinate existing interventions to address issues of food poverty in the Borough in conjunction with local voluntary and public sector partner organisations, and to identify likely future demand on current arrangements to reduce food poverty.*
 - e) That progress with regard to the ongoing work programme of the proposed Food Justice Champion (or similar) to identify, understand and address issues that contribute to local food poverty, be reported to the Working Party on a regular basis.*
- 3.3. On 22 April 2021, the Housing and Communities Working Party considered additional motions concerning welfare assistance and fuel poverty. The Working Party recommended that additional action be considered to support the effectiveness of the Council's response to these areas of work.
- 3.4. Following an initial review of officer capacity and resources to determine how best to deliver this work, the existing breadth of activity to support community resilience, poverty related issues and inclusion was recognised. In addition, it was noted that the demand for and heightened prominence of this area of work has only increased since the start of the COVID-19 pandemic.
- 3.5. Much of the recent work has developed at pace and in response to specific needs, including the establishment of the food alliance. As the Council moves into the recovery stage of the pandemic and considers how its resources are best prioritised there is a necessity to understand the changing local need.
- 3.6. Families and individuals experiencing food insecurity do not have the resources to meet their minimum needs. By addressing the causes behind the lack of those resources, the Council and partners can better address the issues of food insecurity and the many other aspects which befall an individual or family who are unable to meet their minimum needs. Tackling food insecurity in isolation will not prevent an individual or family from facing ongoing hardship.

3.7. It is, therefore, proposed that the scope of this project be broadened to develop a strategic approach to anti-poverty across the Council. Such an approach will co-ordinate the breadth of current and future activity and align that work to a set of strategic objectives, and ensure services are integrated to better meet the individual needs of a person or family to lift them out of the many determinants of deprivation, of which food insecurity is only one.

4. National Context

4.1. There has been a wealth of research which highlights that poverty is seldom the result of a single factor. The Joseph Rowntree Foundation (JRF) has identified the five key causes of poverty in the UK today as being:

1. Unemployment, low wages, and insecure jobs
2. Lack of skills
3. Family difficulties
4. An inadequate benefits system and
5. High costs.

4.2. These result from an overlapping and shifting series of influences that include market opportunities, state support and individual decisions.

4.3. It is also known that poverty and how it manifests has a direct link to our health and wellbeing. A negative cycle can exist between poverty and health. Unemployment and poverty contribute to poor mental and physical health, which in turn makes it more difficult to find work. Many people living in poverty cannot afford the cost of their care, such as prescription charges, resulting in their conditions worsening over time. This negative cycle can transfer across generations, starting from pre-birth, with impact upon parenting, educational attainment, and employment.

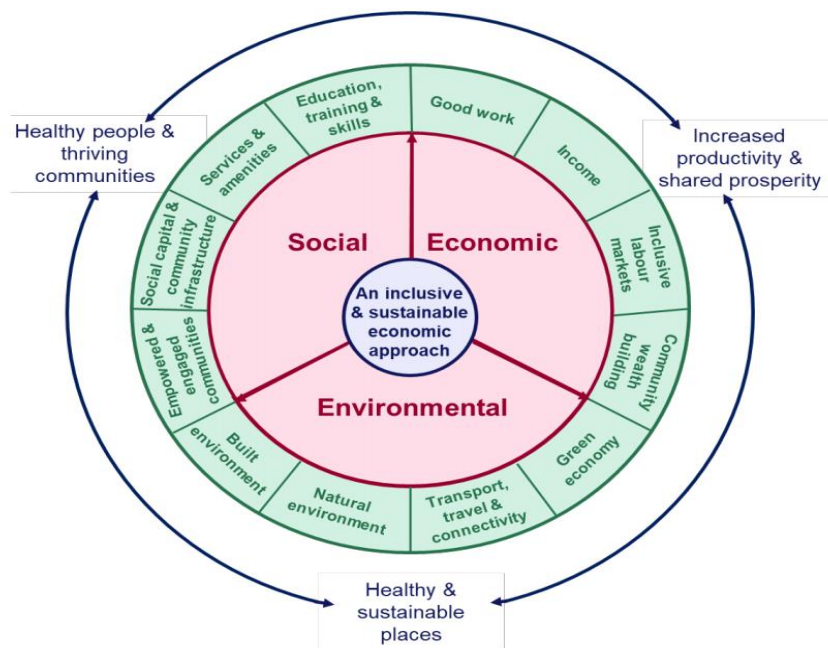
4.4. The relationship also works in the other direction. Good health can enable people to access social and economic opportunities, such as secure good quality work. Without these opportunities, people can become trapped in cycles of poor health and poverty.



- 4.5. This image illustrates how the various determinants of poverty can impact on health. Even the way that roads are designed and the incentives for different transport methods. The 2019 Government Office for Science report, *Inequalities in Mobility and Access in the UK Transport System*, outlined how transport acts as a key barrier to opportunities, limits access to key services and can cause isolation and economic stress. [The Health Foundation](#) highlighted how active travel has important health outcomes. A transport system that is easily accessible, reliable, and affordable contributes to life satisfaction and wellbeing in multiple ways. It enables access to work, friends, and family, as well as health-supporting facilities such as schools, colleges, parks, libraries, and health care centres.
- 4.6. The COVID-19 pandemic has further highlighted the relationship between inequality, deprivation, and health. The August 2020 Public Health England report [Disparities in the risk and outcomes of COVID-19](#) found that people in deprived areas were more likely to be diagnosed and to have poor outcomes than those in less deprived areas, including after adjustments for ethnicity. Lockdown conditions has also been harder on those without adequate living environments, [easy access to green outdoor space](#) and private transport.
- 4.7. This Government has set out a number of commitments to ‘level up’ inequalities across the country and, in doing so, create a fairer society, with equal opportunity and shared prosperity for all. Published in November 2017, the Government’s Industrial Strategy recognises that the UK economy is leaving too many behind and that there is a need to improve productivity and encourage economic growth across the whole country.
- 4.8. In April 2021, the Trussell Trust reported that food banks in its network experienced a 33% increase in need during the past year – with a 36% rise in parcels given for children compared with 2019/20. The Trust further reported that the need for emergency food has increased by 128% compared to this time five years ago. The Trust are calling on Government to work on a plan to end the need for food banks by:
- Ensuring everyone can afford the basics.
 - Helping local services work together to ensure people get the right support at the right time.
 - Involving people with direct experience of poverty and local food banks.
- 4.9. The [Destitution in the UK 2020](#) study by the JRF found that even before the COVID-19 outbreak destitution was rapidly growing in scale and intensity. Since 2017 many more households, including families with children, have been pushed towards destitution. In 2019 over a million UK households were destitute, including 2.3m people, of whom 552,000 were children. The number of destitute households had increased by 25% since spring 2017. Rates are higher in cities, declining industrial and coastal areas. The report recommends action to support; local welfare assistance funds, ensuring local authority services are accessible to all, foodbank referral routes, recognise growing number of younger people impacted and less likely to access existing support, facilitate access to charitable sources of cash and in-kind support, action against digital exclusion.
- 4.10. The issue is complex and the [IPPR’s June 2021](#) report highlights the rise of working poverty and those who are just about managing where an increasing number of

working families around the country, the promise of social mobility through 'hard work' as a route out of poverty alone is failing to deliver.

- 4.11. In March 2021, Public Health England published their report [Inclusive and sustainable economies: leaving no-one behind](#). The report outlines the link between health outcomes, poverty, and inequalities. In response, a framework to support planning and action on inclusive and sustainable economies was developed and includes 12 building blocks and describes why they are central to establishing and maintaining inclusive and sustainable economies.
- 4.12. The report further identifies a data catalogue which is intended to help local areas consider each of the 12 building blocks, select indicators of particular interest locally, identify areas of need, benchmark local performance and monitor and evaluate progress.



4.13.

4.14. The report recommends the conditions for the successful embedding of this approach:

- Coordinated and collaborative action across a broad range of cross-cutting sectors including health, public health, economic, business, and voluntary, community, and social enterprise.
- A local vision which looks beyond GDP (such as Southend 2050)
- Measure and benchmark (to identify areas of need)
- Consider the local context, strengths and assets
- Consult with citizens and communities
- Prioritise areas for action

4.15. The report further makes the case for anchor institutions, whose investment in communities, to work as a network to achieve social value, provide opportunities and benefits for local people and residents, promote environmental and social sustainability, and build and retain community wealth.

- 4.16. Various councils have developed their own anti-poverty strategies, many of which have identified objectives and a set of actions as well as linking all relevant strategies and policies.
- 4.17. Bradford has an Anti-Poverty Co-ordination Group chaired by a Cabinet member and includes representation from the NHS, social housing providers, Department for Work and Pensions (DWP) and Voluntary and Community Sector (VCS). The group reports into the Health and Wellbeing Board.
- 4.18. The Bradford Strategy uses the five causes of poverty as identified by JRF (referenced above) as a framework for their priorities. Each priority is linked to a local need, identifies all current activity, where there are gaps and what work needs to happen as well as the data measures to help understand their impact. The strategy commits to a regular performance reporting and review.

5. Cost saving case for prevention

- 5.1. As outlined above, the national policy context is clear in its ambition towards a preventative model.
- 5.2. Even before the pandemic many academics including the Marmot Review have reported on the cost savings associated with prevention.
- 5.3. A 2015 report by [Public Health Wales, The Case for Investing in Prevention: Housing](#), found that the total cost to the NHS in Wales of dealing with category one housing hazards, which include unsafe stairs and steps, electrical hazards, damp and mould growth, excessive cold and overcrowding, was around £67 million per year. The overall cost to society was estimated at around £168 million per year. These costs could be recuperated in nine years if investment were made to address the problems. Economic evaluations showed that some housing improvements, particularly warmth and energy efficiency, lead to more money back for each pound spent.
- 5.4. In 2018, Fields in Trust published a report *Revaluing Parks and Green Spaces* which aimed to change perceptions by establishing a baseline for the value that parks and green spaces contribute to health and wellbeing rather than simply being judged by what they cost to maintain. The research findings demonstrated that parks and green spaces across the United Kingdom provide people with over £34 billion of health and wellbeing benefits.
- 5.5. In 2018, [MHCLG's Rough Sleeping Strategy](#), acknowledged that poverty, particularly childhood poverty, is by far most powerful predictor of homelessness in young adulthood.
- 5.6. Growing pressure on healthcare services and widening health inequalities has prompted the NHS to consider its role in prevention as well as its influence on the wider determinants of health. The NHS Long Term Plan sets out a commitment for specific, measurable goals for narrowing inequalities, including those relating to poverty, through service improvements. Additionally, NHS England and NHS Improvement will base its 5-year funding allocations to local areas on more accurate assessment of health inequalities and unmet need. The development of statutory Integrated Care System over the coming years will ensure that both health and local

government authorities are working towards the same prevention agenda for their place.

- 5.7. As identified in Danny Kruger MP [Levelling up our communities](#), having a strong community infrastructure and supportive social networks are essential local assets that help people withstand and adapt to shocks. Adopting a community-centred approach to local economic development and involving citizens in the coproduction of inclusive and sustainable economic plans and strategies ensures local needs are met and priorities are chosen that matter to local people.
- 5.8. The February 2021, [New Local study Community Power: The Evidence](#), uses several case studies to demonstrate how community power can generate financial savings. These include:
 - The New Deal for Communities regeneration programme from the 2000s, aimed to transform deprived neighbourhoods via community led initiatives, which generated between three and five times the funding that went into the programme. This was calculated by generating monetary figures for 'place' and 'quality of life' benefits.
 - Greater Manchester was able to make net savings of approximately £270m through a 5 year Whole Place Community Budget pilot which concentrated on particular issues such as families with complex needs, the economy and work, and health and wellbeing.

6. Local Context

- 6.1. The [2018/19 Southend Joint Strategic Needs Assessment](#) reported a strong association between deprivation of neighbourhood and reduced life expectancy. With the life expectancy gap between the most deprived and least deprived wards in the borough being just over 11 years for men, and just under 10 years for women. In addition, 1 in 5 children in Southend live in low income families (households where income is less than 60% of the median income before housing costs). Around 10% of households experience fuel poverty.
- 6.2. In early 2020 the Benefits and Commissioning team undertook a financial wellbeing survey in response to persistence figures reported on the levels of deprivation in the borough. 270 local residents were surveyed from across the borough (nearly 30% were located in SS2 (St Luke's and part of Victoria & Southchurch wards) and found that nearly 80% of respondents stated that they had been unable to save any money over the past two years - despite 64% of respondents being in work. 52% paid utilities by a meter and 60% had reported that they struggled to pay these bills. 50% felt that their debts were unmanageable and 80% of respondents felt they did not have enough money to enjoy life after paying their bills. Over 50% of respondents said that they had struggled to provide food, clothing, and basics essentials for their families. Despite this, 90% of respondents had not accessed any services in Southend to help with finance or debt issues. The same team performed a helpful mapping exercise which outlines the many existing workstreams and support for individuals and families facing financial hardship.
- 6.3. As part of the on-going work to deliver the Southend 2050 ambition and the Council's response to the Covid 19 pandemic, several programmes of work are underway to overcome issues of poverty, community resilience, and marginalisation

across the borough. Specific activities have been delivered and enhanced in response to an increasing need to overcome food, digital, and income disparities.

- 6.4. The report to the Housing and Communities Working Party on 15 February 2021, in response to the Motion for a Food Justice Champion, outlined the support Council officers were providing to join up and maximise the impact of food initiatives. The report made a case to provide continued support to the Food Alliance to ensure that the increasing demand and supply of related services across the borough was better coordinated.
- 6.5. The pandemic has also exposed digital marginalisation and isolation. Many services became online and virtual, meaning that people with a lack of technology or capability were no longer able to communicate with services, benefit from social interaction and access basic provision such as schooling to befriending and booking and paying for meals on wheels services.
- 6.6. The pandemic has intensified job insecurities, and financial vulnerabilities. The Essential Living Fund (ELF) saw a 50% increase in applications during 2020. The ELF team have supported individuals and families with easing 'exceptional pressure' meaning that they have seen an increase in people experiencing financial and emotional crisis. This team as well as the wider benefits and Council Tax teams will be preparing ahead of the end of the national furlough scheme later this year.
- 6.7. The development of the Southend Emergency Fund during the COVID-19 pandemic was in response to the increased demand to better support and enable the growing number of individuals and communities stepping in to meet community resilience gaps.
- 6.8. Those living in poor housing conditions have suffered more. Overcrowded homes have led to higher transmissions of COVID-19. Similar issues led to the Everyone In policy requiring that rough sleepers be placed in B&Bs and not hostels. Whilst there was a lot of emergency protection for renters, this ended on 31 May 2021 and the Council's housing solutions team have urged landlords to 'call before you serve' so that they can try to support and resolve as many issues as possible from resulting in homelessness.
- 6.9. The need for affordable housing predates the pandemic including work to improve housing conditions. Ongoing work to develop a Selective Licensing scheme in several parts of the borough's most deprived wards will help reduce the negative health outcomes of poor living conditions, as well as reduce stress induced by living in areas of high anti-social behaviour.
- 6.10. Projects to develop Community Connectors and Community Builders is underway to help support communities who are less connected and over issues of opportunity and information inequality. [The Kings Fund recognises](#) the important role that community has in addressing issues resulting from social isolation and changing perceptions which can lead to better health outcomes.
- 6.11. The Early Years team are undergoing a process to better integrate services which support families by providing a partnership approach to social care, education, skills, and work opportunities. It is well known that living in poverty is particularly harmful to children in terms of both their current health and development and their

long-term socio-economic and health prospects. Early childhood is an important period for social, cognitive, and physical development. The conditions of early life influence child development with direct influences on health. They also have a powerful influence on adult socio-economic position with an indirect effect on adult health. Ensuring good quality and equitable nursery places, schooling and improving educational achievement among disadvantaged children should therefore be considered a prerequisite to improving their pathways into adulthood.

- 6.12. The newly developed Early Help Partnership Strategy recognises the need for a partnership approach to maximise how families and individuals are supported locally. COVID-19 has amplified the challenges face by children and families. All children will have felt the impact, but vulnerable children more than others, further exacerbated by the delays in access to services despite the efforts made to maintain them. The new Strategy aims to recognise those challenges and adapts to meet them in a sustainable way. Working together, council services, health, children's centres, community hubs, schools, and voluntary, charity, faith, social enterprise organisations and agencies recognises that early help is the responsibility of everyone. And by sharing information and resources, the best outcomes can be achieved.
- 6.13. A task and finish group are currently working to develop a suite of work to support statutory compliance from the new Domestic Abuse Bill. It is known that domestic abuse is linked to poverty and is often a consequence of leaving an abusive relationship.
- 6.14. Likewise, an in-depth piece of work responding to issues of neglect through the Thriving Communities partnership will take into consideration how the impact of poverty relates to issues of neglect.
- 6.15. These areas of work, highlight that food justice, along with digital, fuel and opportunity poverty are the consequences of a wider system issue relating to a lack of adequate income and or financial resilience. Treating each of these determinants separately will result in a temporary effect but will not prevent and fix the cause.

7. A definition of Poverty

- 7.1. The Joseph Rowntree Foundation's UK Poverty 2017 report showed that over half of people living in poverty are in working households and many are in vulnerable groups. Too often, work does not pay enough, or people fall into poverty through circumstances beyond their control. Poverty is, in part, about lacking basic material resources.
- 7.2. But it is also about exclusion and missed opportunities – the child who is singled out for having free school meals or the person who misses a job interview because they do not have the 'right' clothes. When people are prevented from accessing resources and experiences, it can compromise their ability to participate and feel valued and included in society.
- 7.3. The development of a Southend strategy will provide an opportunity to define local minimum standards of living, prioritise those standards and allocate resources accordingly. And therefore, enable the Council to add more value in its approach.

8. A Southend Anti-poverty Strategy and Action Plan

- 8.1. The Council and its partner's resources are finite but the demand for support is increasing. Resources need to be co-ordinated and prioritised. By identifying the minimum local standards of living, current services and support can be mapped to shortfalls in those standards, and gaps identified. Agreeing a set of strategic objectives with partners to overcome those shortfalls will enable current and future services to be prioritised and resources focused on the issues of most concern. A partnership approach will ensure services are integrated to better meet the individual needs of a person or family to lift them out of the many determinants of deprivation, encapsulating all relevant services within the Council.
- 8.2. A strategic approach must consider and then agree how resources are proportioned to address issues of prevention (pro-active), and or resilience support (reactive), who are the individuals and families most in need and what types of prevention or support measures will serve short-, medium- or long-term benefits.
- 8.3. [An evidence review published by the New Policy Institute](#) reported that anti-poverty strategies are more likely to succeed when they have:
 - Political commitment
 - Clear lines of accountability
 - Links to economic policy
 - Dedicated institutions or systems of governance
 - Co-ordination across government
 - External stakeholder involvement
 - An effective system of monitoring and review.
- 8.4. A strategy and action plan should be designed by a Task and Finish Group made up of Council officers, partners, and community representatives. The Task and Finish Group should be co-ordinated, and project managed by a lead officer. As a minimum a Southend anti-poverty strategy and action plan should:
 - Define minimum living standards for Southend
 - Map current activity
 - Identify gaps and where value can be added
 - Identify a set of objectives (pro-active/re-active, short, medium, and long-term)
 - Identify a set of priorities
 - Research and learn from best practice
 - Identify and link to key areas of work including the development of the ICS, integrated early years, thriving communities and others.
 - Identify which preventative areas of work generate the biggest benefits (in costs and health outcomes)
 - Set out the governance arrangements and how accountability will be achieved
 - Identify the measures, reporting and monitoring process
 - Have an eye on future demand
 - All of this activity should be co-designed with community and partners, taking into account lived experiences

9. Sponsorship, Support, and resources

- 9.1. There are four levels of resource which are required to deliver this work with pace:
 - a) Sponsor
 - b) A senior responsible owner
 - c) Project Manager
 - d) Those responsible for the delivery of work
- 9.2. **Sponsor**
- 9.3. As recommended by the Working Party and Cabinet, a Cabinet Member should take a sponsorship role for this work. The Cabinet Portfolio Member with the portfolio responsible for Housing and Communities, Cllr Anne Jones, will act as the member-level champion of this work, and aligns to the Joint Administrations Political Priorities.
- 9.4. **Senior Responsible Officer**
- 9.5. Whilst there is a need for many teams across the Council and partners to take ownership of this work, it is as important that a clear line of accountability is established. It is recommended that one Senior Officer take overall responsibility to drive delivery.
- 9.6. The Senior Officer responsible for the project and its ongoing delivery will be a repurposed role with a focus on communities. This role is required to consider the impact of all elements of community, its resilience and inclusivity. The all-age relevance is an important aspect and the recognition of how all aspects of the Council (benefits, roads, housing, economy, early years, schools, and health) has a role to play in a thriving community.
- 9.7. This role will be responsible for driving delivery of the strategy and action plan, and as identified in the conditions for success in section 8.3 above, to identify an ongoing resource to track and monitor performance and progress. In addition, this role will report on progress to the relevant governance boards, including liaison with the Member sponsor.
- 9.8. The SRO will work in partnership with a lead from the voluntary, and community sector who will help inform the direction of the work and take joint ownership of the issues and to embed an integrated approach.
- 9.9. **Project Manager**
- 9.10. The development of this activity requires the focus of a dedicated resource to co-ordinate and project manage a time limited programme to co-design and publish a Strategy and Action Plan. In common with other programmes of work where a secondment position has supported the acceleration of work, such a role will help to drive pace. Internal secondment can further act to support an individual's development and aid with succession planning, if required.
- 9.11. The Project Manager will be responsible for establishing and running an effective task and finish group. To co-ordinate a set of partners requires a skill and experience in effective relationship and trust building. The many facets of managing

a large set of activity and views will require a level of experience. The dedicated resource will provide the focus and pace required to make significant progress on this project within the year.

9.12. This role is time limited and will end following publication of the Strategy and Action Plan. The Senior responsible officer will remain with overall responsibility to drive delivery.

9.13. To ensure that the existing work relating to the Food Alliance does not lose momentum, the Project Manager will continue to maintain relationships and progress this work until a longer-term solution is agreed.

9.14. The Delivery of Work

9.15. As outlined in section 6 above, there is considerable existing and ongoing work which aims to tackle various determinants of poverty. The council employs various officers responsible for community capacity building, support in troubles times (whether this be financial, social services, housing or employment and skills including digital exclusion), as well as preventative measures. The delivery of the action plan will fall to existing and relevant Council teams and partners. Those teams and partners will be identified as part of the Task and Finish group and support the development of the Strategy and Action Plan. Whilst the Senior responsible officer will be ultimately accountable, the delivery of the action plan will be a collective piece of work.

9.16. This work is closely aligned to Southend 2050 and the Joint Administrations Political Priorities to tackle anti-poverty. Additional sponsorship through the Active & Involved theme will provide a mechanism to highlight the importance of this work and draw upon the network ongoing and related work within this area.

10. Other Options

10.1. To develop a Food Justice Action Plan which focuses solely on issues relating to food. To be led by a council officer co-ordinator either as a new role or as part of an existing role, or commission the co-ordination to a partner organisation.

11. Reasons for Recommendations

11.1. For the reasons stated above, it is recommended that the action to develop a Food Justice Champion and to develop a related Action Plan have its scope widened to develop a strategic approach to prevention of anti-poverty measures. Such an approach will co-ordinate, prioritise and add value to the breadth of current and future activity and align that work to a set of strategic objectives, and ensure services are integrated to better meet the individual needs of a person or family to lift them out of the many determinants of deprivation, encapsulating all relevant services within the Council.

11.2. Corporate Implications

11.2.1 Contribution to the Southend 2050 ambition, outcomes and road map and Forward Ways of Working.

This work supports the Southend 2050 ambition, the Council's values, and behaviours as well as the activity of the Forward Ways of Working programme.

11.3. Financial and value for money implications

11.3.1 There is a financial ask associated with the Project Manager resource. This role enables the project to be delivered at pace so that benefits can be realised much sooner. The development of a strategy and action plan provides a targeted approach for activity which avoids duplication, therefore optimising the benefits of the Council's and its partners interventions.

11.4. Legal

11.4.1 There are no legal implications.

11.5. Equalities and diversity Implications

11.5.1 This work will address inequalities across the Borough and an Equality Impact Assessment will be completed.

11.6. Other corporate implications

11.6.1 People – Officers will be asked to participate in the development and delivery of this work. Senior officers will be consulted and asked to consider capacity of resources committed. The Project Manager role could act as a seconded development opportunity for an existing member of staff.

Property – None at this time

Empowerment, Co-design/production and Consultation – It is proposed that this work is completed and informed alongside partners and stakeholders.

Risk – The risk to effectively embedding the strategy and action plan is reduced by identified a senior accountable officer.

Community Safety – None at this time, although consideration will be given to community aspects relating to poverty within the borough

Green City/Environment/Climate Change – None at this time

Data Protection – None at this time. The Project Manager will need to consider data protection advice when establishing a task and finish group with external stakeholders.

ICT – None at this time

Health – None at this time

Health & Safety – None at this time

Commissioning/Procurement – None at this time

11.7. Background Papers

12.1 Food Justice Report, Housing and Communities Working Party, 15th February 2021
Bradford Anti-Poverty Strategy, [Exec8JanDocAGApp1.pdf \(moderngov.co.uk\)](#)

New Policy Institute, International and historical anti-poverty strategies: evidence and policy review, [International and historical anti-poverty strategies: evidence and policy review \(npi.org.uk\)](https://www.npi.org.uk)

Public Health England, [Inclusive and sustainable economies: leaving no-one behind, Inclusive and sustainable economies: leaving no-one behind - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Joseph Rowntree Foundation, [Destitution in the UK 2020, Destitution in the UK 2020 | JRF](https://www.jrf.org.uk)

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Executive Director (Children and Public Health)

to

Cabinet

on

27th July 2021

Report prepared by Brin Martin, Director of Education
and Early Years

7

Reference from Council, 12 July 2021 - Investigation into SEND Provision

People Scrutiny Committee
Cabinet Member: Councillor Laurie Burton
Part 1 (Public Agenda Item)

1. Purpose of Report

The purpose of the report is to seek Cabinet's approval for the motion passed at the extraordinary Full Council meeting on Monday 12th July 2021 regarding commissioning an independent review of SEND services and the Children with Disability Team.

2. Recommendations

That an independent investigation be undertaken into SEND provision provided by the Council and the Children with Disabilities (CWD) Team based on the SEND Review scoping document (**Appendix 1**) discussed with the groups on the Council and agreed between the Executive Councillor for Children and Learning and the Shadow Cabinet Member.

3. Background

- 3.1 The Conservative Group proposed a motion seeking an independent investigation of SEND services and the CWD team which was discussed at a meeting of the Extraordinary Council meeting held on 12th July 2021.
- 3.2 Council resolved to request Cabinet to undertake an independent investigation into SEND provision provided by the Council and the Children with Disabilities (CWD) Team based on the SEND Review scoping document discussed with the groups on the Council and agreed between the Executive Councillor for Children and Learning and the Shadow Cabinet Member.
- 3.3 In the event that Cabinet approve this report, officers will work with the Executive Councillor for Children and Learning and the Shadow Cabinet Member to put in place arrangements that will secure the independent review as set out in the agreed scoping document.

4. Other Options

To undertake a different form of review or no review at all.

5. Reasons for Recommendations

There is a shared and agreed commitment to undertake an independent review as set out in the scoping document (**Appendix 1**), and this report if approved will enable that to happen.

6. Corporate Implications

6.1 Contribution to the Southend 2050 Road Map
Opportunity and Prosperity and Safe and Well

6.2 Financial Implications
None, other than the costs of commissioning the review.

6.3 Legal Implications
None

6.4 People Implications
None

6.5 Property Implications
None

6.6 Consultation
As part of the review, various groups and stakeholders will be involved and have the opportunity to contribute to the review.

6.7 Equalities and Diversity Implications
None

6.8 Risk Assessment
None

6.9 Value for Money
None

6.10 Community Safety Implications
None

6.11 Environmental Impact
None

7. Background Papers
None

8. Appendices

SEND and CWD review scoping document.

1. Context

- 1.1. Following the OFSTED/CQC SEND revisit letter published in June 2020, a notice of motion will be submitted to a special full council on Monday 12th July seeking an independent review of SEND services including CWD. It has been agreed in principle to propose a cross party agreement for a review based upon this scoping document.

2. Proposal for the format of the review

- 2.1. The Portfolio Holder and Shadow Portfolio Holder will commission a review of Southend SEND set within the parameters of this document.
- 2.2. The LGA will be approached to determine a shortlist of strong authorities not required to produce a Written Statement of Action in their SEND inspection authorities, not within the Eastern Region who would be able to conduct a review. It would be beneficial if this list were drawn from authorities inspected more recently. The decision on the choice of the particular authority will be made jointly by the Portfolio Holder and Shadow Portfolio Holder.
- 2.3. The review would ideally be conducted face to face, contingent upon covid conditions and measures at the time of the review, although a blended approach may be required.
- 2.4. The date of the review should allow sufficient time to pass since the publication of the OFSTED/CQC letter in order that the area can be expected to have made reasonable progress, but the imperative is to report on the review in a reasonable timescale. It is intended that, given the time required to commission and agree the review and the review team, the review should be conducted and findings should be made public by the end of the calendar year. Any delay to the start of the review that will mean this timeline cannot be met will only take place with the agreement of the Portfolio Holder and Shadow Portfolio Holder. The cost of the review will be met by the Council. The review will be based upon any SEND legislation in place in the period of the time covered by the review.
- 2.5. The nature of SEND services in any area are neither reliant nor delivered solely by the Council, but integral to multi agency delivery is the work of the CCG, Public Health, Social Care, the voluntary sector, education providers such as schools and settings and through consultation with bodies such as the Parent Carer Forum and other parent groups. While the Council cannot insist others, outside of direct Council control, take part in this review, it will use its best endeavours to seek their full engagement. The review report will therefore focus

more on the role and contribution of the council services to the area SEND provision.

2.6. The format of the review will be determined in discussion with the relevant review authority team once appointed. However, in line with the independent OFSTED/CQC it is likely that the following methodologies will be utilised. However, this will be proportionate to, and in relation to, the agreed focus of the review as outlined below in section 3 and take account of the impact upon resources and staff.

- Desktop scrutiny of regulatory reports relevant to the focus of the review such of the 2018 and 2021 OFSTED/CGC reports
- Scrutiny of available performance data at the time of the review
- Scrutiny of relevant documentation and policy
- Scrutiny of the Local Offer where relevant to the focus
- Meetings with relevant parent/carer bodies including the Parent Carer Forum, SENDIAS, including representatives from the Parent Carer Forum and from SEND The Right Message
- Meetings with appropriate officers
- Other relevant methodologies to be agreed with the authority

2.7. Following the review process, the review authority would feed back to relevant members, officers and groups verbally prior to submitting their formal report. The report itself would firstly be scrutinised by relevant elected members, including the Portfolio Holder and Shadow Portfolio Holder, prior to being placed within the public domain, including if appropriate through relevant boards including Children's Improvement Board, People Scrutiny, Health and Wellbeing Board and the SEND Strategic Partnership Board.

3. Proposal for the remit, scope and focus of the review

3.1. The scope of the review focus will be agreed by the Portfolio Holder and Shadow Portfolio Holder prior to the discussion with the review authority. In summary it will focus upon:

3.2. The progress made to address the remaining area of weakness, joint commissioning, from the original Written Statement of Action. This will take account of the specific points that the OFSTED/CQC determined that the area had either made insufficient progress, or that the pace of progress was too slow.

3.3. The work of the CWD service, including the number of initial requests for assessment refused; whether thresholds and criteria are appropriate; consideration of the outcome of any tribunals over the past 36 months and a view of the council's policy and practice in this area.

3.4. Scrutiny of the process around and the relative performance of EHCP needs assessments, and the implications of these decisions, in particular in build up to and in the first 6 weeks if approved. This includes the number of initial requests

for assessment refused; whether thresholds are appropriate; consideration of the outcomes of any tribunals over the past 36 months and a view of the council's policy and practice in this area.

- 3.5. How the area has engaged with all families of children with SEND to ensure that their voice is both heard and informs the area partnership work more generally.

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Southend-on-Sea Borough Council

Report of Executive Director (Legal & Democratic Services)

to

Cabinet

on

27 July 2021

Agenda
Item No.

Report prepared by: S. Tautz (Principal Democratic Services Officer)

In-Depth Scrutiny Project - 'How the Council and Councillors Communicate with Local People and Stakeholders.'

**Relevant Scrutiny Committee(s): Policy & Resources Scrutiny Committee
Cabinet Member: Councillor P Collins
Part 1 (Public Agenda Item)**

1. Purpose of Report

- 1.1 To present the final report of the In-Depth Scrutiny Project – 'How the Council and Councillors Communicate with Local People and Stakeholders.'

2. Recommendations

- 2.1 **That Cabinet approve the report and recommendations arising from the in-depth scrutiny project, detailed at Paragraph 14 of the attached report.**

3. Background

- 3.1 At its meeting held on 11 July 2019, the Policy and Resources Scrutiny Committee agreed that an in-depth scrutiny project be undertaken to consider how the Council and councillors communicate with local people and stakeholders (Minute 201 refers). The project plan for the in-depth scrutiny project was agreed by the Committee at its meeting on 10 October 2019 (Minute 411 refers).
- 3.2 The project was led by a member Project Team for which appointments were agreed by the Council at its meeting on 16 May 2019. The Project Team comprised the following members: Councillors M Davidson, S Habermel, C Walker, M Dent, I Shead and P Collins, and former councillors B Ayling and H McDonald. Former Councillor Ayling was appointed Chair of the Project Team in November 2020 and Councillor D Garston attended meetings of the Project Team as Chair of the Policy and Resources Scrutiny Committee.
- 3.3 Officer support for the project was provided by Stephen Meah-Sims (Head of Corporate Strategy), Adam Keating (Strategic Communications Manager), Nick Constantine (Service Design Manager), Ellen Butler (Head of Customer Services), Kamil Pachalko (Engagement and Participation Manager), Boglarka

Nemeth (Community Capacity Advisor) and Fiona Abbott/Steve Tautz (Project Co-ordinators).

- 3.4 Progress with regard to the review was achieved in the first half of the 2019/20 municipal year, including the development of the project plan and the receipt of relevant presentations. However, the completion of the projects was subsequently delayed from late-2019 as a result of a number of issues including reduced officer capacity in key service areas.
- 3.5 From March 2020, the impact of the COVID-19 pandemic also further delayed activity with regard to the completion of the review, reflecting the Council's response to the pandemic, including the necessary focus on priority activities and the delivery of key services to local residents. As a result, it was not possible for the in-depth review to be completed by the end of the municipal year and the Committee agreed that it be carried forward into the 2020/21 municipal year.
- 3.6 The draft final report and recommendations arising from the in-depth scrutiny project was agreed by the Policy and Resources Scrutiny Committee at its meeting on 8 July 2021 (Minute 133 refers). An overview of the evidence considered by the Project Team is set out in the report.
- 3.7 The scrutiny committees have agreed that a joint approach be taken to in-depth scrutiny activity for 2021/22 around the theme of 'Enabling Councillors to be Effective' and the scoping of such project will incorporate appropriate matters of importance to councillors within this theme, including the improvement of the 'Councillor Queries' process. It is intended that this joint project will complement work currently being carried out around councillor development and the separate review to be undertaken of the Council's Constitution, to which all members will have an opportunity to contribute

4. Recommendations

- 4.1 In accordance with Scrutiny Procedure Rule 10 (Part 4 (e) of the Constitution), the report of the in-depth scrutiny report is attached at Appendix 1 for approval by the Cabinet.
- 4.2 The recommendations from the review are set out in Section 14 of the report. There are no recommendations arising from the review that have budget implications that require consideration as part of future years' budget processes prior to implementation.
- 4.3 The overarching recommendations from the review are as follows:

COVID-19 Pandemic

- (a) That the efforts of the Council in engaging with local communities across a wide range of issues during the period of the COVID-19 pandemic, be recognised.

Engagement & Consultation – 'Your Say Southend'

- (b) That the continued development of the 'Your Say Southend' engagement and consultation platform that provides local residents with an opportunity to participate in discussions and consultation exercises, be supported.

Member Support Hub & Councillor Queries

- (c) That the establishment of the Member Support Hub to provide dedicated support for councillors to communicate and engage with residents effectively be welcomed, and that the continued development of the facilities offered by the Hub be supported.
- (d) That work to further develop the 'Councillor Queries' facility, that provides a direct contact route for councillors to raise queries with regard to their community casework activities, be supported. This includes a recommendation to put Councillor Queries forward as a future In-Depth Scrutiny Project, to be developed rapidly as a co-designed councillor/officer improvement project.

Customer Services

- (e) That appropriate steps be taken to ensure that the contact telephone numbers and email addresses of all officers of the Council, especially new employees, are added to the internal telephone directory as soon as possible.
- (f) That councillors be encouraged to provide details of any specific search enquiries that have proved problematic in terms of identifying information on the Council's website or intranet.

Social Networks

- (g) That an approach be developed for the use of social media by councillors as a tool to share information with people and groups in their communities and to engage residents in productive two-way conversation.
- (h) That councillors identify any areas in which they could help to improve the Council's communications activities, or how officers can support councillors to communicate and engage with residents effectively, particularly through the appropriate use of Facebook groups and other social media platforms by councillors as a means of engaging successfully with their communities.

Resident Information

- (i) That the information booklet produced for inclusion with the Council Tax bills for 2021/22 be welcomed and that this approach to the provision of relevant Council and partner information be continued for 2022/23 and future years.
- (j) That the Corporate Communications Team continue to work with service areas to expand the number of e-newsletters to help those service areas communicate effectively with their target audiences.

- (k) That the enhancement of councillor-officer communications be included as part of the action plan for the new Protocol on Councillor/Officer Relations that was adopted in December 2020.

Professional and Consistent Tone and Message

- (l) That investigation be made of opportunities for increased data sharing across the authority to support the provision of seamless services, including appropriate benchmarking with other similar local authorities.
- (m) That a review be undertaken of relevant 'standard' correspondence currently in use across the Council's service areas to ensure the consistent use of a clear and concise style and tone that demonstrates respect for residents and other stakeholders.
- (n) That consideration be given to the identification of opportunities to increase the number of the Council's documents that currently have Crystal Mark accreditation, to ensure that the authority communicates clearly in all relevant situations.

4.4 The Cabinet is requested to endorse the recommendations arising from the in-depth scrutiny project.

5. Other Options

5.1 To note the report but not progress any of the recommendations.

6. Reasons for Recommendations

6.1 Not applicable

7. Corporate Implications

7.1 Contribution to the Southend 2050 Road Map

In the context of the Southend 2050 ambition and priorities, the following proposed outcomes were set for the project:

- To support the development of a new engagement portal to replace the current consultation portal.
- The development of a new Participation and Engagement Strategy.
- Ensuring that the Council and councillors communicate in both a broadcast and two-way sense.

7.2 Financial Implications

A number of the recommendations arising from the in-depth scrutiny project have financial implications that will require consideration as part of future years' budget processes prior to implementation. The financial implications of these recommendations will be identified as proposals for their implementation are developed.

7.3 Legal Implications

None

7.4 People Implications

None

7.5 Property Implications

None

7.6 Consultation

As described in the report

7.7 Equalities and Diversity Implications

None

7.8 Risk Assessment

None

7.9 Value for Money

None

7.10 Community Safety Implications

None

7.11 Environmental Impact

None

8. Background Papers

None

9. Appendices

Final report of the In-Depth Scrutiny Project (Appendix 1)

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**Policy & Resources Scrutiny
Committee**

In-Depth Scrutiny Review

1. INTRODUCTION

- 1.1 Effective communication and engagement arrangements are of vital importance to everything that the Council does.
- 1.2 In the current climate, it is important that our residents, local businesses, partners and other stakeholders are clear on the challenges that the Council faces and its plans to tackle them and, as councillors and officers we all have responsibility for the effectiveness of our communications. Effective communication is not just the role of any one team. Every member of staff and councillor has an important role to play. Each phone call, email or face to face interaction has the ability to shape the perception of the Council, communicate what it is trying to achieve and build relationships with our residents and stakeholders.
- 1.3 Successful communication helps to ensure local people understand the local services available to them, and provides a mechanism to engage, consult and ask for feedback on those services. Communications can also inform residents about local and national issues, shapes the way that people hear about the achievements of the Council, provides a vital role in warning and informing in emergency situations, and much more. Those who feel that they are well-informed about the Council tend to be more positive about the authority on a wide range of issues and are less likely to feel that the Council is remote and impersonal or out of touch with local people and are more likely to feel that the authority offers local people good value for money and provides a good quality of service overall. Good external communication can also have a positive impact on overall satisfaction levels.
- 1.4 Effective internal communication and engagement aims to ensure that the Council's staff are informed, involved, engaged and motivated to achieve its priorities and objectives. Employees are more likely to stay and succeed if they have a clear understanding of what the Council is trying to achieve and how they contribute to this.
- 1.5 We would like to thank all councillors and officers for their contribution to the in-depth scrutiny review.

In-Depth Scrutiny Review Project Team

Councillors M Davidson, S Habermel, C Walker, M Dent, I Shead and P Collins

2. BACKGROUND

- 2.1 Communication is essential to the delivery of the Council's services. It helps keep people informed and supports service take-up, transformation programmes and reputation management, and the delivery of the Council's ambition and priorities. The stakeholders that the Council communicates with, include:
 - Residents and service users
 - Our employees
 - Our elected councillors
 - Partner bodies/organisations
 - Our business community and potential investors
 - Local groups and forums
 - People who help inform and influence the opinion of others
- 2.2 Good communication arrangements enable the Council to:
 - Better understand the needs of the community
 - Raise resident satisfaction, trust and confidence
 - Raise the profile of Southend-on-Sea
 - Attract businesses and employment to the Borough

- Make best use of technology to innovate and engage with hard-to-reach groups such as young people
- Proactively challenge

2.3 The Council's communicates through a wide range of methods, including:

- Face-to-face*
- Email
- Telephone
- Letter
- Website and social media
- Local, regional and national media
- Service information
- Community engagement
- Consultation
- Councillors, though their role as ward representatives
- Staff briefings provided by Corporate Management Team
- Other mechanisms

* Under current Covid-19 pandemic conditions, the ability to interact face-to-face has been significantly reduced.

2.4 Different forms of communication appeal to people of different ages, social groups, and demographics, so it is important that the Council ensures that all options for increasing and improving communication are considered in order to communicate effectively with everyone.

2.5 The Council and councillors value the role of the local media which scrutinises local decision making and services. It is an important communication channel that the council takes a positive and proactive approach too, as it is helpful to the effectiveness of the Council's communications activities and ensuring that residents and stakeholders are aware of the work, services and decisions of the council.

2.6 The Strategic Communications Team is responsible for making official statements to the press or media relating to the functions and business of the Council, in consultation with the relevant Cabinet Member or chief officer as appropriate, and for dealing with day-to-day press or media enquiries. Southend-on-Sea has an active local media, and will also frequently talk directly to councillors from across the political spectrum to ascertain their views on local matters and council policy for example.

2.7 This in-depth scrutiny project has sought to assess the overall effectiveness of current arrangements, particularly around how the authority and its councillors communicate with local people and stakeholders and facilitate engagement and participation, given the importance of resident engagement as a key priority for the Council.

3. FRAMEWORK OF THE REVIEW

3.1 At its meeting on 11 July 2019, the Policy and Resources Scrutiny Committee agreed (Minute 201 refers) that an in-depth scrutiny review be undertaken to consider how the Council and councillors communicate with local people and stakeholders, as part of its work programme for 2019/20.

3.2 There were a number of reasons for the identification of the in-depth scrutiny project. These included concern about performance and capacity around call-handling and the communication of relevant information to residents following the cessation of the publication of the former 'Outlook' magazine for residents.

3.3 The Committee agreed that the framework for the review should be:

“How the Council and councillors communicate with local people and stakeholders.”

3.4 The review was subsequently extended to also consider how the Council and councillors facilitated engagement and participation. The scope of the review was to consider:

- How the Council and councillors communicate and engage with local people, stakeholders and each other, and where improvements or changes could be made, to ensure that wherever possible the Council is projecting a professional and consistent tone and message
- The emphasis on co-production, participation and engagement and moving towards becoming a participatory Council that truly listens and acts on the concerns of its residents
- How services are designed to maximise listening and learning
- Engagement and participation
- Effective communication
- Customer Services

3.5 The review was set within the context of the Council's 2050 ambition and priorities and the following proposed outcomes for the project were agreed:

- Advice and recommendations to support the development of a new engagement portal to replace the current consultation portal
- Development of a new Participation and Engagement Strategy
- Recommendations on how the Council/Councillors communicates in both a broadcast and two-way sense

3.6 Progress with regard to the review was achieved in the first half of the 2019-20 municipal year, including the development of an action plan, and the receipt of relevant presentations. However, the completion of the project was subsequently delayed from late-2019, as a result of a number of issues connected to capacity in key service areas.

3.7 From March 2020, the impact of the COVID-19 pandemic delayed activity with regard to the completion of the review, reflecting the Council's approach to the handling of the pandemic, including the necessary focus on the delivery of key communication and engagement activity in regard to the local response to the pandemic. In addition, the dedication or redeployment of officer capacity that would have supported the review and the adoption of ongoing remote working and meeting arrangements for councillors and the Council's employees further delayed progress with the project and, as a result, it was not possible for the in-depth review to be completed by the end of the municipal year.

4. METHODOLOGY

4.1 The review was undertaken on behalf of the Scrutiny Committee by a Project Team comprising Councillors M Davidson, S Habermel, C Walker, M Dent, I Shead and P Collins, and former councillors B Ayling and H McDonald. Former Councillor Ayling was appointed Chair of the Project Team in November 2020 and Councillor D Garston regularly attended meetings of the Project Team as chair of the Policy and Resources Scrutiny Committee.

4.2 The Project Team was supported in its review by a team of relevant officers including S Meah-Sims (Head of Corporate Strategy), A Keating (Strategic Communications Manager), N Constantine (Service Design Manager), E Butler (Head of Customer Services), K Pachalko (Engagement and Participation Manager), B Nemeth (Community Capacity Advisor) and F Abbott/S Tautz (Principal Democratic Services Officers/Project Co-ordinators).

- 4.3 The Project Team met on four occasions between July 2019 and February 2021.
- 4.4 The project was undertaken using an evidence-based approach to the consideration of a range of options, through a mixture of desk top research and informative presentations that supported our understanding of the provision of current communication and engagement activities. As a result of the restrictions imposed by the national and local response, no witness sessions or site visits were held in respect of the project, although third party examples were presented to the group by officers.

5. COVID-19 PANDEMIC

- 5.1 During the ongoing COVID-19 pandemic, the Council has communicated and engaged with local communities at an unprecedented level and pace across a wide range of issues. Effective prioritisation has been used throughout the period of the pandemic to plan all communications activity on a campaign-led approach, with the aim of safeguarding and protecting the health and wellbeing of residents, businesses and staff. Where other agencies and partners have led communications activity in support of the handling of the pandemic, the Council has sought to support their work through the sharing of key messages and content.
- 5.2 The Council's corporate communications team has ensured ongoing engagement and communication with citizens and stakeholders throughout the pandemic, on behalf of the Local Outbreak Control Oversight and Engagement Board established to provide oversight, assurance and scrutiny of plans to prevent, contain and manage local outbreaks of COVID-19. A dedicated Coronavirus advice and support page was added to the Council's website in March 2020 and has been maintained throughout the pandemic.
- 5.3 The Project Team was advised that a wide range of communication had been issued during the pandemic, including messages that reinforced the 'Stay at Home' and social distancing approach to COVID-19 taken by the Government, the communication of local service changes and the 'Don't Visit Southend' initiative, alongside regular public health related communication in liaison with the Director of Public Health. Members were reminded that a regular 'councillor briefing' approach had been launched alongside the new Member Support Hub, together with an ongoing programme of business support communications and targeted social media campaigns. Methods of communications have been across the board, ranging from media work and multi-channels campaigns, through to direct communications and engagement in the form of virtual briefings with specific community groups and stakeholders, leaflets delivered directly to residents and the recruitment of 'community connectors' to act as champions and a point of contact in the community.
- 5.4 Although options for the live streaming of more Council meetings to encourage participation in local democracy was already being considered, the response to the pandemic has seen a significant increase in the number of meetings that are webcast through the internet and the Council's website.

6. ENGAGEMENT & CONSULTATION - 'YOUR SAY SOUTHEND'

- 6.1 It can be easy for the Council to issue communication messages without engaging with stakeholders or listening to what they have to say and involving them in service planning. By offering opportunities for conversation and feedback, the Council can gain better insight into what matters to residents, businesses and partners and develop its services accordingly.
- 6.2 One of the proposed outcomes from the in-depth scrutiny project was to support the development of a new engagement portal to replace the current consultation portal and the

development of a new Participation and Engagement Strategy. At the commencement of our project, we received a number of case studies relating to the implementation of engagement portals by other local authorities, including the 'Bang the Table' platform that has been implemented locally by the Council as ['Your Say Southend'](#).

6.3 During the period of the scrutiny project, the 'Your Say Southend' engagement and consultation platform was launched in November 2020 to provide local residents with an opportunity to participate in discussions and consultations that are ongoing in the Borough. The platform offers residents a way to provide feedback, share ideas and influence decisions that matter to them and to facilitate engagement with individuals that might otherwise be hard to reach and will be used to complement, but not replace, traditional face-to-face methods of engagement and consultation activity. The platform is designed to support the outcomes of engagement and consultation based on the following objectives:

- Informing decisions, providing opportunities for the community to contribute to decision-making processes
- Building capacity, educating the community on a specific theme or issue to increase knowledge or change behaviours
- Strengthening relationships, building new relationships and/or improving relationships with the community.

6.4 A presentation on the 'Your Say Southend' platform was provided for all councillors in November 2020. The platform can be used to facilitate any form of local engagement, not just formal types of consultation exercise, through the use of tools to gather ideas, create forums and mapping. The platform has been used to gather stories of neighbour to neighbour and volunteer support during the COVID-19 pandemic and these stories have been reflected back to the public through the Council's social media channels, to nurture confidence and pride among the residents. It is important that local residents tell the Council about the issues, the positives and negatives on the subjects that it consults on, to help formulate inclusive improvements, projects and policies for the Borough.

6.5 The 'Your Say Southend' platform requires minimum data (username, password, email address) to be provided by residents in order for them to register for the submission of consultation responses etc, which allows the tracking of demographic data to ensure that responses to consultations etc. are representative of the local population and that conversations are kept respectful. Support is available to assist members of the public in this regard and the 'guestbook' functionality of the website enables residents to submit comments without having to formally register.

6.6 The 'Your Say Southend' engagement and consultation platform also helps the Council to:

- Establish and share good practice
- Use resources effectively
- Maximise the use of consultation findings
- Co-ordinate effort
- Avoid duplication

6.7 The ['Good Neighbours'](#) project has also shown how the Council can encourage and facilitate citizen participation by sharing best practice ideas without unnecessary bureaucracy or the formalising of helping activity. A ['Community Connectors'](#) programme has also been developed in conjunction with Southend Association of Voluntary Services and other partner organisations, to help communicate or signpost local people to facts and support about the COVID-19 pandemic. However, we have also recognised the importance of local councillors as community leaders.

- 6.8 Project owners are also encouraged to use other interactive tools as to gather ideas and stories and a number of small-scale engagement groups have been developed in liaison with the Public Health Team.
- 6.9 We consider that the continued development of the 'Your Say Southend' engagement and consultation platform should be supported.

7. MEMBER SUPPORT HUB & COUNCILLOR QUERIES

- 7.1 The primary role of our elected councillors is to represent their ward and its residents to provide a bridge between the community and the Council. As well as being an advocate for local residents and signposting them to the right people at the Council, councillors need to keep them informed about the issues that affect them, respond to queries and investigate concerns. The Member Support Hub was established as a step towards strengthening this area.
- 7.2 The Hub was introduced in 2020 following a review of the existing provision of member support services within the Democratic Services and Corporate Strategy Teams, in advance of a review of business support services and functions across the authority that is to be undertaken during 2021.
- 7.3 The services and responsibilities of the Member Support Hub currently include:
- Contributing towards the co-ordination of general councillor queries and casework
 - The provision of diary management for the Leader and Cabinet Members and the handling of Leader's mail
 - The handling of enquiries and queries from Members of Parliament
 - Member briefings
 - Contributing towards Member's communication
 - The co-ordination of Member training and development
 - Co-ordination of business for the Executive Briefing with CMT
- 7.4 The intention for the Hub was to start it with a focus on a small range of areas, but ultimately offering support to all councillors. This has been gradually progressing with communications and co-ordination around Member training and development, and the general coordination for Councillor Queries
- 7.5 As part of the Councillor Queries work, we have learned that multiple routes to raise queries have created some confusion and frustration amongst councillors and officers alike, who want the system to clear, simple, respectful and speedy for everyone concerned. The current experiences are connected to 'legacy' systems and processes associated with previous structures and teams.
- 7.6 Work is ongoing to improve the 'Councillor Queries' process, taking onboard the current feedback from all councillors and officers. There is a need to ensure that the experience that councillors have through this process, right now, has signs of improvement, whilst a longer term, sustainable solution if found, that works with the resources available.
- 7.7 We consider that the ongoing work to further develop the 'Councillor Queries' facility should be supported.

8. SELF-SERVICE - 'MY SOUTHEND'

- 8.1 Self-service facilities offer residents a convenient way of managing their Council services, reporting issues and contacting the authority with service requests or comments, without

having to wait in a phone queue or navigate websites. The Council has introduced the 'My Southend' platform as its interactive self-service portal for residents.

- 8.2 We have been advised that feedback in respect of the 'My Southend' platform indicates that the facility is generally working well. A specification for the letting of a new contract for the platform is currently being developed and will incorporate experience and learning from the use of the system to date. We understand that there will be member involvement in this process going forward.
- 8.3 The Project Team considers that it would be helpful if there were greater levels of 'status' indicators applied to issues reported through 'My Southend', to give increased transparency to the progress of issues raised by residents and service users. We understand that this approach will be dependent upon the integration of the platform with service-based management systems but that this will be considered as part of the development of the specification for the letting of a new contract for the platform.

9. CUSTOMER SERVICES

- 9.1 One of the reasons for the identification of the in-depth scrutiny project was concern about performance and capacity around call-handling. We have received and reviewed relevant call-handling performance data as part of the in-depth scrutiny project, for the key areas of:
- General Enquiries.
 - Council Tax.
 - Benefits.
 - Switchboard.
- 9.2 The most recent performance information that we reviewed as part of the project was for the three-month period from November 2020 to January 2021.
- 9.3 Depending on the nature of an enquiry, the Council has set response targets for staff to achieve. These focus on how quickly calls are answered and how many customers end their call before it is connected (abandoned calls). A current measure of success is how many calls are answered, which shows how consistently Customer Services perform. For November and December 2020, the percentage of answered calls in each of the service areas identified in Paragraph 9.2 above was better than the current target of 80%. Unfortunately, for January 2021 the percentage of answered calls in the General Enquiries, Council Tax and Benefits service areas was below target, as a result of significant capacity issues arising from the COVID-19 pandemic.
- 9.4 A second measure of customer experience is assessed by the percentage of 'abandoned' calls (where the caller hung up while in the waiting queue) made to the Council. For November and December 2020, the percentage of abandoned calls in each of the service areas identified in Paragraph 9.2 was better than the target of 10%. Unfortunately, for January 2021 the percentage of abandoned calls in the General Enquiries service area was below target, also as a result of the capacity issues arising from the COVID-19 pandemic.
- 9.5 The highest call volumes during the period from November 2021 to January 2021 were for General Enquires. On average, customers waited less than five minutes for calls to the Benefits service area to be answered during January 2021, and less than four minutes for calls to the General Enquiries and Council Tax service areas and the average wait time for Switchboard calls to be answered during this period was less than one minute. We have been advised that steps have been taken to increase current officer capacity in the service areas where performance was below target in January 2021.

- 9.6 We believe that arrangements for the management of call queues and the length of wait time should be investigated, alongside the identification of 'repeat' calls where a previous call has been abandoned by the customer, as the telephony system does not currently provide such data.
- 9.7 The Project Team has considered whether further steps should be taken to improve call handling performance and reduce abandoned calls through the review of current performance targets. However, we understand that high levels of customer satisfaction are currently regarded as a better measure of success in this area and that the speed of answer of calls made to the Council, is regarded an outdated measure of performance.
- 9.8 Current call handling performance has generally been above target during the period of the project and is considered to be acceptable, as no complaints have been received in this regard. The further improvement of current call handling performance would require the identification of dedicated resources and we believe that it would therefore be preferable to continue the Council's channel-shift focus on moving contact away from the telephone towards online activity wherever possible, in response to changing customer demands and expectations, and to free up resources to give staff time to deal with more complex enquiries.
- 9.9 As part of our project, some members have identified the importance of the internal telephone directory as a means of identifying contact information for officers of the Council. Improvements to the internal telephone directory were most recently implemented in advance of an upgrade of the telephony system, alongside the introduction of a facility for officers to 'self-update' their respective directory data. The directory is also updated when officers join, leave or move within the authority. ICT also conduct a quarterly comparison with data held in Microsoft Outlook to either update or provide the detail for telephone directory updates where discrepancies are identified. Although any internal directory entry that appears to be incorrect or does not have the information that members require, can also be reported to worklife@southend.gov.uk so that the entry can be updated as required, we consider that steps should also be taken to ensure that the contact telephone numbers and email addresses of all employees, especially new employees, are entered into the internal directory as soon as employment commences.
- 9.10 The Project Team has been advised that contact details for officers are also available through the Microsoft Teams platform that the Council has utilised widely throughout the COVID-19 pandemic. We understand that Teams can be easily used to contact officers and that support in the use of the platform is available for members.
- 9.11 The Project Team was advised that call-handling technology proved problematic during the initial COVID-19 lockdown period, particularly around remote working, where domestic broadband capability had proved to be slower than at the Civic Centre. We have noted that, whilst such issues have generally now been resolved, real-time call handling data is currently only available for officers working from the Civic Centre and that an analysis of call traffic is to be undertaken.
- 9.12 The COVID-19 pandemic placed significant challenges on the Registration Service, as some services could not be provided remotely. Although some customer service staff are now working from the Civic Centre once again, the ongoing impact of the COVID-19 pandemic meant that the number of birth registration appointments had to be limited, although in situations where birth registration was urgent or was nearing the legal timescale for completion, arrangements were in place for this to be undertaken.
- 9.13 The Project Team suggested that it was not always easy to find information on the Council's website or intranet using the respective search facilities, particularly in respect of details relating to meetings of committees etc., although it is already possible to search for information using generic search criteria related to services. As a result of this feedback, a

number of improvements to the search function on the website have now been implemented by ensuring that a search for 'meetings' for example takes a user straight to the Modern.Gov democracy system, which manages publicly available information related to democratic functions (councillors, committees and meetings etc.).

- 9.14 The Council welcomes petitions and recognises that they are a way in which residents can let the authority know their concerns. Anyone who lives, works or studies in the Borough (including under 18's) can sign or organise a petition. We have considered whether there is any reluctance on the part of the public to use the Council's on-line petition system, as anecdotal evidence appears to suggest that people are sometimes reluctant to 'register' on the Council's website to start a new petition or to provide a 'signature' in support of an existing petition. We have been reminded however that it is important that safeguards are in place to protect against any abuse of petitions through the uncontrolled acceptance of 'signatures'.

10. SOCIAL NETWORKS

- 10.1 The way we communicate as a society has continued to change as the media landscape shifts from traditional media to social and digital media, and the Council needs to ensure that its communications adapt to reach stakeholders. This includes supporting residents to do things digitally, as well as continuing to reach those who aren't online
- 10.2 Social media is a quick and easy way to get in touch or stay up to date and most local authorities have comprehensive cover across social media channels. The use of social media in local government has increased rapidly over recent years as organisations have seen the benefits of engaging with residents and customers through social media channels.
- 10.3 The Council uses Twitter, Facebook, LinkedIn, Instagram and other social media networks to reach out to local communities. Several of the Council's service areas such as culture and tourism also have their own social media (Facebook and Twitter) accounts. The Council's main corporate social media channels are monitored by the Corporate Communications Team. The corporate Twitter and Facebook accounts comprise of:
- Council news and events.
 - Updates and promotions of the Council's services, decisions and policies.
- 10.4 These feeds will also often share information from relevant partner organisations or other council accounts run by other teams.
- 10.5 Social media networks can be very useful in communicating information about councillors' activities well as providing links to sources of information or signposting to other organisations. We consider that it is important that members of the Council should be able to use social media as a tool to share information with people and groups in their communities and to engage residents in productive two-way conversation.
- 10.6 Social media can be a useful way of finding out what people are talking about locally, and their concerns and interests. It can also be useful for finding out about breaking news and news from the Council and is a good way of making residents more aware of the work that their councillors do. Councillors are an advocate for local residents and signposting them to the right people and services at the Council and its partners, councillors also need to keep them informed about decisions and issues that affect them.

11. RESIDENT INFORMATION

- 11.1 Another of the reasons for the identification of the in-depth scrutiny project included concern about the ongoing communication of relevant information to residents following the previous

cessation of the publication of the 'Outlook' magazine for residents that was produced on a quarterly basis and distributed to all households in the borough, as well as being available at libraries etc.

- 11.2 As a result of budget pressures, the publication and distribution of 'Outlook' was ceased from 2016/17 in favour of other forms of targeted communication including on-line and other forms of social media already available to the Council, to keep residents informed about services.
- 11.3 We understand that it is not intended that the publication of 'Outlook' magazine be reinstated but have been advised that some relevant Council information that was previously contained in the publication, would be included as a separate information booklet insert with the Council Tax bills for 2021/22. The booklet features an introduction from the Chief Executive and includes information about the following:
- Councillor information (link to the Council's website).
 - Service information (contact details for specific service areas).
 - Recycling and waste services.
 - 'My Southend' (for reporting local issues).
 - Southend Adult Community College.
 - Southend Pass.
- 11.4 The booklet for 2021/22 necessarily also includes a significant amount of information about the COVID-19 advice and support that is available from the Council and its partners, including:
- Southend Coronavirus Action (for help whilst self-isolating).
 - How to treat coronavirus symptoms at home.
 - COVID-19 testing.
 - Mental health support (contact details for specific service providers).
 - Financial hardship (information on specific support services).
- 11.5 We have been very impressed with the form and content of the information booklet produced for inclusion with the Council Tax bills for 2021/22 and consider that this approach to the provision of a range of relevant information from the authority and its partners should be continued for 2022/23 and future years. We recognise however that there are limitations on the amount of information that can be included in the booklet, in order to keep this within the budget for the distribution of the Council Tax bills and that the timeframe for the compilation of the booklet needs to meet the demands of the annual Council Tax billing process.
- 11.6 We have considered whether the information booklet included with the Council Tax bills this year could also incorporate a brief a single statement from each of the political and non-political groups that comprise the Council. However, we understand that the Recommended Code of Practice for Local Authority Publicity, which provides guidance on the content, style, distribution and cost of local authority publicity, does not generally permit the use of public funds for the promotion of political parties.
- 11.7 An e-communication system was launched in 2019 to enable local residents and anyone else to sign-up to receive news updates from the Council by email. This system currently has nearly 16,000 subscribers who are signed up for a range of bulletins ranging from general news to weekly planning applications. The council's Communications Team is working with various service areas to maximise the use of this system, with a number of teams such as early years and South Essex Homes using it to communicate with their key stakeholders.

12. COUNCILLOR-OFFICER COMMUNICATIONS

- 12.1 Effective communication between councillors and officers is essential if the partnership necessary for the effective running of the Council is to be successful. Councillors and officers are indispensable to one another and respect and communication between both is essential for good local government. Together, they bring the critical skills, experience and knowledge required to manage an effective council. Mutual respect, trust and good communication are key to establishing good councillor and officer relations, and councillors and officers must be able to communicate clearly and openly, avoiding ambiguity and the risk of misunderstanding.
- 12.2 A new Protocol on Councillor/Officer Relations was adopted by the Council in December 2020, to improve the effective working relations between councillors and officers. An action plan to help embed the new Protocol and enhance positive working relations was also agreed as part of the new Protocol.
- 12.3 The Project Team considers that it is important that councillors should always feel able to identify any areas in which they could help to improve the Council's communications activities, or how officers can support councillors to communicate and engage with residents effectively and suggest that improved councillor-officer communication arrangements should be linked to the delivery of the action plan for the new Protocol on Councillor/Officer Relations. We also consider that the appropriate use of Facebook and other social media platforms by councillors as a means of engaging successfully with their communities, should be part of this work.

13. PROFESSIONAL AND CONSISTENT TONE AND MESSAGE

- 13.1 We believe that the Council should communicate in a simple, straightforward and consistent way, to project a positive, engaging and professional image to local residents and partners through a consistent style, although we recognise that the tone of communications will often need to be adapted for relevant situations.
- 13.2 We appreciate for example that legal communications or committee etc. reports must often take a formal tone and structure but consider that use of the 'wrong' tone or jargon, can have a negative effect on how well communication is received, as the recipient may react negatively. We feel that there have been some examples of correspondence issued by the Council that could be construed as being threatening in tone and consider that, where it is necessary to issue 'negative' correspondence (i.e., relating to the refusal of something), this should be gracious and understanding in tone, rather than imposing. Additionally, we believe that correspondence should express sympathy and be caring and friendly where relevant, without being patronising to the recipient. We want to make sure that the tone of communications and correspondence is positive, whilst avoiding being officious or over-authoritative. A consistent tone is also important to ensure that internal and external stakeholders have the right perception of the Council.
- 13.3 However, we do recognise that some types 'standard' correspondence (particularly some of that used by the Council Tax Section) currently in use across service areas needs to set out a factual position which unfortunately residents and councillors do not always like to hear. We have been reminded that the Council has a duty to collect Council Tax and must comply with the law in terms of collection and recovery action and how this is communicated to residents.
- 13.4 We consider that greater use should be made by the Council of the Plain English Campaign's 'Crystal Mark' accreditation for the clarity of documents, which we believe is the only internationally recognised accreditation for organisations that want to provide the clearest possible information. Although the Council is listed on the website of the Plain English

Campaign as an organisation that currently has a Crystal Mark on one or more of its documents, no information appears to be available to indicate the number of the Council's documents that currently have Crystal Mark accreditation. We consider that it would therefore be appropriate for a full review to be made of 'standard' letter and email type correspondence currently in use across service areas.

- 13.5 The Project Team considers that the Council does not always bring together all the information that it holds about residents or service users to deliver seamless services, and that residents are too often requested to re-supply information that has already been provided to another service area. We consider that, particularly in the case of the local elderly population, that this can often be confusing for people.
- 13.6 Although we fully recognise and support the principles of current data protection legislation to protect the processing of the personal data of our residents and service users, we believe that thorough investigation should be made of opportunities for increased data sharing across the authority, to change and improve how we work with people to better reflect the 'bigger picture' and the emotional intelligence that might be possessed by the Council to help meet customer needs and expectations. We fully understand that this work would not be able to be undertaken on a purely service-specific basis and that a corporate commitment would be required in view of the significant number of different systems and process in use across the Council.
- 13.7 We believe that increased data sharing wherever possible, would also go some way towards addressing our concerns with regard to the use of a professional and consistent tone as part of the Council's communications and have been advised that appropriate benchmarking by the Corporate Strategy Group with other similar local authorities, could be an appropriate first stage in this process.

14. RECOMMENDATIONS

- 14.1 We consider that the review was undertaken within the context of the Council's 2050 ambition and priorities and that, whilst allowing for the impact of the COVID-19 pandemic, the proposed outcomes for the project have been achieved, albeit in a different context to that originally established in July 2019 when the scope of the project was determined.
- 14.2 We recommend the following:

COVID-19 Pandemic

- (a) That the efforts of the Council in engaging with local communities across a wide range of issues during the period of the COVID-19 pandemic, be recognised.

Engagement & Consultation – 'Your Say Southend'

- (b) That the continued development of the 'Your Say Southend' engagement and consultation platform that provides local residents with an opportunity to participate in discussions and consultation exercises, be supported.

Member Support Hub & Councillor Queries

- (c) That the establishment of the Member Support Hub to provide dedicated support for councillors to communicate and engage with residents effectively be welcomed, and that the continued development of the facilities offered by the Hub be supported.
- (d) That work to further develop the 'Councillor Queries' facility, that provides a direct contact route for councillors to raise queries with regard to their community casework

activities, be supported. This includes a recommendation to put Councillor Queries forward as a future In-Depth Scrutiny Project, to be developed rapidly as a co-designed councillor/officer improvement project.

Customer Services

- (e) That appropriate steps be taken to ensure that the contact telephone numbers and email addresses of all officers of the Council, especially new employees, are added to the internal telephone directory as soon as possible.
- (f) That councillors be encouraged to provide details of any specific search enquiries that have proved problematic in terms of identifying information on the Council's website or intranet.

Social Networks

- (g) That an approach be developed for the use of social media by councillors as a tool to share information with people and groups in their communities and to engage residents in productive two-way conversation.
- (h) That councillors identify any areas in which they could help to improve the Council's communications activities, or how officers can support councillors to communicate and engage with residents effectively, particularly through the appropriate use of Facebook groups and other social media platforms by councillors as a means of engaging successfully with their communities.

Resident Information

- (i) That the information booklet produced for inclusion with the Council Tax bills for 2021/22 be welcomed and that this approach to the provision of relevant Council and partner information be continued for 2022/23 and future years.
- (j) That the Corporate Communications Team continue to work with service areas to expand the number of e-newsletters to help those service areas communicate effectively with their target audiences.

Councillor-Officer Communications

- (k) That the enhancement of councillor-officer communications be included as part of the action plan for the new Protocol on Councillor/Officer Relations that was adopted in December 2020.

Professional and Consistent Tone and Message

- (l) That investigation be made of opportunities for increased data sharing across the authority to support the provision of seamless services, including appropriate benchmarking with other similar local authorities.
- (m) That a review be undertaken of relevant 'standard' correspondence currently in use across the Council's service areas to ensure the consistent use of a clear and concise style and tone that demonstrates respect for residents and other stakeholders.
- (n) That consideration be given to the identification of opportunities to increase the number of the Council's documents that currently have Crystal Mark accreditation, to ensure that the authority communicates clearly in all relevant situations.

[ENDS] 1.0

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Southend-on-Sea Borough Council

Agenda
Item No.

Report of Executive Director
(Legal and Democratic Services)

to

Cabinet

On

27th July 2021

Report prepared by: Tim Row

In-Depth Scrutiny Project - To improve and increase domestic waste recycling in the Borough

Relevant Scrutiny Committee: Place Scrutiny Committee

Cabinet Members: Councillor Mulroney & Terry

A Part 1 Agenda Item

1. Purpose of Report

To present the final report of the in-depth Scrutiny project entitled "*To improve and increase domestic waste recycling in the Borough*". The project report was agreed by the Place Scrutiny Committee on Monday 5th July 2021

2. Recommendations

2.1 That Cabinet approves the report and recommendations from the in-depth scrutiny project attached at Appendix 1.

2.2 To note that approval of any recommendations with budget implications will require consideration as part of future years' budget processes prior to implementation.

3. Background

3.1 The Place Scrutiny Committee selected its topic at the meeting on 8th July 2019 (Minute 153 refers). The project plan was agreed by the Committee on 7th October 2019 (Minute 388 refers).

3.2 The project was led by a member project team and the appointments were agreed at Council on 16th May 2019. The project team comprised – Councillors A Bright (Chair), K Buck, L Burton, A Chalk, S George, D Jarvis, S Wakefield and P Wexham. Officer support was provided by Carl Robinson, Imran Kazalbash and Tim Row with additional support as and when required from other officers.

3.3 In the context of the Southend 2050 Vision, the proposed outcomes from the project were to:

- (a) To review current strategies, initiatives and methods of waste recycling/collection and their effectiveness;
- (b) To consider best practice from exemplar Local Authorities (e.g. Tendring, Rochford) including incentive schemes;
- (c) To examine operational and cultural barriers to domestic waste recycling and how these may be overcome;

- (d) To identify and consider recycling measures and initiatives to increase the amount and type of domestic waste recycling in the Borough;
- (e) To investigate how the community be educated and encouraged to increase domestic waste recycling levels reduce the level of waste sent to landfill; and
- (f) To investigate the potential alternative uses of suitable residual waste after recycling as an alternative to landfill.

3.4 The review was undertaken using a mixture of evidence and intelligence gathered by:

- Scrutiny of relevant documentation, data and intelligence
- Structured interviews with selected groups/industry
- Site Visits
- Review of current and alternative operational models, initiatives and strategies
- Survey and engagement with residents.

3.5 The project Group met on 6 occasions between September 2019 and February 2021. Progress with regard to the review was achieved in the first half of the 2019/20 municipal year, including the development of an action plan and the receipt of relevant presentations. However, the completion of the project was subsequently delayed from late-2019 as a result of a number of issues including reduced officer capacity in key service areas.

3.6 From March 2020, the impact of the COVID-19 pandemic also further delayed activity with regard to the completion of the review, reflecting the Council's approach to the handling of the pandemic, including the necessary focus on the delivery of key services and priority activities. As a result, it was not possible for the in-depth review to be completed by the end of the municipal year and the Committee agreed that it be carried forward into the current municipal year

3.7 The Place Scrutiny Committee received regular updates on the progress of the review during the course of the study.

3.8 The final report from the in-depth scrutiny review undertaken in 2019/21 has now been agreed by the Place Scrutiny Committee at its meeting held on 5th July 2021 (Minute 106 refers).

4 Recommendations

4.1 In accordance with Scrutiny Procedure Rule 10 (Part 4 (e) of the Constitution), the in-depth scrutiny report is now attached at **Appendix 1** for approval by Cabinet. It should be noted that approval of any recommendations with financial implications that will require new investment will need to go through the normal budgetary process before they can be implemented.

4.2 By way of providing some context to and delivery of the recommendations in the final report, it was noted that during the review Officers updated the project group on the ongoing work to assess whether an extension to the current waste collection contract is viable, which would take the end date to 4th October 2031. Dialogue in the process has focused on improving recycling rates, reducing environmental impact and contributing to carbon savings.

4.3 The recommendations in the final reports are as follows:

- Options for a service change that improve recycling rates should be considered during the extension dialogue for the current waste collection contract and/or a new procurement. This should draw on best practice from high performing authorities and consider potential legislative impacts from the forthcoming Environment Bill.
- Engagement with communities is ongoing to encourage participation in recycling services. This should be through: targeted communication campaigns on a local and national level which focus on low performing areas; use of reward schemes subject to funding (and further investigation), regular customer surveying to inform service design and satisfaction levels.
- The Council should explore disposal arrangements for residual waste other than landfill, possibly to recover energy and in the context of the waste hierarchy

5. Other Options

5.1 To note the report but not progress any of the recommendations.

6. Corporate Implications

6.1 Contribution to the Southend 2050 Road Map

As described in the report.

6.2 Financial Implications

Any recommendations with major financial implications will need to go through the annual budgetary process before implementation.

6.3 Legal Implications

None

6.4 People Implications

None

6.5 Property Implications

None

6.6 Consultation

As described in the report

6.7 Equalities and Diversity Implications

None

6.8 Risk Assessment

None

6.9 Value for Money

None

6.10 Community Safety Implications

None

6.11 Environmental Impact

Any increase in recycling will reduce waste going to landfill and will therefore benefit the environment.

7. Background Papers

None.

8. Appendix

Appendix 1 – In-depth scrutiny project report: “To improve and increase domestic waste recycling in the Borough”

Place Scrutiny Committee

In Depth Scrutiny Project 19/21: To improve and increase domestic waste recycling in the Borough

1. Introduction

- 1.1 This report highlights the results of a review of the level of household waste recycling in the Borough and considers what influences residents in terms of their recycling habits and what the barriers are to achieving a higher rate of recycling and to explore ways of working with residents to improve household waste recycling.
- 1.2 Provision and access to recycling services across the borough is important to ensure the community can fully engage with this key service. Levels of participation often vary between wards and there is a great deal to be learnt from other Local Authorities, particularly those that are high performing.
- 1.3 The Council is able to contribute to the climate change agenda and reduce waste disposal costs by achieving high recycling. There is a positive reputational impact for the Council by improving recycling.
- 1.4 The Councils 2050 agenda is supported by becoming a green city with outstanding examples of recycling. The Council has also declared a climate change emergency and recycling is widely accepted as a positive impact on reducing carbon emissions as it avoids the need to use virgin materials in the production of goods.
- 1.5 I would like to thank all Councillors, Officers and external organisations for their contribution to the in-depth review

Councillor Alex Bright
Chair of the In-Depth Scrutiny Review Project Team

2. Background

- 2.1 Local Authorities have a statutory duty to collect household waste and are free to choose the method of service delivery, e.g. by using sacks or bins and varying the frequency of collection e.g. weekly or fortnightly
- 2.2 Southend-on-Sea Borough Council (SBC) currently collects household waste in the following way:

Waste Type	Frequency	Container
Residual (non-recycling)	Weekly	Sacks (unlimited)
Mixed Recycling (except paper and card)	Weekly	Sacks (unlimited)
Textiles	Weekly	Sacks (unlimited)
Food Waste	Weekly	Caddies
Garden Waste	Weekly	Wheelie Bin, chargeable

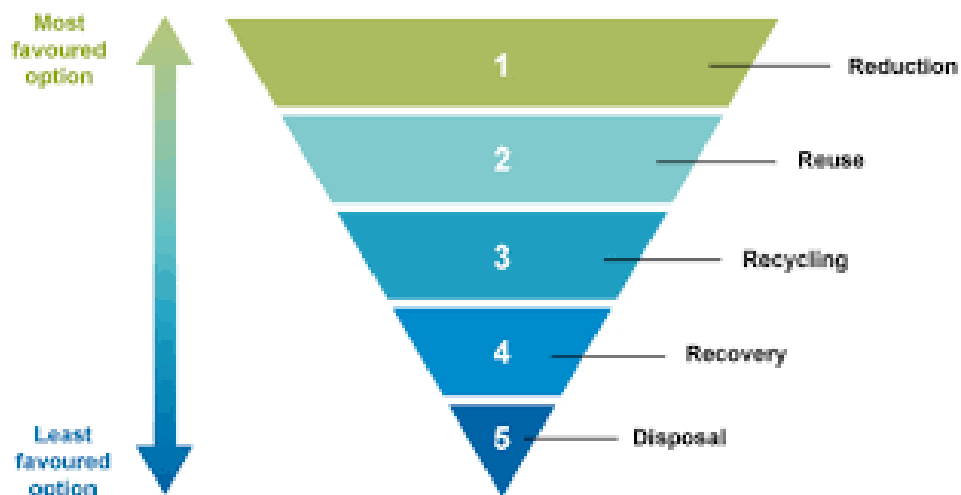
2.3 SBC as well as a Waste Collection Authority is a Waste Disposal Authority and therefore responsible for dealing with the disposal of waste that is not sent for recycling. Traditionally this disposal route has been landfill which is well known in the industry as environmentally unsustainable due to its contribution to greenhouse gases and therefore climate change.

2.4 Since 2007 SBC has been working in partnership with Essex County Council (ECC, under the banner of the Essex Waste Partnership) to secure a sustainable waste disposal solution which recovers waste, so the resources are not lost (as per the landfill option). Between December 2014 and June 2020 partnership residual waste was being sent to a Mechanical Biological Treatment facility in Basildon (Tovi Eco Park), owned by ECC and operated by Urbaser.

The facility treats residual waste by breaking down biodegradable matter, recovering recycling with the remaining output being able to be used as a fuel (Solid Recovered Fuel)

Due to performance and contractual issues the plant stopped accepting waste in June 2020 and Urbaser have gone into receivership. The partnership waste is being disposed of in landfill until a new alternative disposal solution is procured.

2.5 Reducing waste, recovering recycling and treating the remainder of residual waste in an environmental, sustainable way is in line with the SBCs waste strategy and widely know as the waste hierarchy, see below;



2.5 Reported performance for household waste recycling in SBC is as follows including a comparator for England:

Year	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21*
% SBC	45.7	46.0	47.1	48.3	46.8	43.7
% England **	43.9	44.2	44.4	43.8	44.6	n/a

*unaudited and impacted by Covid -19 due to increased waste volumes being generated at home

** source DEFRA

From these figures it can be seen that recycling rates have been fairly consistent over the last few years

Recycling rates also vary from ward to ward across SBC and below is a snapshot of the data which highlights this and the challenge of ensuring all households engage with the service.

Ward	Domestic	Recyclate - Mixed	Food waste	Green waste	Cardboard	RecPerformance
Thorpe	9.85	3.58	1.80	11.31	0.94	52.27%
West Leigh	15.23	7.12	2.99	9.28	2.17	50.74%
Blenheim Park	9.16	4.62	1.22	8.28	1.34	49.86%
Southchurch	10.85	3.31	1.62	15.46	0.67	49.85%
Belfairs	12.71	5.24	2.15	9.77	1.41	48.27%
St Laurence	9.05	3.42	1.45	8.80	0.97	48.19%
West Shoebury	11.38	3.20	1.88	12.78	0.90	48.15%
Eastwood Park	11.30	4.20	1.96	6.80	1.48	47.21%
Prittlewell	9.67	4.23	1.19	8.76	0.76	46.75%
St Luke's	9.50	3.56	1.29	13.88	0.67	46.57%
Leigh	8.56	3.47	1.12	8.20	0.87	43.36%
Chalkwell	9.63	4.35	0.93	8.24	1.07	41.97%
Westborough	8.60	3.46	1.04	7.45	0.66	39.65%
Shoeburyness	13.57	3.23	1.80	8.88	0.82	33.79%
Milton	10.03	3.32	0.78	9.28	0.53	30.52%
Victoria	14.52	4.16	1.38	10.64	0.75	28.30%
Kursaal	11.68	3.20	1.04	12.53	0.61	27.36%
Total	10.95	3.94	1.46	10.10	0.95	42.48%

SBCs household waste recycling target for 2020/21 is 50% which has not been achieved.

3. Framework of the Review

- 3.1 At its meeting on 8th July 2019, the Place Scrutiny Committee agreed (Minute 153 refers) that an in-depth scrutiny review be undertaken to consider what influences residents in terms of their recycling habits and what the barriers are to achieving a higher rate of recycling and to consider ways of working with residents to improve domestic waste recycling.
- 3.2 The Scrutiny project group comprised of Councillors: A Bright, K Buck, L Burton, A Chalk, S George, D Jarvis, S Wakefield and P Wexham and an Officer Core Team comprising Carl Robinson, Imran Kazalbash and Tim Row. The scope of the project was agreed by the project team to include :

- To review current strategies, initiatives and methods of waste recycling/collection and their effectiveness
- To consider best practice from exemplar Local Authorities (e.g. Tendring, Rochford) including incentive schemes
- To examine operational and cultural barriers to domestic waste recycling and how these may be overcome
- To identify and consider recycling measures and initiatives to increase the amount and type of domestic waste recycling in the Borough
- To investigate how the community be educated and encouraged to increase domestic waste recycling levels reduce the level of waste sent to landfill
- To investigate the potential alternative uses of suitable residual waste after recycling as an alternative to landfill

3.3 The review was set in the context of the Councils 2050 ambition and priorities and the following proposed outcome was the vision:

“To improve and increase domestic waste recycling in the Borough”

3.4 Progress in 2019/20 when this project was originally planned for was delayed due to the COVID-19 pandemic with officer time being diverted to other priorities. Completion of the review was in the first quarter of 2020/21.

4. Methodology

4.1 The project Group met on 6 occasions between September 2019 and February 2021

4.2 The review was undertaken using a mixture of evidence and intelligence gathered by

- Scrutiny of relevant documentation, data and intelligence
- Structured interviews with selected groups/industry
- Site Visits
- Review of current and alternative operational models, initiatives and strategies
- Survey and engagement with residents

Experience of other Local Authorities; Rochford District Council and Tendring District Council (see Appendix x for Officer Presentations)

4.3 The project team would like to extend thanks for Officers attending from these Essex authorities who shared an insight to alternative household recycling collection models different to that of SBC.

Both authorities operate schemes with the use of wheelie bins (maintaining sack collections for those who cannot accommodate a bin) which unlike SBCs system limits the amount of waste that can be placed out for collection. Both Authorities also operate collections whereby residual waste is collected one

week and the recycling the following, reporting that this improves recycling levels as residents change their behaviour to manage their waste capacities. Improvements in the level of food waste are also reported, again to free up capacity to ensure the limited amount of residual waste that is placed out every fortnight is managed.

Separate weekly collections of food waste are likely to be mandated by Government following the implementation of the Environment Bill. Both Authorities report participation in these schemes are essential for overall recycling rates to be improved.

Rochford reported an overall recycling rate of 61.3% in 19/20 (with a ranking of 8th out of all Local Authorities) with the following service configuration:

Waste Type	Residual (non-recycling)	Mixed Recycling	Food Waste & Garden waste
Frequency	fortnightly	fortnightly	Weekly, mixed
Container	Wheelie bin	Wheelie bin	Wheelie bin

Officers reported that it is important to have a strict no side waste policy to ensure all waste is managed within the wheelie bin and drive behaviour change.

Both Authorities report as waste and recycling is managed within bins there is less demand for street cleansing as sacks being scavenged is avoided.

As previously mentioned not all properties can accommodate bins and these Authorities maintain a sacks collection service where storage space is limited. Assisted collections are also in place to ensure residents have support in presenting their wheelie bins if required.

Site visit to Southwark Materials Recycling Facility (MRF)

4.4 Some members of the project group attended a site visit to the MRF, the facility at Southwark is owned and operated by Veolia and currently accepts SBCs mixed recycling. Feedback from the group included

- Appreciation of scale and volume of operation
- Technology used to separate materials
- Importance of reducing contamination
- Confidence in recycling processes and end markets

Reward Schemes in the Community to enhance recycling (see Appendix 1 for presentation)

4.5 Through research it is understood that a number of Authorities use incentive schemes to overcome barriers to recycling and improve participation.

The project group received a presentation from a company called Greenredeem who deliver environmental behaviour change programmes.

The vision is to:

- Engage, motivate and help residents to understand how to take positive action
- Use less waste, recycle more

Delivered by:

- Tailored campaign content, across a range of environmental topics
- Education and having fun
- Offering incentives e.g donations, competitions, discounts

Greenreedeem reported the following case study results:

- Wokingham Borough Council – an increase of recycling of 21.3% per household
- Redditch Brough Council – a 4.5% reduction in household waste
- Thames water – 21% decrease in water consumption

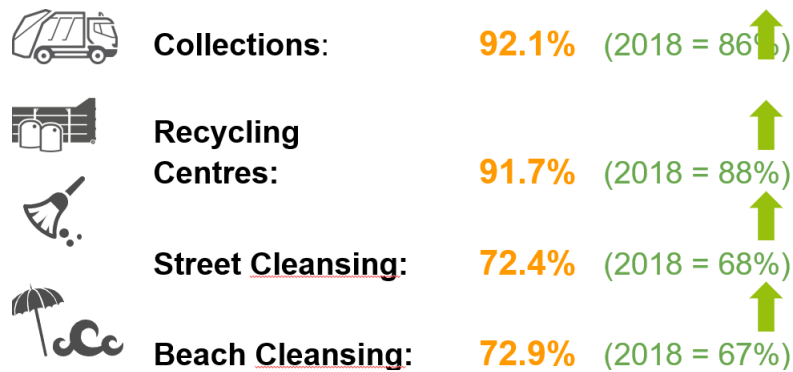
It must be noted there would be a cost to implementing and maintaining such as scheme which is mainly digital based

Resident Engagement and Surveying

- 4.6 Veolia (SBCs current waste collection contractor) carry out regular engagement with residents through their Customer liaison Group. As part of this project in November 2019 a meeting was held to feed into the scope and aims of this review. A summary of the output is below itemised against the key discussion points.

What communication methods are most effective to encourage recycling?	How could residents be incentivised to recycle more?	What could be a barrier to people participating in recycling?	What works well with the recycling service now
Awareness Days	All residents need a stake in the area	different languages	Street Champions
Hard Hitting Posters	Give out shopping vouchers	New flats need more bins /lack of facilities	Dual recycling
Via School children	educate landlords	limited space in homes	pink weekly collections
Face book community events	engage with schools	lack of storage	street cleaned in 6 week cycles
Eco fair	credit awards	mis understanding of plastics	weekly service works well please keep
TV adverts & news papers	poster campaigns	new residents unfamiliar with how to recycle	posters to promote recycling
face to face	educate children and parents		flat recycling promotion
leaflets in libraries	more door to door		mysouthend reporting
Competitions			promotion of composting champions

4.7 In October 2020 Veolia via a third party carried out a satisfaction survey of waste and cleansing services in SBC and the results were fed back to the project group. A summary of the results are below and see Appendix 2 for the presentation



From nearly 6000 responses, it can be seen that satisfaction levels with the current service particular waste collection are very high, in all cases when benchmarked against Local Government Association data SBCs ranked higher than quarterly averages from a selection of other authorities. The presentation provides further detail on actions and areas of focus that arise out of the surveying with a view to improve services. SBC also carries out Boroughwide surveying which include specific questions on recycling and waste services.

Alternative Treatment to landfill and energy recovery

4.8 SBC has declared a Climate Change Emergency and as such needs top contribute to the Government targets of reducing UK carbon emissions to the following

- 34% by 2020
- and by at least 80% by 2050

when compared to levels in 1990.

Recovering waste by turning into it energy avoids landfill and can contribute to carbon emission savings. The energy is typically used to power homes locally.

A presentation was given By Veolia covering the overview of the technology, geographical locations, emission control and energy generation. A number of case study examples of high recycling authorities were referenced by Veolia who use Energy from Waste as a disposal option.

Legislative and Strategic context

- 4.9 In December 2018 the Government published its Resources and Waste Strategy setting out how we will preserve material resources by minimising waste, promoting resource efficiency and moving towards a circular economy in England.

A key factor in the delivery of this strategy is resource recovery and waste management and the following key principles below are consistent with this review:

- improve recycling rates by ensuring a consistent set of dry recyclable materials is collected from all households and businesses
- reduce greenhouse gas emissions from landfill by ensuring that every householder and appropriate businesses have a weekly separate food waste collection, subject to consultation
- improve urban recycling rates, working with business and local authorities
- improve working arrangements and performance between local authorities
- drive greater efficiency of Energy from Waste (EfW) plants
- address information barriers to the use of secondary materials
- encourage waste producers and managers to implement the waste hierarchy in respect to hazardous waste

In May 21, the Environment Bill was taken back to Parliament for a third reading. Through the Environment Bill, the Government aims to clean up the country's air, restore natural habitats and increase biodiversity. The Bill will also outline how the government will reduce waste, make better use of resources, and improve management of water resources in a changing climate. The legislation builds on this Government's decisive action to protect the environment as [set out in our 25 Year Environment Plan](#) and the binding commitment to reach net-zero carbon emissions by 2050.

5 Recommendations

- 5.1 By way of providing some context to and delivery of the recommendations it was noted that during the review Officers updated the project group on the ongoing work to assess whether an extension to the current waste collection contract is viable, which would take the end date to 4th October 2031. Dialogue in the process has focused on improving recycling rates, reducing environmental impact and contributing to carbon savings.

- 5.2 The following is recommended:

- Options for a service change that improve recycling rates should be considered during the extension dialogue for the current waste collection contact and/or a new procurement. This should draw on best practice from high performing authorities and consider potential legislative impacts from the forthcoming Environment Bill.

- Engagement with communities is ongoing to encourage participation in recycling services. This should be through: targeted communication campaigns on a local and national level which focus on low performing areas; use of reward schemes subject to funding (and further investigation), regular customer surveying to inform service design and satisfaction levels.
- The Council should explore disposal arrangements for residual waste other than landfill, possibly to recover energy and in the context of the waste hierarchy

APPENDIX 1

Scrutiny Project Domestic Waste Recycling Monday 9th November 2020
6.30pm

1. Project recap (IK/TR)
2. Recycling Improvements at Tendring Council (Veolia)
3. Update on impact of Covid on waste performance (IK)
4. Recycling Action Plan (IK)
5. Feed back from Community Liaison Group (IK)
6. Waste services post 2023 (IK)
7. Q & A (All)
8. Next steps (All)

Project recap:

- To review current strategies, initiatives and methods of waste recycling/collection and their effectiveness
- To consider best practice from exemplar Local Authorities (e.g. Tendring, Rochford) including incentive schemes
- To examine operational and cultural barriers to domestic waste recycling and how these may be overcome
- To identify and consider recycling measures and initiatives to increase the amount and type of domestic waste recycling in the Borough
- To investigate how the community be educated and encouraged to increase domestic waste recycling levels reduce the level of waste sent to landfill
- To investigate the potential alternative uses of suitable residual waste after recycling as an alternative to landfill

Possible activity from original plan:

- Desktop scrutiny of existing and emerging documentation/data
- Initial scoping meeting of T&F group
- include a few relevant questions on the Borough-wide resident perception
- Potential to have an informal online survey for targeted or open participation
- Pop up engagement – i.e. in reception / over at Waste Recycling Centres
- Structured stakeholder workshop(s) for Veolia Community Liaison group and stakeholders/relevant partners
- In-depth witness sessions

Date	Activity	
17/9/19	Initial project meeting, scope agreed.	
Ongoing	Provision of desktop and background data to the Group	<ul style="list-style-type: none"> • Included Veolia Customer satisfaction survey results • Recycling Performance tables • Association of public Service Excellence (APSE) State of the Market Survey, a report on Local Authorities approach to recycling collections, types of materials collected, behaviours and incentives for recycling • Link to the Governments
November 19	Workshop with a Community Liaison Group in partnership with Veolia	<ul style="list-style-type: none"> • Exploring attitudes and behaviours around recycling, obtaining resident feedback on services
November 19	Council wide satisfaction survey , including specific questions on waste and recycling	<ul style="list-style-type: none"> • Exploring attitudes and behaviours around recycling, obtaining resident feedback on services (separate report issued)
21 February 20	Member and Officer visit to Southwark Materials Recycling Facility	<ul style="list-style-type: none"> • To gain experience of service operations and waste sorting

Overview of Tendring service change



- The service change that Tendring introduced in June 2019 saw the weekly black sack clear all policy be replaced with a fortnightly 180 litre bin collection service.
- All recycling services remained the same.

	Pre-Service Change	Post-Service Change
Refuse	Weekly unlimited sack collections	Fortnightly 180 litre bin with no side waste
Dry Recycling	Week 1 - Paper and cardboard Week 2 - Plastic bottles and Cans	Week 1 - Paper and cardboard Week 2 - Plastic bottles and Cans
Food Recycling	Weekly collection	Weekly collection
Garden Waste	Chargeable service	Chargeable service

Overview of Tendring service change



In the summer of 2019, a service change was implemented whereby a fortnightly collection of residual waste from 180 litre wheelie bins was introduced for the majority of properties, replacing weekly sack collections.

- **Prior to the introduction of the wheeled bin service a district wide audit was undertaken to ascertain the suitability of properties for wheeled bins.**

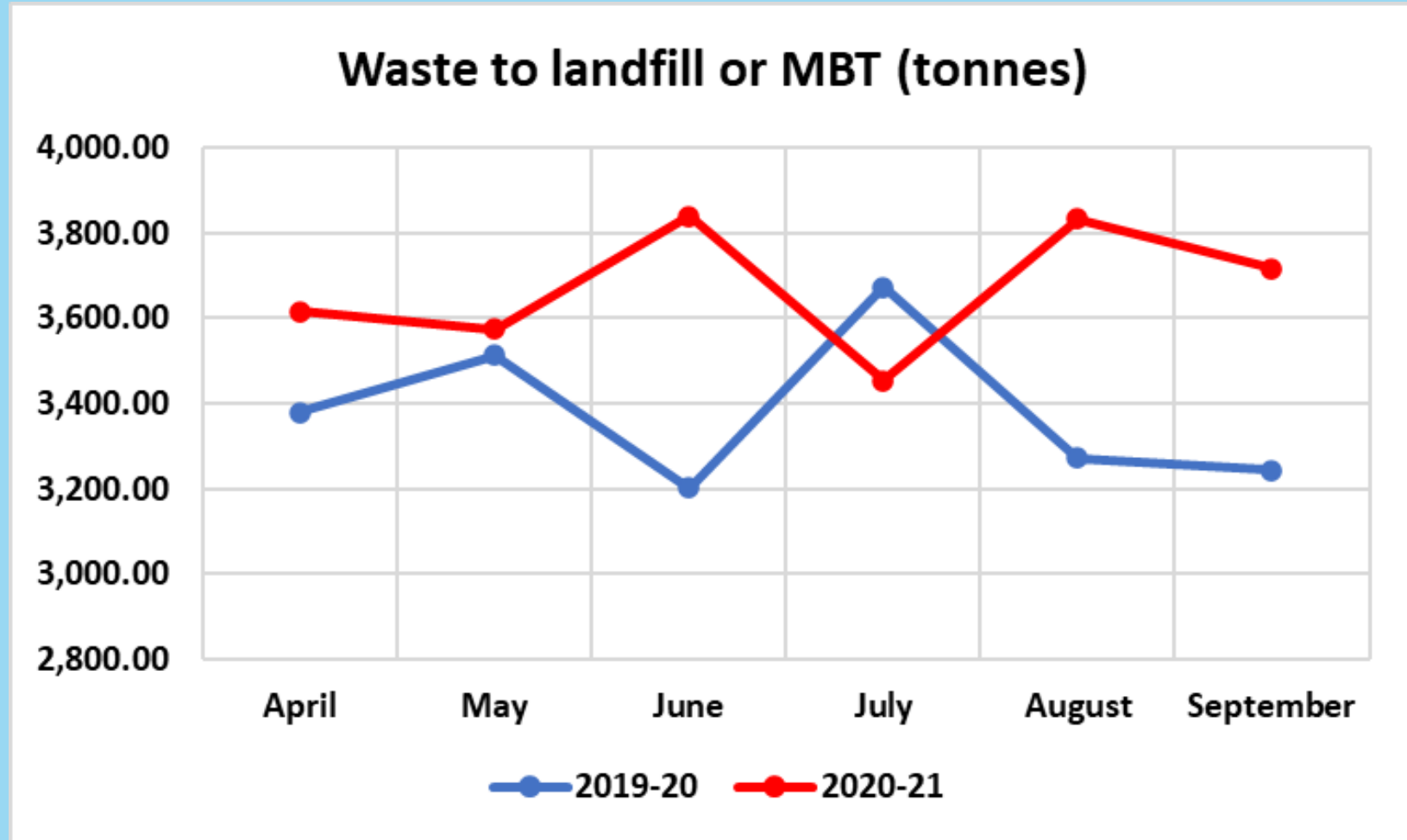
The service change was introduced so as to reduce the amount of litter caused by bags being ripped open and promote recycling, whilst also simplifying the collection rounds.

The rollout of wheelie bins was delivered over a 10 week process starting in June on a round by round basis, and was completed by the middle of August.

- **Recycling rates shot up following the introduction of the wheelie bins. In October 2019, food waste was up 104% compared to October 2018, paper recycling up 18%, plastic 44% and glass at bottle banks up 23%;**
- **Tendring Council have estimated that the district has achieved an annualised recycling rate of 40.8%, (October 2019 - September 2020), compared to an annual recycling rate of 27.3% in 2018-19. Residual waste also reduced over the same period by 877 tonnes, (29%).**
- **Benefits to the street scene were also realised, with less litter from ripped open sacks following use of the wheelie bins.**
- **These improvements were achieved at no overall additional cost to the Authority.**

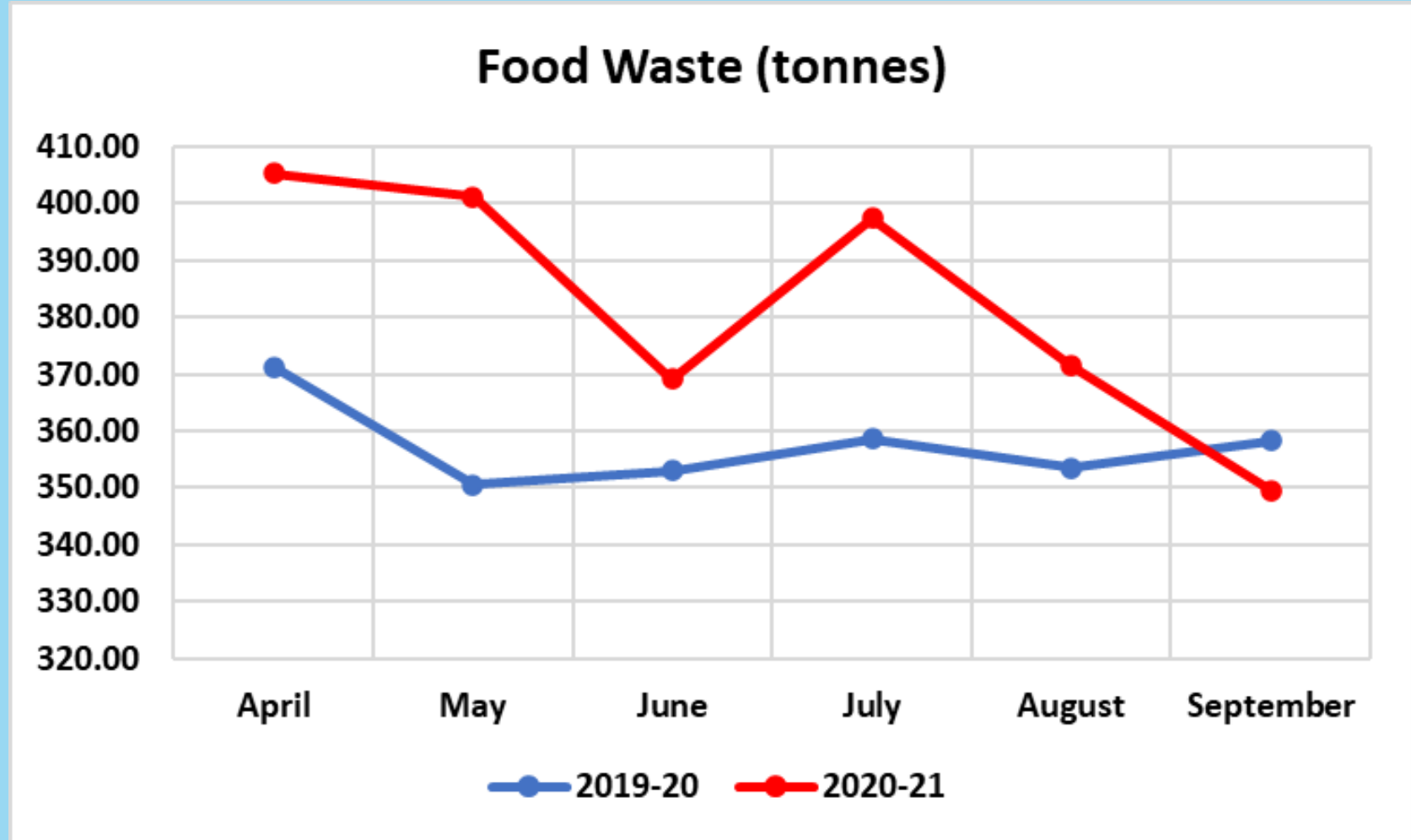
Covid-19 Impacts - Waste

Waste to landfill or MBT	Total	Change
2019-20	20,280.47	
2020-21	22,034.80	8.6%



Covid-19 Impacts - Food Waste

Food Waste	Total	Change
2019-20	2,145.30	
2020-21	2,294.14	6.9% ↑



1 st Quarter Recycling	tonnes	change
19/20	2994	
20/21	3373	Increase 12%

Current recycling rate is approx. 46% (Sep 20)

Recycling Action Plan

Customer Satisfaction survey – results due by end of November. 5790 responses received (target 3500)

Champion schemes have reopened (after COVID hiatus) – volunteer newsletter to be circulated by end of November.

Christmas recycling – communication campaigns including press releases, social media campaigns and recycling reminders.

Recycling participation and contamination monitoring activities are underway – with data analyses taking place in the coming weeks. Development of bespoke campaigns will follow once nature and volume of issue is known.

Flats recycling roll out – 477 blocks of flats and households of multiple occupancy have had recycling services installed. Engagement with some of the more challenging locations continues. Targeted work with South Essex Homes properties is taking place, developing content for their social media and magazine, and developing opportunities with Tenants Federation and a the Supported Housing focus groups.

Schools education – Education Outreach is on hold due to COVID-19 in consultation with schools (they are not allowing any non-essential personnel into schools currently). Veolia's working group is focusing on online content for lessons and extra-curricular activities for schools. In pilot testing phases currently and will be rolled out in new year.

2021 Recycling and cleansing communications plan is being developed

What communication methods are most effective to encourage recycling?	How could residents be incentivised to recycle more?	What could be a barrier to people participating in recycling?	What works well with the recycling service now
Awareness Days	All residents need a stake in the area	different languages	Street Champions
Hard Hitting Posters	Give out shopping vouchers	New flats need more bins /lack of facilities	Dual recycling
Via School children	educate landlords	limited space in homes	pink weekly collections
Face book community events Eco fair	engage with schools	lack of storage	street cleaned in 6 week cycles
TV adverts & news papers	credit awards	mis understanding of plastics	weekly service works well please keep
Election Canvases	poster campaigns	new residents unfamiliar with how to recycle	posters to promote recycling
face to face	educate children and parents		flat recycling promotion
leaflets in libraries	more door to door		mysouthend reporting
Competitions			promotion of composting champions

Feedback from Community Liaison Group Nov 19

Waste Services post 2023

- Negotiation with Veolia
- Improve recycling rates
- Maintain satisfaction levels
- Option to reprocure

Q & A

Next steps

Overview of Rochford's alternate weekly recycling scheme introduced 2008

Waste stream	Pre-Service change	Post-service change
Non-Recycling	Weekly 240 litre bin	Fortnightly 180 litre bin
Dry Recycling	Fortnightly 55 litre crate Paper, glass & cans only	Fortnightly 240 litre bin
Food	Collected within Non-Recycling bin	
Garden	Chargeable weekly subscription scheme 240 litre bin only 7% take up	
Mixed Food & Garden		Weekly mixed food & garden 140 litre bin

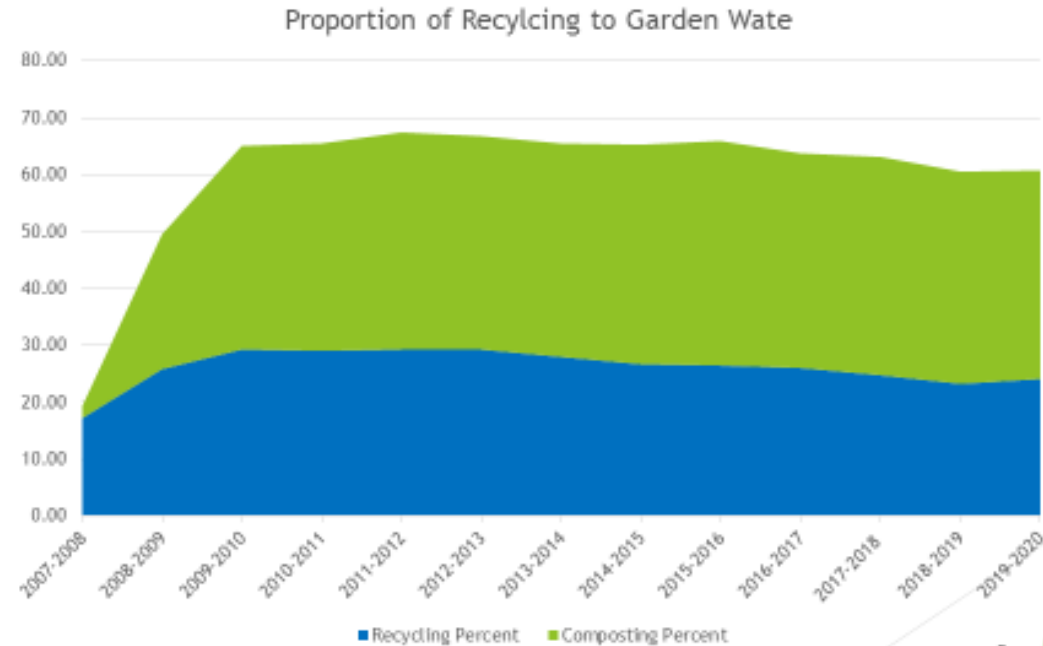
Recycling Performance

In 2007-2008 Rochford was achieving a recycling rate of 19.4%.

In the first full year of the new scheme 60% plus recycling rate was achieved and 60% plus has been maintained ever since with Rochford achieving top recycling authority on two occasions.

Residual Tonnages dropped dramatically from an average 2,000 tonnes per month to 850 tonnes per month.

Rochford's Recycling Performance



Scheme Roll-Out

July 2008 alternate weekly collections were introduced to most households; the existing 240 litre bin was reused for recycling and a smaller 180 litre bin was provided for non-recycling. A food & garden bin 140 litre was provided primarily for food waste and garden waste was secondary.

Successful roll out and delivery of the bins was key. The changeover was seamless and involved a major communications campaign to ensure residents knew what to expect.

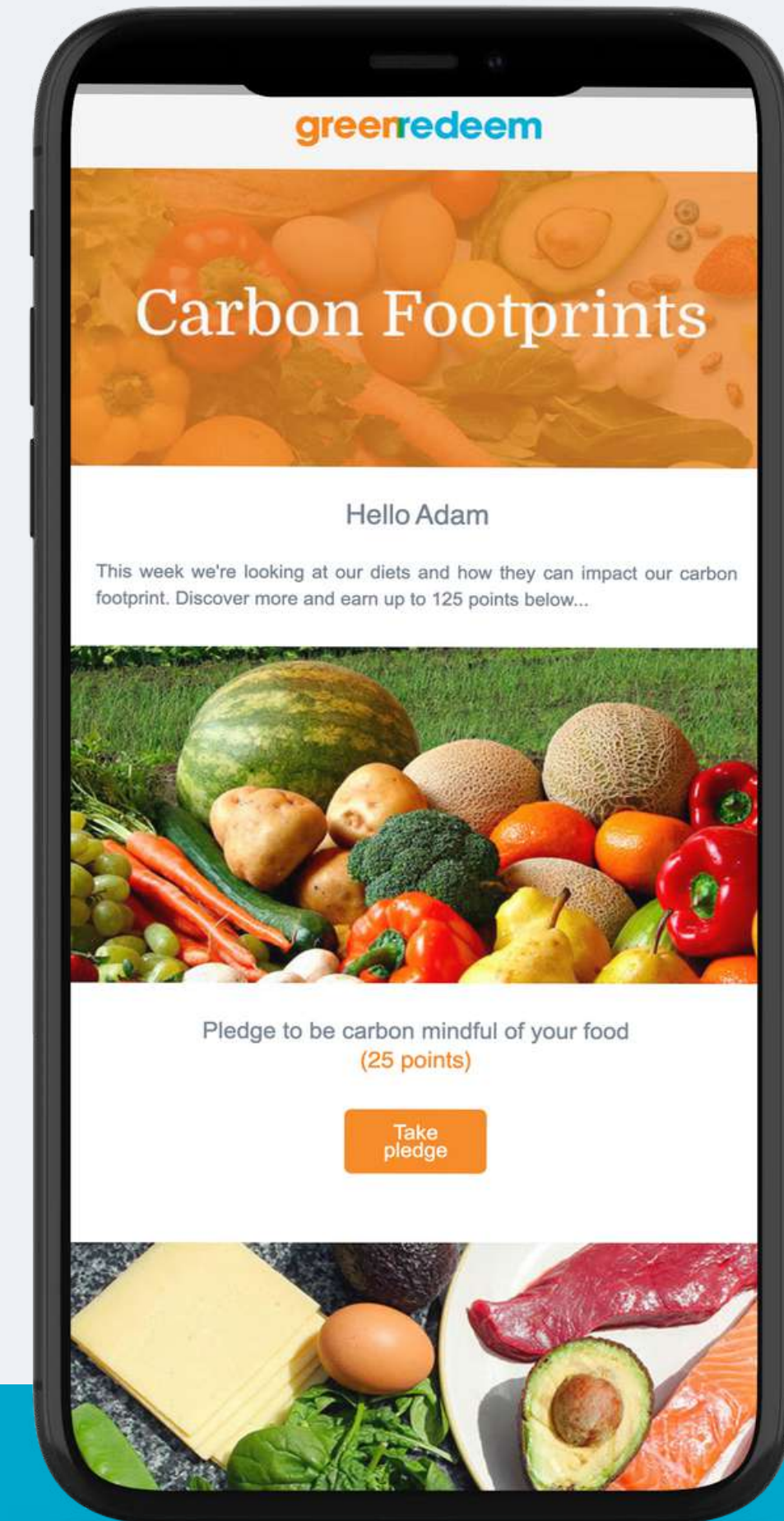
Implementation included rebranding recycling to make it the focus of all campaigns with “waste” taking a back seat. Comprehensive promotional campaign to establish scheme, focus on benefits of recycling with clear simple instructions and rebuttal of misinformation.

The scheme has a strict no side waste policy and adherence to rules of the scheme was carried out to reinforce the contamination message. Strict no return policy.

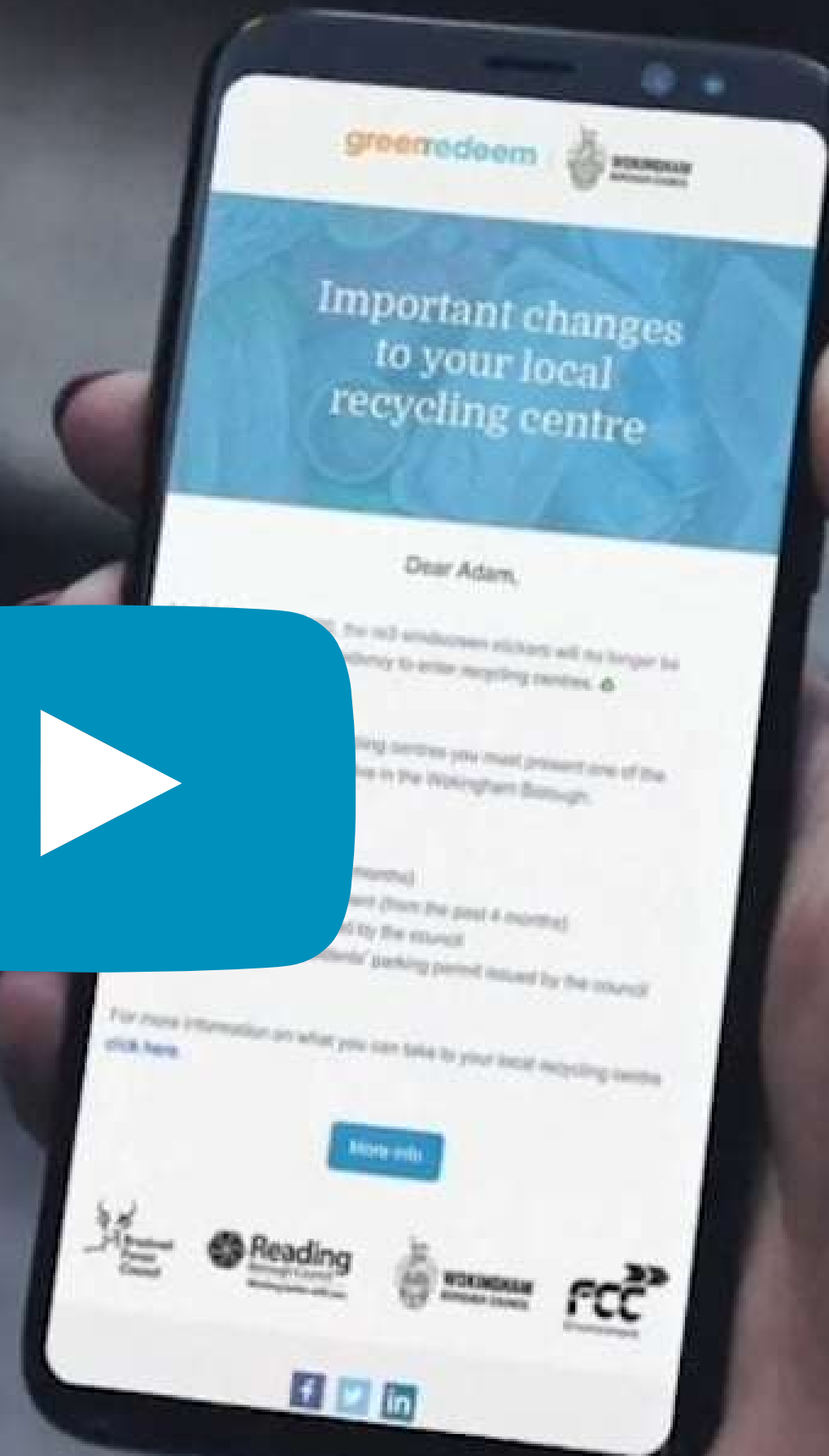
Next phase of roll out was flats and mobile homes, this was achieved at a later date and the three bin scheme was introduced to more than 3000 flats and several parkland homes sites – Many are on a Weekly Collection, around half use communal 1700 litres bins.

Greenredeem's environmental behaviour change programme

Engaging and motivating residents to change their behaviour and help them understand how they can contribute by taking positive action.



11 years of engaging residents to waste less & recycle more





Behaviour change is at the heart of our digital communications

Behaviour change does not happen through a one-off action or campaign, instead it is achieved through a gradual and sustained process, helping to engrain the adoption of new habits, bringing with it tangible results

Our 4 step approach to sustained behaviour change

1



Build &
grow a
community

2



Engage them
behind a
cause

3



Reward
participation &
improvements

4

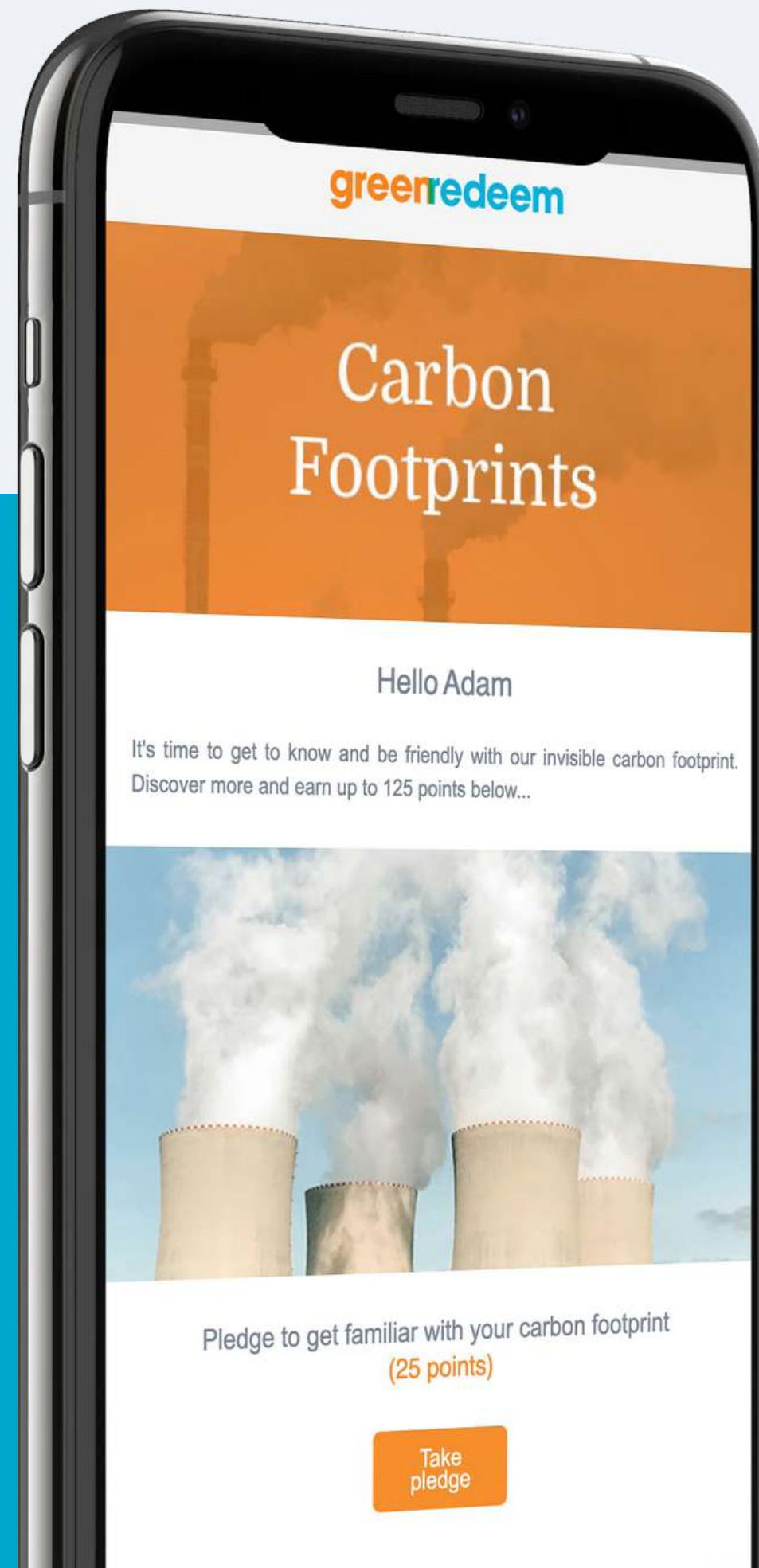


Make the
change
habitual

Why investing in content is important to us

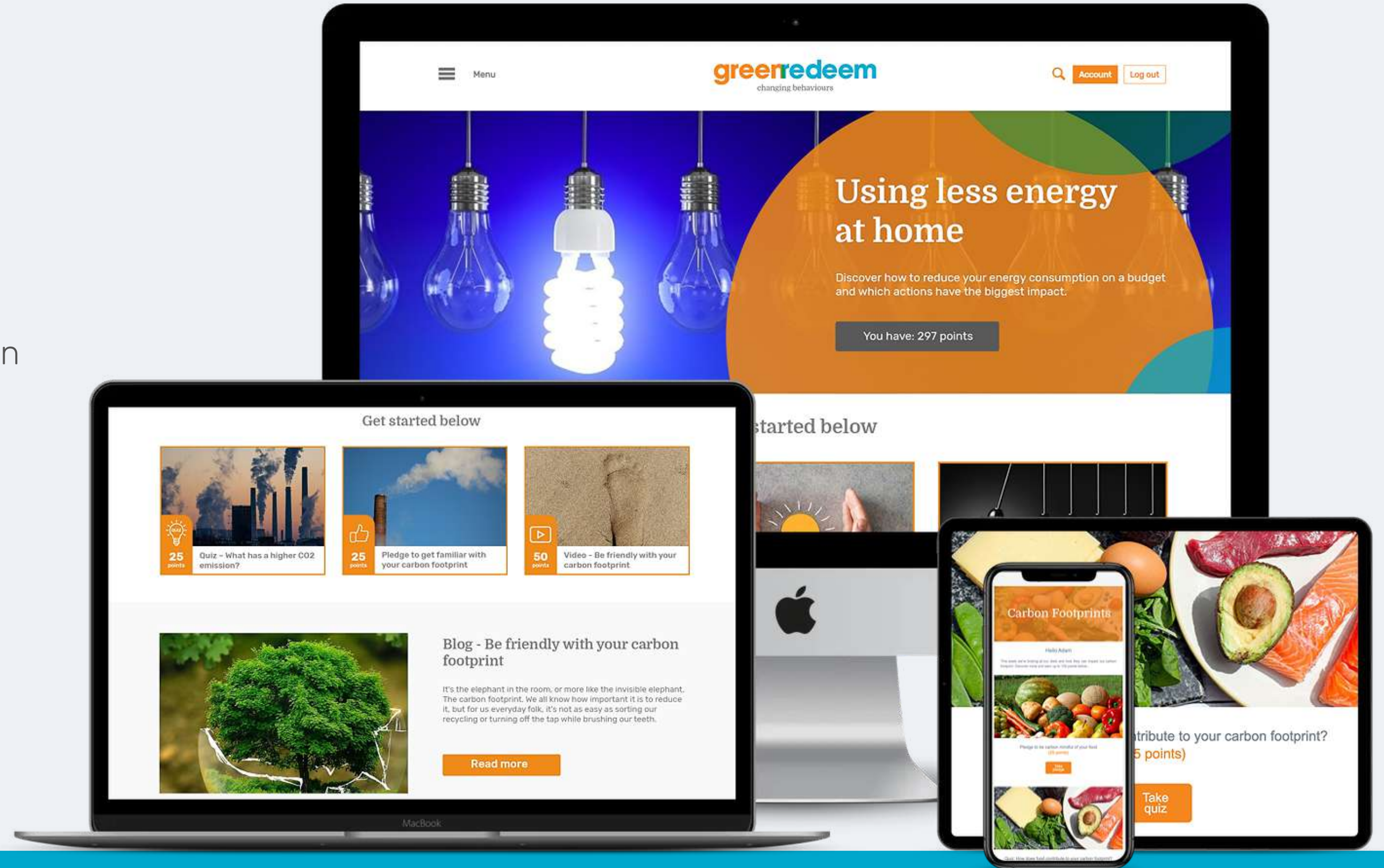
We create innovative communication campaigns through which residents can be motivated, educated & inspired in a fun, engaging way

In collaboration, we will create a marketing plan & content strategy which will take residents through the journey of understanding how to waste less and recycle more. All content is accessed by residents through your bespoke Greenredeem digital channel



Tailored campaign content

Every week we will focus on an agreed environmental theme which will be supported with activities e.g. email, blog pledge, video & quiz



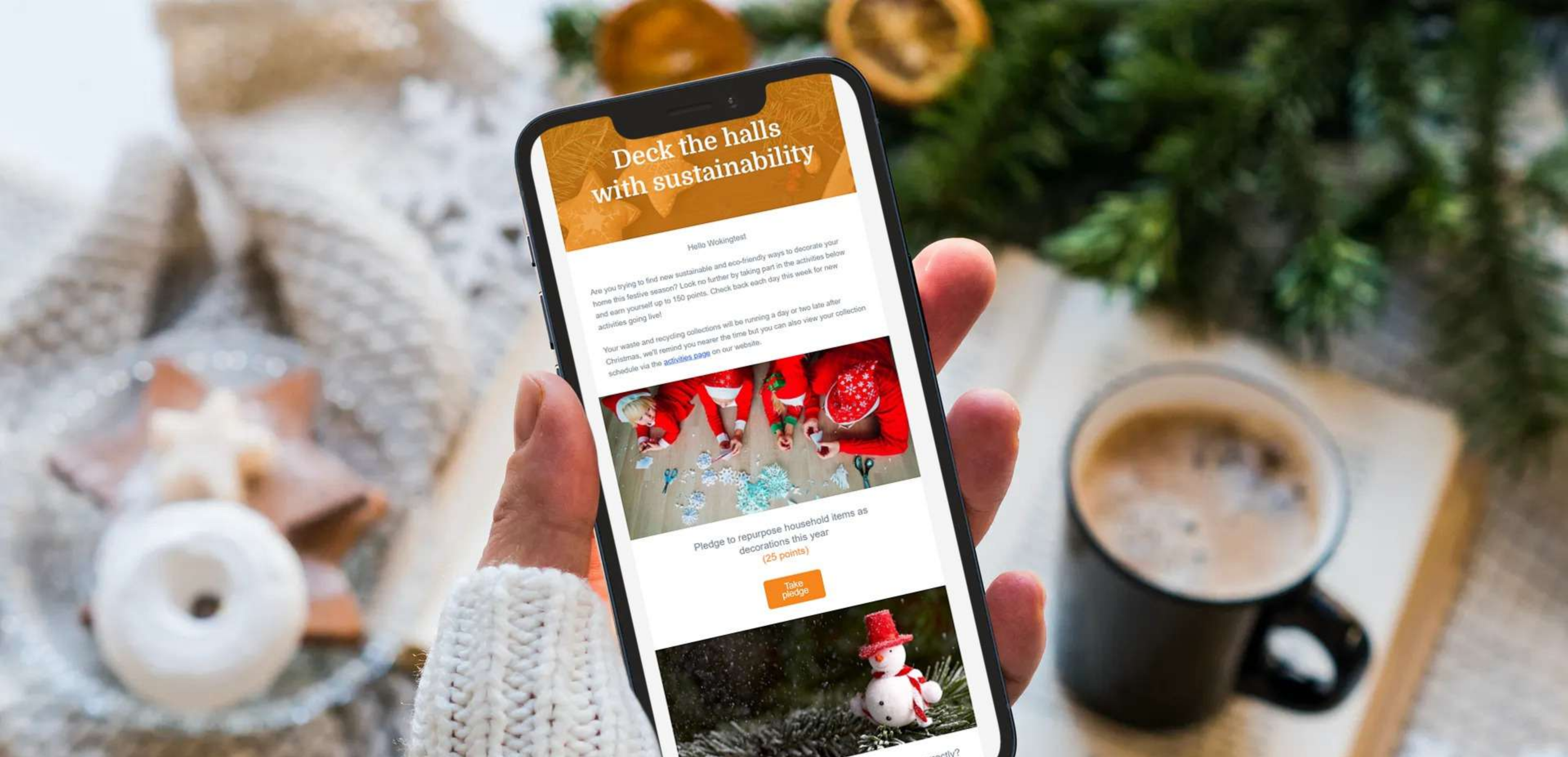
Weekly campaigns

We will deliver 52 weeks of uninterrupted continuous campaigning to include environmental & climate change topics such as waste, food, transport, energy and fashion

The screenshot shows the Green Redeem website interface. At the top, the logo 'greenredeem' is displayed with the tagline 'changing behaviours'. A navigation menu is visible on the left, and 'Account' and 'Logout' buttons are on the right. The main banner features a large tree and the text 'Get to know your carbon footprint' with a sub-headline 'It's time to get to know and be friendly with our invisible carbon footprint. Discover more and earn up to 125 points by...' and a 'You have: 482 points' indicator. Below the banner, a section titled 'Get started below' contains three cards: a quiz 'What has a higher CO2 emission?' (25 points), a pledge 'Pledge to get familiar with your carbon footprint' (25 points), and a video 'Be friendly with your carbon footprint' (50 points). A blog post titled 'Blog - Be friendly with your carbon footprint' is featured below, with a 'Read more' button. At the bottom, there is a 'Redeem your points code here' field with 'XXXX' and a 'Claim Your Points' button.

This screenshot displays the 'Fast Fashion' campaign on the Green Redeem website. The banner includes the text 'Fast Fashion' and 'Earn up to 150 points by discovering brands that help you buy clothing more sustainably...' with a 'You have: 482 points' indicator. The 'Get started below' section features three cards: 'Try a new sustainable brand' (25 points), 'Video: Where can you buy sustainable fashion' (50 points), and a blog post '9 brands you should consider when buying sustainable clothing' (50 points) with a 'Read more' button.

This screenshot shows the 'Saving less energy at home' campaign. The banner text reads 'Saving less energy at home' and 'How to reduce your energy consumption on a budget. 5 actions have the biggest impact.' with a 'You have: 297 points' indicator. The 'Get started below' section includes three cards: '5 ways to reduce your energy usage around the home' (50 points), a blog post 'How to lower your energy around the home' (50 points) with a 'Read more' button, and another blog post '9 brands you should consider when buying sustainable clothing' (50 points) with a 'Read more' button.



Deck the halls with sustainability

Hello Wokingtest

Are you trying to find new sustainable and eco-friendly ways to decorate your home this festive season? Look no further by taking part in the activities below and earn yourself up to 150 points. Check back each day this week for new activities going live!

Your waste and recycling collections will be running a day or two late after Christmas, we'll remind you nearer the time but you can also view your collection schedule via the [activities page](#) on our website.



Pledge to repurpose household items as decorations this year
(25 points)

Take pledge



Live campaign activities



Get started



 +25 points
Pledge to buy an experience gift this Christmas



 +25 points
Quiz: How eco-friendly is your gift idea?



 +25 points
Pledge to buy from small businesses this Christmas



 +25 points
Quiz: How should you discard these unwanted gifts?



 +25 points
Pledge to give less and spend time together this Christmas



 +50 points
Video: Greenreedeem's eco-friendly gift guide



Blog - Eco-friendly gift ideas for everyone this Christmas

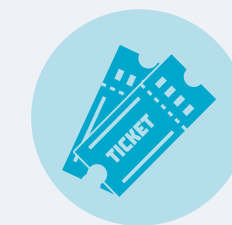
Christmas is the most wonderful time of year. Unless you've got the task of Christmas gift ideas for the most impossible person to buy for. Finding the right gift can be quite the challenge, especially when you're buying for the person who has everything....

Motivating residents with choice and a variety of incentives

We recognise that people have different motivations, so we offer a choice in how your residents are rewarded for their efforts



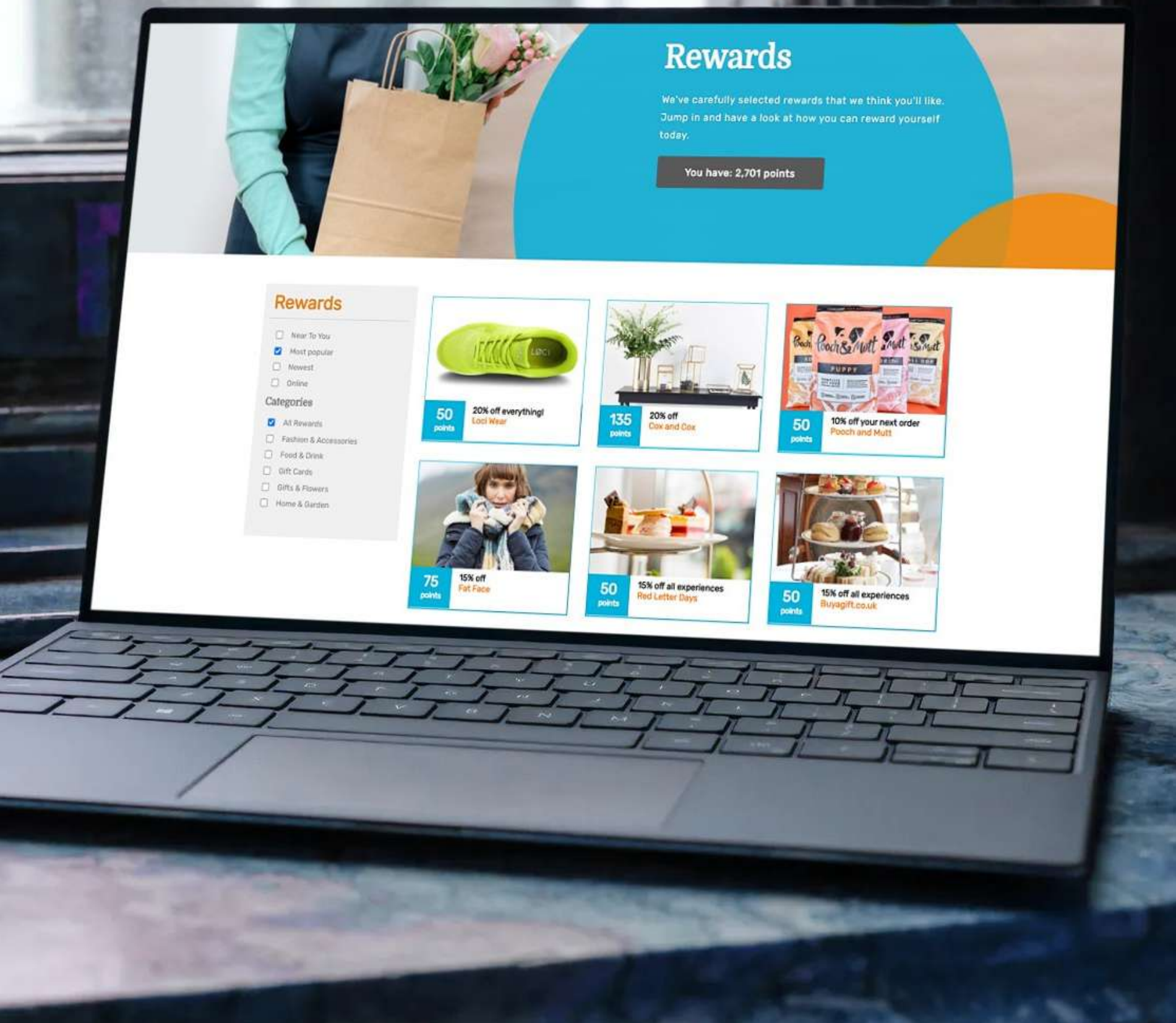
Donations



Competitions



Discounts



Member Rewards





Personalised dashboard



Tracking effectiveness & ROI

We will demonstrate a direct correlation between engagement with activities taken i.e. email, blog, pledge, video & quiz and achieving environmental & climate change goals for Southend-on-Sea Borough Council

For example, to measure reductions in waste & recycling increases, a baseline will be defined by route and by day each week (or total tonnages figures, depending on what data is available) and the amount of residual waste and recycling collected will be compared to this baseline

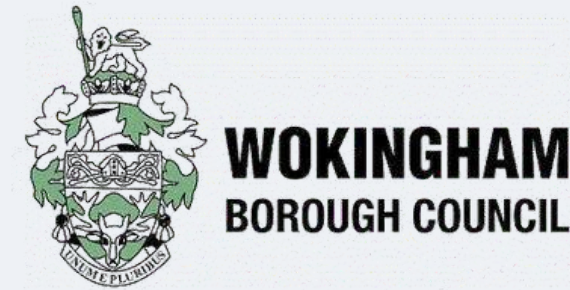
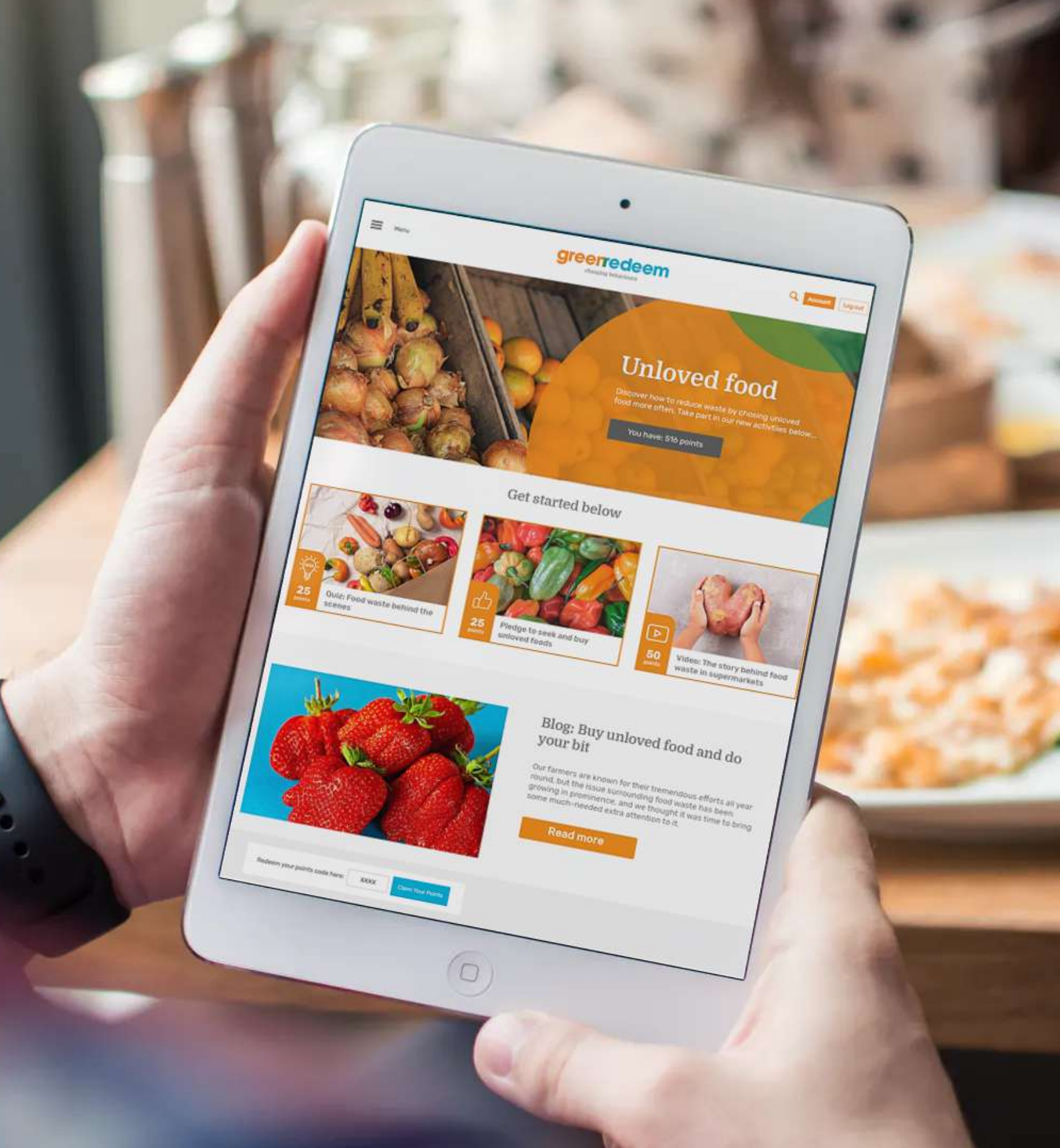
A direct increase in recycling tonnages of **24.2kg** hh/yr for registered residents

- Recycling incentive scheme
- The Royal Borough of Windsor & Maidenhead
- Contract period: 2009 to 2019

Registered members recycled twice as often as non-registered members; presenting their bins on average 2.23 times a month vs 1.17 for non-members. throughout this period there were no service changes.

Waste reduction (halo benefit): Residual waste saw an average decrease over 10 years of 714T per annum, reflecting an absolute reduction of 16.64% across that period.





An increase in recycling of **21.3%** or **23.1kg** per household per year

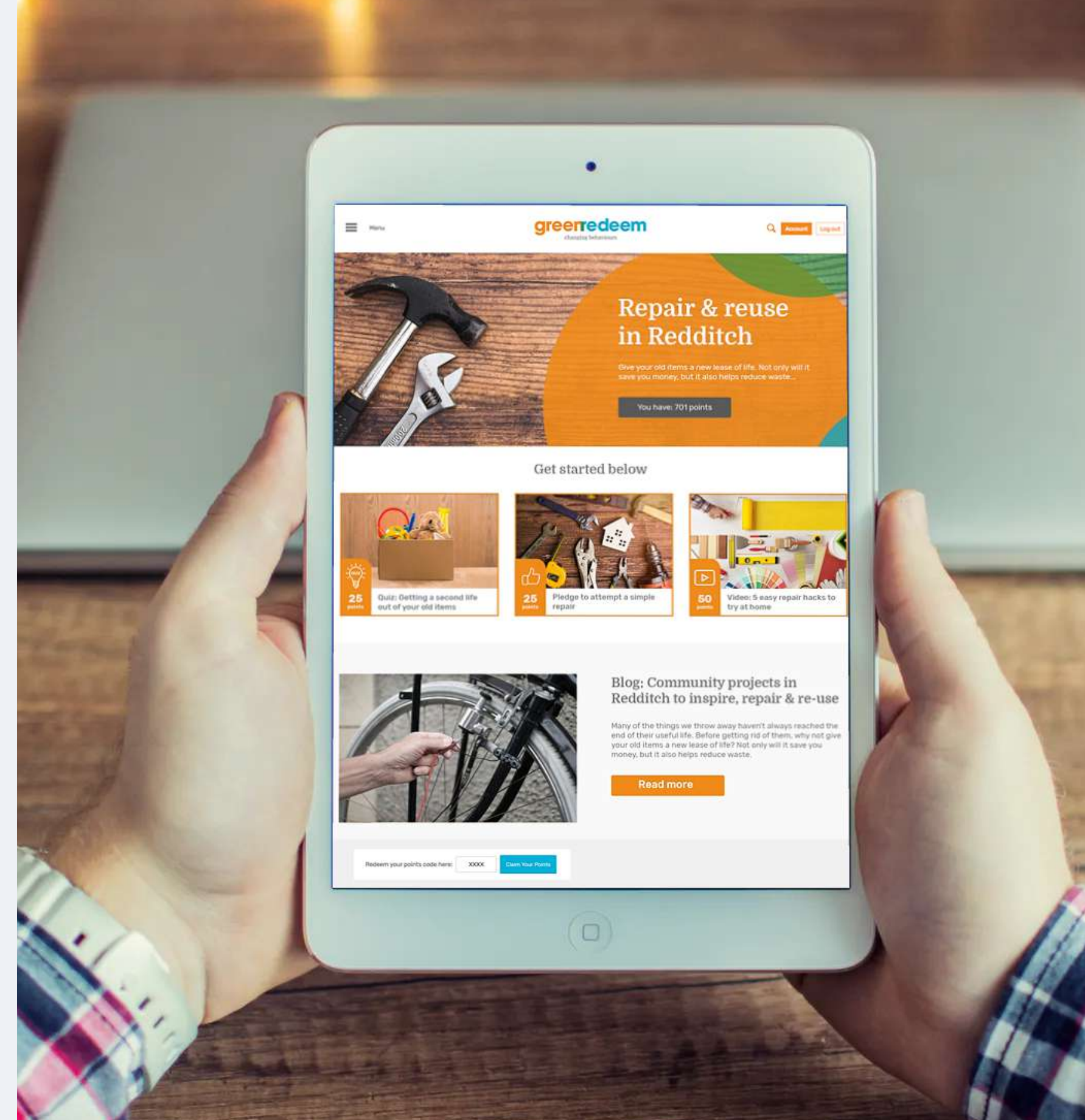
- Recycling & residual waste
- Wokingham Borough Council
- Contract period: April 2012 – to date

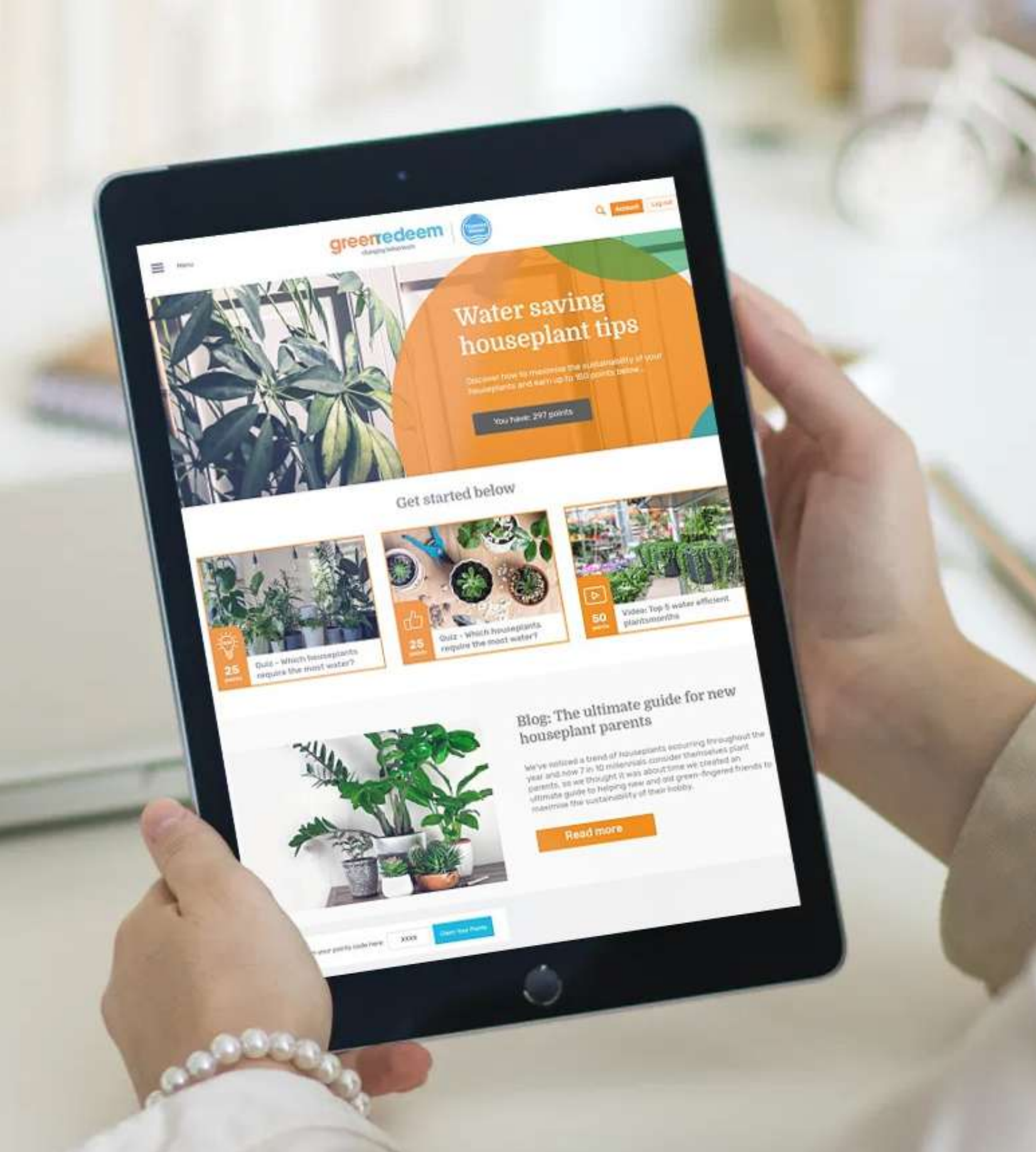
Waste reduction (halo benefit): As with all campaigns our messaging follows the waste hierarchy. Residual waste collected across the Borough reduced by 4.3% or 17.1 Kg per household per year

4.5% reduction in household waste

- Waste reduction campaign
- Redditch Borough Council
- Contract period: 2017- 2018

This was 2.5% higher than their surrounding boroughs/districts for the same period with no other service changes





21% fall in water consumption per person per day

- Rewarding households for using less water
- Thames Water
- Contract period: March 2018 - to date

Campaign mechanic: By taking a sample of 200,000 meter reads and linking the number of completed interactions that each household took, we were able to evaluate the impact on their water usage

Initial set-up



Setting SMART goals

Consultation to assess & re-evaluate Southend-on-Sea BC's environmental needs and agree SMART goals



Yearly marketing plan

Creation of a bespoke content strategy, breaking down your yearly goals into different campaigns helps achieve your targets



Launching to Southend-on-Sea

As well as organically growing the resident membership through council owned channels we would look to do specific launch campaigns - social media, local radio & press and offline marketing



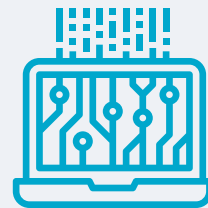
Building a digital community

Our web developers will set up the community for your local authority, ensuring all members can register quickly & receive localised content on their own personalised interactive dashboard



Multi-channel comms

SBC will have full control of the digital platform, enabling relevant (& covid proof) communications to residents who can interact & respond to this content



Data Entry Portal

Bespoke for eligible households. The Portal allows for the calculation of points and bonuses based on reductions in residual waste and recycling improvements



Data handling

ISO 9001 & 14001 adherence to all GDPR regulations. All data is stored securely in the UK. Residents will review a membership agreement and privacy policy and can update email preferences at any time



Reporting capabilities

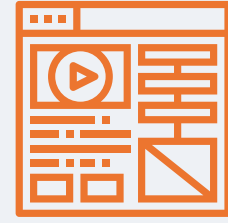
All data relating to the activities of Southend's residents will be available to analyse in our Management Information (MI) system. Specific data sets and reports will be prepared to allow access to MI 24/7

Scheme running



Campaign creation

52 weeks of content & activities incorporating localised, relevant & topical information to meet council objectives



Content design

Our in-house team of digital designers and copywriters, tailor communications and provide brand personalisation to ensure we become a trusted source of information with residents



Account management

Each quarter we will provide you with a full set of KPI reports that show the impact Greenredeem is having & improvement feedback



Customer care

Our UK based customer care team will support your residents 9am to 5pm Monday to Friday on all aspects of Greenredeem. Alternatively residents can send an email 24/7



Gamification

Residents will stay motivated with interactive games and points for increased & sustained behaviour change



Rewards

Support local economy: food & drink, days out, entertainment & recreation. Residents can redeem these digitally or print off at home



Prize draw

Residents can enter into Greenredeem's fortnightly prize draw to win 4k TVs, iPads, Apple Watches, staycation holiday vouchers



Supporting charities

Residents can donate points to local schools & initiatives plus Cancer Research, RNLI, Help the Heroes or Marie Curie

Incremental forecasted savings

Working on the assumption that Southend-on-Sea's environment & climate change goals include reducing waste and increasing recycling. The below calculates potential annual savings following the introduction of Greenredeem:

Residual waste – based on a 4% reduction

- 2018/19 residual = 38,749 tonnes. Reduced by 4% = 1,549 tonnes saved
- Incineration/landfill charges at £150 /tonne x 1,549 tonnes = £232,494 saved

Recycling – based on a 30kg increase in recycling per household

- Target 33% membership take up of 60,000 Southend's households
- 20,000 households x 30kg = 600 tonnes additional recycled material
- Recycling rate = 49.7% (up from 48.3% in 2018/19)*

*Associated increase in rebate revenues and a reduction in incineration/processing costs



In summary Greenredeem will:

- Provide a highly accessible digital platform to deliver environmental & climate change communications directly to residents
- Evidence positive behaviour change by engagement & measured improvements against agreed baselines e.g. reduce waste & increase recycling
- Demonstrate a robust financial & environmental return for Southend-on-Sea and a platform for continuous improvement



Customer Satisfaction Survey - Summary 2020

Background, methodology and sample size

Objectives

- second in series of bi-annual surveys (2018, 2020, 2022)
- to assess level of satisfaction of the waste and recycling services
- benchmark performance against 2015 and results from 2018 survey
- target response rate 3,500

Methodology

- external supplier used - ARP Research
- distribution of paper-based postal survey and link to an online form
- responses to ARP for data processing, coding, analysis and reporting
- all survey responses treated anonymously
- results from combined data

Response Rate

Total Responses = **5,932**

72.9% House
6.4% Other



18.5% Flat



Overall satisfaction



Collections:

92.1% (2018 = 86%) 



HWRCs:

91.7% (2018 = 88%) 



Street Cleansing:

72.4% (2018 = 68%) 



Beach Cleansing:

72.9% (2018 = 67%) 

Use of Services

Core Collection Services:

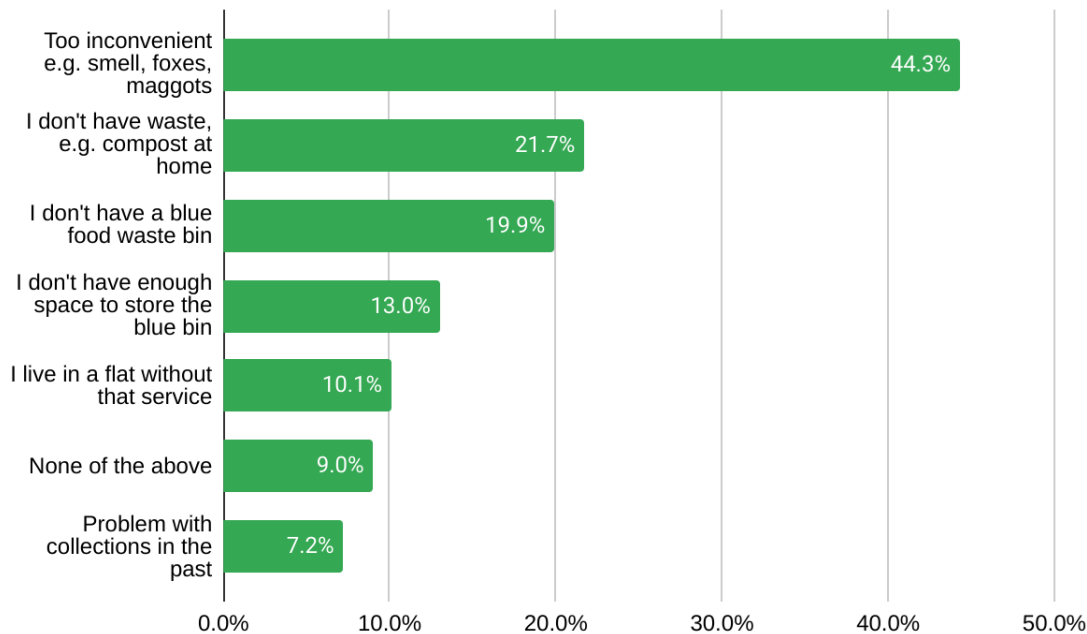
	Every Week	Fortnightly	Never
Recycling (pink)	93.7%	2.7%	1.4%
General Waste	84.3%	7.8%	1.1%
Food	67.7%	2.2%	22.2%
Paper & Card	63.0%	7.2%	18.3%

Other Services:

	Used	Never
Textiles	64.1%	28.1%
Garden	50.0%	42.8%
Bulky	28.9%	55.7%
Small WEEE	27.8%	61.8%

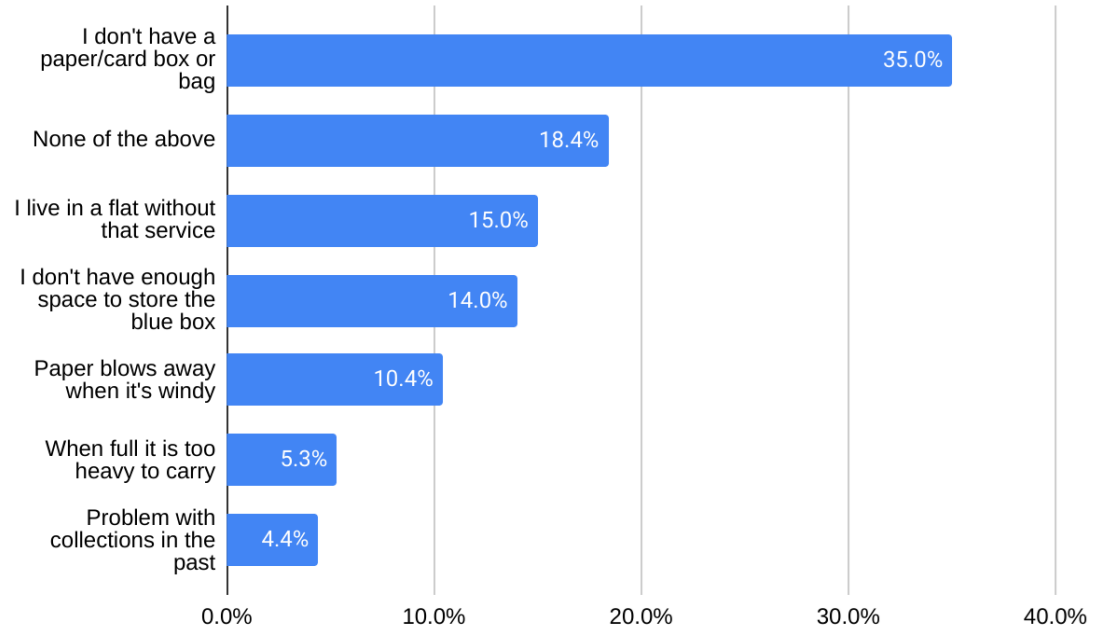
Why do you *not* use the service?

Food Waste Collections



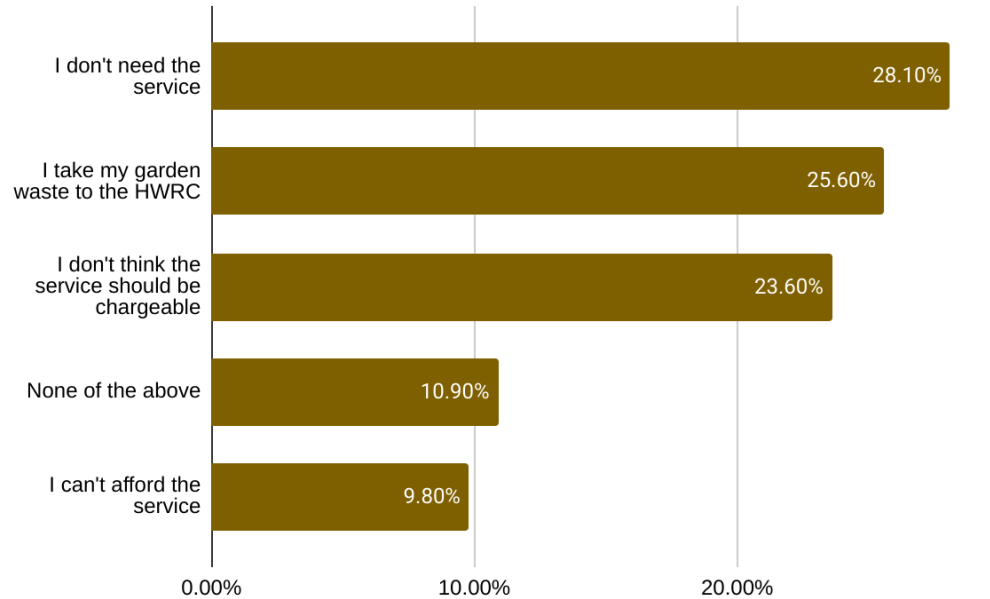
Why do you *not* use the service?

Paper & Card Collections



Why do you *not* use the service?

Garden Waste Service



Southend-on-Sea Borough Council

Report of Chief Executive and Town Clerk
To
Cabinet
On
27 July 2021

Agenda

Item No.

8

Report prepared by: Andrew Barnes – Head of Internal
Audit

Corporate Risk Register – June 2021 update

**Relevant Scrutiny Committee(s): Policy & Resources, People and Place
Scrutiny Committees**

**Cabinet Member – Cllr Collins
A Part 1 Public Agenda Item**

1 Purpose of Report

- 1.1 To consider the updated summary Corporate Risk Register.

2 Recommendations

That Cabinet considers the updated summary Corporate Risk Register and the position at June 2021 outlined in Appendix 1.

3 Summary Corporate Risk Register

- 3.1 The Council's Corporate Risk Register sets out the key risks to the successful delivery of the Council's corporate Southend 2050 Ambition and Outcomes and outlines the key management arrangements in place to mitigate and reduce risks, or maximise opportunities.
- 3.2 Updates on the Corporate Risk Register are discussed with and reported to Corporate Management Team (CMT) and the summary position is reported to Cabinet twice a year in June and January. The updated position on each risk or opportunity and management arrangements to mitigate these are included in Appendix 1.
- 3.3 The presentation of the risks reflects the alignment to the Southend 2050 Themes and reports the management actions being taken to mitigate the risks, or maximise the opportunity and includes the lead officer and relevant Cabinet Member for each risk. The differing roles of Members, in determining priorities and policies, and Officers in managing delivery of those priorities and implementing those policies should be remembered.
- 3.4 Work is ongoing through the Future Ways of Working programme to further develop and align work on risk across the Council, so that the approach to risk management is better embedded, supports the governance framework, the transformation agenda and integrated decision making, supporting the organisation to manage well in an increasingly complex environment.
- 3.5 In the period since the last report to Cabinet there have been further changes to the context that the Council is operating within as a result of the ongoing Covid-19 pandemic. The pandemic continues to have far reaching consequences and impacts across the whole of the Council's activities, the ways that services and officers are required to operate and the support that it has needed to provide to the Borough, as was covered in separate reports to Cabinet on 9 June and 15 September 2020 and 15 June 2021.

3.6 As a result Southend 2050 has been reviewed and refreshed to enable the Council to focus on the next 12 months. The refresh has:

- Formalised Future Ways of Working as the sixth Southend 2050 theme
- Prioritised outcomes within each of the themes
- Focused the prioritised roadmap milestones on delivery and:
 - Response to the Covid-19 pandemic
 - Economic recovery
 - Sustainability – financial, environmental and our transformation as an organisation.

3.7 Within this context CMT and other Directors have identified the following issues to be managed, monitored and reviewed as part of the Corporate Risk Register (with the relevant Scrutiny Committee for each issue in brackets):

1. Covid-19 pandemic (Policy & Resources / People)
2. Financial sustainability (Policy & Resources)
3. EU exit (People) – risk de-escalated from the Corporate Risk Register as a result of the exit agreement that is now in place, while the residual risks and issues arising from the implementation of the exit agreement will now largely become business as usual for relevant teams across the Council, including the Regulatory Services teams in supporting the Borough's businesses through the regulatory change and supply chain risks in respect of materials for construction and other projects. These and other risks continue to be managed across the organisation. EU exit remains a cross-cutting theme for the economic recovery cell that is working with the Opportunity & Prosperity theme leads and will ensure that the ongoing economic impacts of EU exit are picked up as part of the wider response within that theme
4. Public services landscape (Policy & Resources)
5. Workforce (Policy & Resources)
- 6a. Cyber security event (Policy & Resources)
- 6b. Data protection (Policy & Resources)
7. Capital investment delivery programme (Policy & Resources) – risk escalated to the Corporate Risk Register
8. Safeguarding responsibilities (People)
9. Adapting to climate change (People / Place)
10. Health inequalities (People)
11. Child welfare (People)
12. Housing (Place)
13. Adult social care (People)
14. Social cohesion (People) – risk escalated to the Corporate Risk Register
15. Waste management service (Policy & Resources)
16. House building programme (Place)
17. Regeneration and major projects (Place)

18. Southend as a visitor destination (Place)

19. Economic recovery and income inequalities (Policy & Resources / People)

20. Local plan (Place)

- 3.8 The risk register heat map on page 4 of appendix 1 plots the current risk score for each risk using the Council's scale, as shown on page 2 of appendix 1. This shows that the risks that have been escalated to the Corporate Risk Register are those with the potential to be the most detrimental to achieving the Ambition for the Borough, which is why the risk scores are all relatively high and consequently the risks appear on the Corporate Risk Register.
- 3.9 During the period since the last report to Cabinet, the concurrent manifestation of three risks: EU exit, the post-Christmas period of the Covid-19 pandemic and agreeing a budget for 2021/22 and the medium term financial strategy, that was flagged as significant challenge have all been navigated appropriately by the Council.
- 3.10 However, incidents have occurred at other Councils where examples of the risks that we are facing and working to manage have crystallised resulting in significant detrimental effects on the operations and provision of services at those Councils. Most notably the cyber-attack at Hackney, the financial difficulties at Croydon and the best value inspection at Liverpool. There have also been public interest reports issued by external auditors in respect of Nottingham, Croydon and Northampton reflecting the importance of Council leadership, governance, scrutiny and culture. These incidents demonstrate the importance of the management arrangements in respect of, and the governance arrangements overseeing that management of, the risks that are being faced by the Council and the need to remain vigilant to the potential for things to go wrong.
- 3.11 As a reminder it is worth noting that the underlying risk management arrangements currently follows a 3-stage process:
- 1st stage:** An 'inherent risk' with the risk assessed with no controls, assurance or actions in place, resulting in an inherent risk score.
- 2nd stage:** The 'current risk' where the risk is assessed with controls, assurances and identified management actions and arrangements. It is this position that is being reported within the summary corporate risk register at Appendix 1.
- 3rd stage:** The 'target risk' which is the risk with the controls, assurances and actions, as if they have been completed, resulting in a target risk score.
- 3.12 Appendix 1 provides a summary of the risks and opportunities currently on the corporate risk register and the arrangements in place to manage those, along with the 'current score' position for each risk as assessed by management, based on the risk or opportunity itself and the management of the issue that is in place to ensure that it progresses as the Council would want.
- 3.13 The risks as documented are effectively the worst-case scenario of what could happen if the Council is not appropriately managing the issue that it is facing. This does not mean that it will happen, as the purpose of the arrangements being put in place to manage the risk, or deliver the opportunity, is to ensure that the issue works out in the way that the Council wants it to.
- 3.14 Executive and other Directors ensure service specific risks are managed within their departments, within service management and in accordance with the risk management strategy and processes. 'Red' rated risks with corporate implications can be escalated to CMT via those Directors. Actions for managing these risks are updated and reviewed by Departmental Management Teams.

3.15 Operational risks, managed within departments, are also assessed as part of reviews undertaken by Internal Audit and project risks are monitored by CMT where applicable.

4 Corporate Implications:

4.1 Contribution to the Southend 2050 Road Map

The Corporate Risk Framework underpins the operational effectiveness of the Council's Corporate Governance arrangements and specifically monitors progress of managing key risks associated with the successful delivery of the 2050 Ambition and Outcomes.

4.2 Financial Implications:

Any financial implications arising from identifying and managing risk will be considered through the normal financial management processes. Proactively managing risk can result in reduced costs to the Council by reducing exposure to potential loss.

4.3 Legal Implications:

The Accounts and Audit Regulations 2015 require that:

A relevant authority must ensure it has a sound system of internal control which facilitates the effective exercise of its function and the achievement of its aims and objectives, ensures that the financial and operational management of the authority is effective and includes effective arrangements for the management of risk.

4.4 People Implications:

Any people and property implications arising from identifying and managing risk will be considered through the Council's normal business management processes.

4.5 Property Implications:

None specific.

4.6 Consultation:

Consultation has taken place with key stakeholders of the corporate risk register.

4.7 Equalities and Diversity Implications:

Corporate equalities considerations have been considered in the drafting of the register and any specific equality related risks have been identified for the Council.

4.8 Risk Assessment:

Failure to implement a robust assurance framework which includes fit for purpose risk management arrangements increases the risk that Council ambition and outcomes will not be delivered.

4.9 Value for Money:

Effective forecasting and timely management of risk is a key factor in preventing waste, inefficiency and unnecessary or unplanned use of resource.

4.10 Community Safety Implications:

None specific.

4.11 Environmental Impact:

None specific.

5 Related reports

Southend 2050: Annual review and refresh of the Outcomes & Roadmap Milestones

6 Appendices:

Appendix 1 – Summary Corporate Risk Register as at June 2021

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OUR
SHARED
AMBITION

SOUTHEND
2050
it all starts here

Corporate Risk Register
June 2021

Southend BC Risk Matrix

Risk tolerance level – Risks above this level will need particular resources and focus

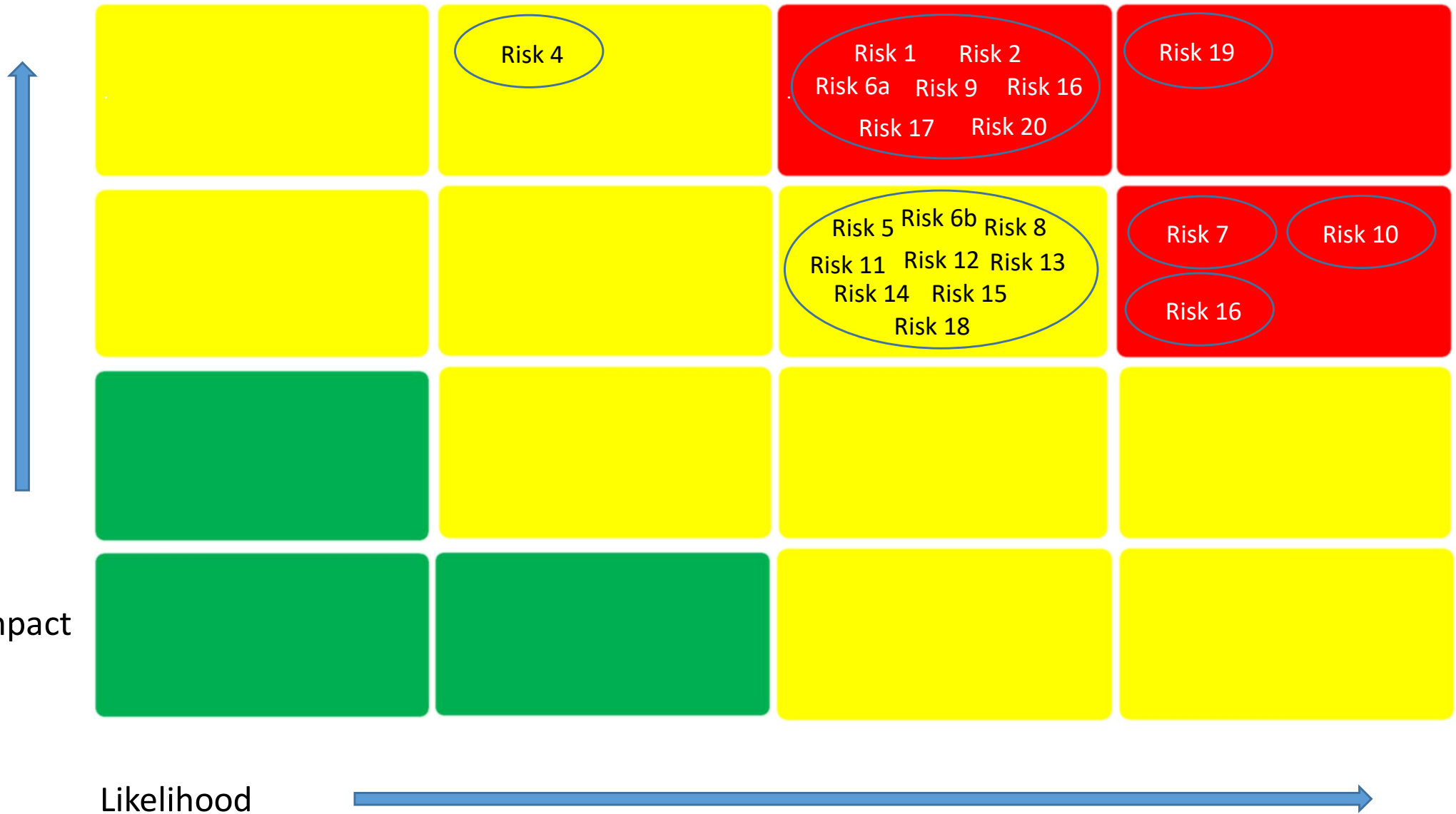
Catastrophic / exceptional opportunity	4	8	12	16
Severe / significant opportunity	3	6	9	12
Material	2	4	6	8
Negligible	1	2	3	4
	Unlikely <25%	Likely 25-50%	Very Likely 50-75%	Almost Certain >75%

Risk acceptance level (activity below which attracts minimum effort and resources)

Risk Register Heat Map: Risk numbers

Risk	
1 – Covid-19 pandemic	12 – Housing
2 – Financial sustainability	13 – Adult social care
4 – Public services landscape	14 – Social cohesion
5 – Workforce	15 – Waste Management
6 - a) Cyber security b) Data protection	16 – House building programme
7 – Capital investment programme delivery	17 – Regeneration and major projects
8 - Safeguarding responsibilities	18 – Visitor destination
9 - Adapting to climate change	19 – Economic recovery and income inequalities
10 – Health inequalities	20 – Local Plan
11 – Child welfare	

Risk Register Heat Map: Current risk score





**CROSS
CUTTING**



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
1	<p>Covid-19 pandemic</p> <p>Risk that the Covid-19 pandemic causes an outbreak of ill-health in the Borough resulting in health and care services being unable to cope with the volume of cases, and significant disruption to the operational activities of the Council and other public service organisations in the Borough.</p>	<p>1. This risk continues to evolve as the pandemic situation changes and the management of the risk will be adjusted as the situation changes, with a focus on covid-19 through the three critical Council priorities for the short term, with 'recovery' cells in place to deliver the required response.</p> <p>2. Civil contingency arrangements utilised, including the Local Outbreak Management Plan, Outbreak Control Oversight and Engagement Board and the Health Protection Board, with representation from Public Health England (PHE) and links into the Essex Resilience Forum and central government.</p> <p>3. Testing capacity in place via 4 PCR sites, plus LFD Community Collect scheme in all Pharmacies and our Libraries as well as secondary schools supplying LFDs.</p> <p>4. Local contact tracing (CT) service operating in collaboration with Essex County Council. Under the guidance of PHE regional team and supported by PHE's local health protection team, the Council addresses complex cases utilising the Local Outbreak Management Plan. A new Southend-specific CT service will go live in September 2021.</p> <p>5. Collaborative working to deliver a vaccination programme targeted at the most vulnerable, including care home residents and staff, front line NHS and social care workers, with six sites operating across the borough by mid-January - the Cliffs Pavillion, will cease in July and will be replaced with a new location (tbc).</p> <p>6. Additional Consultant in Communicable Disease (CCDC) capacity brought in to support the Director of Public Health, using data reviews and analysis to identify trends, variations and the need to respond.</p> <p>7. Increased communication of risks and requirements of the population to ensure increased understanding and compliance, including the Covid helpline providing advice and support on a range of issues.</p>	3	4	12	Andy Lewis / Leader



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (Lxl)	Leads
			Likelihood	Impact		
2	<p>Financial sustainability</p> <p>Risk that failure to address the financial challenge by effectively managing the growing demand for services, managing the costs of the covid-19 response and enhancing local income streams as part of recovery will threaten the medium to long term financial sustainability of the Council, leading to a significant adverse impact on Council services and the ability to deliver the outcomes desired by the Council, to address the financial position.</p>	<ol style="list-style-type: none"> 1. Budget setting process has identified required investment and efficiencies for delivery of a robust budget for 2021/22 and agreement to a robust programme of ongoing activity to deliver budget sustainability into the medium term. 2. Budget monitoring of revenue, capital and medium term programme of reviews to ensure the overall budget is effectively managed through the year and delivered. 3. Management oversight of budget setting process for 2022/23 through challenge provided by: <ul style="list-style-type: none"> • Senior members, Chief Executive and Director to Director challenge to each other and services on proposed savings and resultant budgets • reports to CMT and Cabinet. 4. Medium Term Financial Strategy (MTFS), including budget pressures to regularly consider financial impact of Government policy reported to CMT, Cabinet and Council to provide assurance, with reports to and minutes of meetings. 5. Increased focus on the budget and transformation through the refreshed roadmap for the short to medium term. 6. Know your business workstream developed as part of FWOV to ensure that appropriate focus on achieving value for money and the optimum approach to the delivery of the Southend 2050 outcomes is being made by all services. 	3	4	12	Joe Chesterton / CM for CS & PD



credit: ActiveSouthend

CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
4	<p>Public services landscape</p> <p>Risk that failure to address and engage with the different models and public service governance arrangements being discussed will result in the organisation and the borough being left behind and ultimately unable to deliver the Council's ambition and outcomes.</p>	<p>1. Actively engaged in the Association of South Essex Local Authorities (ASELA) and have agreed to become a member of the Joint Committee that will manage the outcomes desired for the economic corridor and engage with the Government's devolution agenda to secure investment for infrastructure led growth, with the 'Growth and Recovery Prospectus 2020' focussed in 2021 on delivery of 5 'anchor programmes'.</p> <p>2. Mid and South Essex Integrated Care System, spanning more fully both health and local government, application now agreed. Accountable Officer and the 4 Alliance Directors across mid and south Essex appointed. The Council has a seat on the Board and will continue to champion population health and community-based approaches to health and wellbeing through this partnership.</p> <p>3. The South East Essex Alliance has developed relationships across the SEE system, with shared immediate priorities and long term themes. The Council is playing an active role in the development of an agreed plan for the Alliance to deliver.</p> <p>4. ASELA / Local Government Reform working party constituted and a programme with 10 workstreams being delivered.</p> <p>5. Partners have been engaged in the development of Southend 2050, including through a series of stakeholder events to develop a partners' timeline and roadmap. Partners have also taken Outcome lead roles for future delivery. This is being refreshed with the new Administration with an update report to Cabinet in July.</p>	2	4	8	Andy Lewis / Leader



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
5	<p>Workforce</p> <p>Risk that the Council will not have the appropriate staffing resources, with the right skills, doing the right things, working in the right places through collaborative teams.</p> <p>This is impacted by the significant changes to ways of working implemented in response to covid-19 and the risks that these do not embed effectively, leading to a lack of workforce capacity causing a failure to effectively address the challenges posed by covid-19 in the short term and achieve the Council's desired outcomes in the longer term.</p> <p>Further risk caused by the number of changes to CMT, that may impact on the capacity to progress with delivery of desired outcomes.</p>	<p>1. Refreshed the transformation work to become Future Ways of Working included as a sixth theme within Southend 2050 to align with the Ambition</p> <p>2. Future Ways of Working aimed at ensuring the Council recovers from the pandemic and embraces the opportunities that has provided, sustains and increases the pace of change, develops a new way of operating that delivers best value and improved outcomes for our citizens, become a modern Council and an employer of choice.</p> <p>3. 8 workstreams in place to focus on: the Here and Now, Democracy, Communication and Engagement, People and Well-Being, Smart Working, Workplaces and the Green Agenda, Decision Making and Skills and Leadership.</p> <p>4. Key deliverables being identified to ensure we are doing the right things, in the right sequence at the right time, including building key items into the 2050 roadmap.</p> <p>5. Appropriate governance and oversight on all recruitment, redeployment, learning & development and redundancies to ensure that the Council is making the best use of it's human resource and enabling all employees to reach their full potential in line with the Southend 2050 ambition</p> <p>6. Managing the capacity of CMT by backfilling for those acting up as they work as a team to lead the organisation through this transitional period delivering effective prioritisation and identifying the key things to focus on.</p>	3	3	9	Joanna Ruffle / Leader and CM for CS & PD



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
6a	<p>Cyber security event</p> <p>Risk of a cyber security event causing significant operational, financial and reputational damage to the Council, caused by:</p> <p>a) failure to ensure the Council has a coherent and comprehensive approach to cyber security and data protection, including strategy, tools and processes</p> <p>b) a data breach</p> <p>c) remote working creating a wider footprint for attack.</p> <p>Opportunity to build resilience by ensuring that staff have the necessary digital skills.</p>	<ol style="list-style-type: none"> 1. New ICT operating model being embedded with a specific Head of Security focussed on enhancing the Council's cyber security arrangements and enhanced structure to deliver improved digital arrangements. 2. Cyber security strategy in place and being embedded, including rollout of new hardware that is in progress, including for Councillors. 3. Cyber Incident Planning and Response with key members of ICT team having attended CESG accredited training and role based training in place. 4. Implementation of security tools including: Multi-Factor Authentication, Conditional Access, Modern Authentication, Microsoft Level E5 security and a Ransomware protection tool. 5. Membership and use of threat intelligence networks to enable quicker response to emerging threats. 6. Compulsory Me-learning training sets for all staff, Phishing simulation test exercises and vulnerability testing taking place. Specific cyber-security briefing for Councillors 7. Monitoring and response processes in place, with regular reporting to the Good Governance Group. 8. Resilience and Business Continuity plans in place. 	3	4	8	Joanna Ruffle / CM for CS & PD



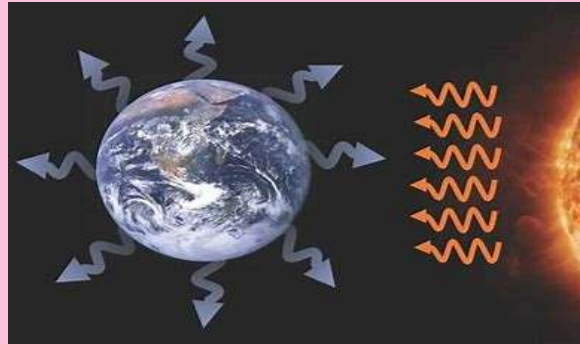
CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
6b	<p>Data Protection</p> <p>Risk that a failure to comply with responsibilities as a Data Controller (under DPA/GDPR or equivalent) leads to personal data being compromised, resulting in harm to individuals, loss of trust from residents, businesses and others, regulatory action, financial penalty and reputational damage.</p>	<ol style="list-style-type: none"> 1. Changes to processing of personal data and new processing, including COVID-19 related matters, risk assured in line with the Data Protection by Design and Default Policy and Procedure. 2. Annual Information Governance Toolkit assessment undertaken with a report prepared from the independent assessment and actions to improve. 3. Senior Information Risk Owner in place, monitoring issues and progress, and produces an Annual SIRO report on data protection to Cabinet. 4. Regular reporting to Good Governance Group and Corporate Management Team with reports to and minutes of meetings. 	3	3	9	Joanna Ruffle / CM for CS & PD



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
7	<p>Capital Investment Programme Delivery</p> <p>Risk that a failure to deliver the agreed Capital Investment Programme leads to a lack of progress on the intended improvements to infrastructure and facilities for the borough anticipated to support Southend 2050 and the recovery priorities, resulting in reduced inward investment from businesses, missed employment opportunities for residents and reputational damage for the Council.</p>	<ol style="list-style-type: none"> 1. Member input to budget and programme creation to ensure focus on the key priorities and deliverables. 2. Committed resources, both human and financial to deliver the programme. 3. Project plans and managers in place for all projects upon entry to the programme, as presented to and approved by Investment Board, for onward presentation to and approval by Cabinet. 4. Capital Delivery Board (CDB) overseeing and monitoring progress to ensure that plans are delivered. Terms of Reference reviewed to clarify the roles of the Investment Board and the CDB. 5. Reprioritisation review being undertaken by the CDB to assess the resources in place to deliver the programme and ensure focus of resources on the right priorities. 6. Reporting to CMT / Cabinet to provide overall oversight and scrutiny. 	4	3	12	CMT / CM for CS & PD



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
8	<p>Safeguarding responsibilities</p> <p>Risk that the Council will not be able to effectively deliver it's statutory safeguarding responsibilities as a result of a lack of understanding, resources and the additional challenges posed by lockdown and restrictions as a result of covid-19, and that this causes a failure to deliver the outcomes anticipated for the vulnerable people that are in need of support.</p>	<p>1. Local Safeguarding Partnerships in place to complement and oversee the work of the Children's and Adult's services.</p> <p>2. Principal Social Worker – lead role in assuring quality of policy and practice and ensuring adherence to key frameworks e.g. safeguarding</p> <p>3. Review mechanisms in response to serious incidents – ensuring learning from Serious Case Reviews / Safeguarding Adults Reviews is embedded to minimise future risk.</p> <p>4. Care Quality Arrangements – working alongside key partners e.g. NHS/CQC to ensure safe, good quality care provision</p> <p>5. Getting to know your business delivering a budget and performance review of services to assess levels of resourcing against the increasing demand for services, and address the budget challenges being faced by both Children's and Adult's Services.</p>	3	3	9	Michael Marks & Tandra Forster / CM for C & L and CM for AS & HI



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
9	<p>Adapting to climate change</p> <p>Risk that failing to implement changes needed to reduce the Borough's carbon footprint will cause an inadequate contribution to the reduction in carbon emissions required. This will result in significant adverse impact on the Borough, and if the climate adaptation measures being implemented are also inadequate, there will be further implications for the Council in needing to respond to climate events in the Borough.</p>	<ol style="list-style-type: none"> 1. Council declaration of a climate emergency in October 2019, providing initiatives to be pursued. 2. Green City Action Plan approved by Cabinet January 2021 detailing the actions to be taken to become a Green City. 3. Management restructure to create a new Head of Service for Climate Change with a team to deliver a new Climate Change Strategy that will be developed by that team. 4. Updated governance structure to manage the delivery of Climate Change response, to ensure full consideration of all issues. 5. Oversight of Green City Southend 2050 outcome that includes carbon reduction activity through: reports to Theme leads, CMT and Cabinet with challenge at and minutes of meetings. 6. Member Environmental Working Party with reports to and minutes of meetings. 	3	4	12	Anna Eastgate / CM for E, C, T & P



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
10	<p>Health inequalities</p> <p>Risk that the health inequalities, particularly the physical and emotional health and wellbeing of residents, will increase due to the impact of Covid-19 and the associated restrictions that have needed to be implemented in response to the pandemic.</p> <p>In the longer term that the changes resulting from the Health and Care Bill may result in an Integrated Care system for Southend and Thurrock, impacting on the implementation of the Localities Model, that does not result in effective health and social care outcomes for residents, resulting in increased health inequalities, worsening health outcomes and significant cost increases.</p>	<ol style="list-style-type: none"> 1. Effective use of the Local Outbreak Management Plan mechanisms and the cell structure reporting into Health Protection Board and the Local Outbreak Control Oversight & Engagement Board. 2. Mid and South Essex Integrated Care System, spanning more fully both health and local government, application now agreed. This will aim to identify any health inequalities emerging as a result of the pandemic, and to identify strategies to prevent needs escalating. 3. South East Essex Alliance who alongside the Council provide a leadership role in understanding need and providing oversight and challenge of arrangements and delivery. 4. Health and Wellbeing Board that receive the Joint Strategic Needs Assessment (JSNA) that provides the intelligence needed to determine targeted action required, with reports to and minutes of meetings. 5. Annual Public Health Report helps to focus our efforts on tackling health inequalities. 	4	3	12	Michael Marks / CM for AS & HI



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
11	<p>Child welfare</p> <p>Risk of failure to ensure that there are consistently good or better outcomes for children and families accessing children services, particularly the vulnerable that face the greatest exposure to those threats, resulting in worsening outcomes for those in need of that support.</p>	<ol style="list-style-type: none"> 1. Children’s Safeguarding Partnership in place to complement and oversee the work of the Children’s service. 2. Delivering the actions and desired outcomes from the External review of Children’s Safeguarding undertaken. 3. 6 month pilot of new quality assurance model for Children’s Services commencing in July 2021, feedback to be shared with Improvement Board. 4. Principal Social Worker – lead role in assuring quality of policy and practice and ensuring adherence to key frameworks e.g. safeguarding. 5. Review mechanisms in response to serious incidents – ensuring learning from Serious Case Reviews is embedded to minimise future risk. 	3	3	9	Michael Marks / CM for C & L



CGI from Better Queensway transformation consultation

CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
12	<p>Housing</p> <p>Risk that a failure to implement plans to address rising homelessness and failure to implement the Housing, Homelessness and Rough Sleeping strategy will lead to further street and other homelessness, increased use of temporary accommodation & an inability to meet rising housing demand over the next 20 years, leading to worse outcomes for residents and an inability to deliver the outcomes for the Borough desired by the Council.</p> <p>Risk is increased by the impact of Covid-19 on those previously just about managing no longer being able to manage, causing an increase in homelessness.</p>	<ol style="list-style-type: none"> 1. Housing, Homelessness and Rough Sleeping strategy approved and being delivered. Progress reported to Cabinet, with reports to and minutes of meetings. 2. Core Strategy and Local Development Plan in place with reports to and minutes of meetings. 3. Cabinet and Scrutiny Panels review and challenge, with reports to and minutes of meetings. 4. Member Housing Working Party with reports to and minutes of meetings. 5. Operational delivery is being managed as caseloads are high, challenging capacity. 	3	3	9	Andy Lewis / Leader and CM for C & H



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
13	<p>Adult social care</p> <p>Risk that difficulties being experienced in the adult social care market will cause provider failure and further difficulty in meeting increasing demand for support, resulting in worsening outcomes for those in need of that support. The impact of covid-19 has heightened these risks in the short term.</p> <p>Opportunity has been identified to reduce the number of people in residential care, using reablement and the community to support people to stay at home for longer.</p>	<p>1. The Council influences the market for care by signalling the future expectation of requirements through:</p> <ul style="list-style-type: none"> • Market Position Statement • Commissioning Strategies. <p>2. The Care Governance Process provides quality assurance arrangements, oversight and support for the local market, including external assessment of services through the Care Quality Commission.</p> <p>3. Provider Failure Policy in place to direct action in the event of provider difficulty.</p> <p>4. Independent diagnostic undertaken resulting in a Recovery Plan to address the financial challenge and transformation work being undertaken on service delivery, overseen by the Recovery Programme Board.</p>	3	3	9	Tandra Forster / CM for ASC & HI



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
14	<p>Social cohesion</p> <p>Risk that the impact of covid-19 lockdown and restrictions on both young people and those living in challenging circumstances, cause them to be particularly worried about the future and experience mental health issues, isolation and fears, resulting in a reduction in social cohesion and an increase in undesirable behaviour as restrictions are lifted.</p> <p>Increased footfall to beach and public spaces with increased unmanaged drinking leading to anti-social behaviour and an increased need to manage the public spaces.</p> <p>These impact on the ability of the Borough to deliver the outcomes desired by Southend 2050 and damage the reputation of the Borough.</p>	<ol style="list-style-type: none"> 1. Support for young people including promotion of apprenticeship opportunities and Kickstart schemes. 2. LGA peer remote peer project on support for younger people aged 18 -25 with funding secured to build on the recommendations. 3. New and innovative routes to access mental health support, including ChatHealth. 4. Multi-agency Southend Community Safety Partnership (CSP) work together to tackle crime, disorder and anti-social behaviour. 2. Community Safety Unit (CSU) in place with CCTV and officers providing a visual presence and enforcement activity. 3. OpUnion tactical coordination group to ensure a partnership Police / Council response to increased demand in key areas. 4. Public Spaces Protection Orders being put in place to help manage problematic areas. 5. Daily Partner briefings to share information and intelligence across the Borough. 6. Enforcement Review of the Council's functions involving enforcement activity to optimise the effectiveness of that resource at addressing the various enforcement roles required by the Council. 	3	3	9	Andy Lewis / CM for C & H, CM for ASC & HI and CM for PP



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
15	<p>Waste management</p> <p>Risk of contractor failing to meet contractual requirements to effectively manage waste arrangements results in a loss of service quality and additional financial liability for the Council.</p> <p>Additional risk that the council will not have suitable arrangements in place for October 2023 when the current contract ends.</p> <p>Further risk that the enhanced service being sought from the revised future arrangements will not provide a solution that will deliver the outcomes in respect of adaptation to climate change and recycling that is being sought by the Council.</p>	<ol style="list-style-type: none"> 1. Regular contract management meetings with suppliers with reports to and minutes of meetings. 2. Data set monitored by DMT / performance board and senior managers with reports to and minutes of meetings. 3. Cabinet and Scrutiny overview with reports to and minutes of meetings, including an in depth scrutiny project on barriers to recycling that is complete with Environmental Working Group having considered options and report currently being drafted. 4. Current contract evaluation has identified the most appropriate way forward for the provision of waste collection and disposal services to ensure high quality and value for money is achieved, with the options to delivering that now being determined. 5. Delivery of new contract arrangements in progress, with consultancy support providing an options appraisal of service arrangements and finance, as part of the work to deliver new arrangements from October 2023. 6. Negotiations are continuing to extend the current contract. 	3	3	9	Anna Eastgate / CM for E, C, T & P and CM for PP



Proposed Roots Hall development

CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
16	<p>House building programme</p> <p>Risk that not achieving the development and delivery of the house building pipeline through effective engagement and arrangements with the market and developers that have been impacted by Covid-19, will result in an inability to deliver the anticipated housing supply, causing additional pressure on the housing market and an impact on the delivery of the desired outcomes of the Council, with an impact on Local Plan housing targets (see also CRR18).</p>	<p>1. House building pipeline in place and being managed with Cabinet agreement to specifically focus on five key workstreams, including:</p> <ul style="list-style-type: none"> a) Council acquisitions programme b) HRA infill development programme c) Next Steps accommodation programme (all delivering additional housing numbers) <p>2. Methodology for working with developers in place, to ensure that the right considerations are made about potential developers.</p> <p>3. Updated partnership arrangements with developers to address the changed market circumstances, as a result of Covid-19.</p> <p>4. Regular reporting to Corporate Management Team and Cabinet, with reports to and minutes of meetings.</p>	3	4	12	Andy Lewis / Leader



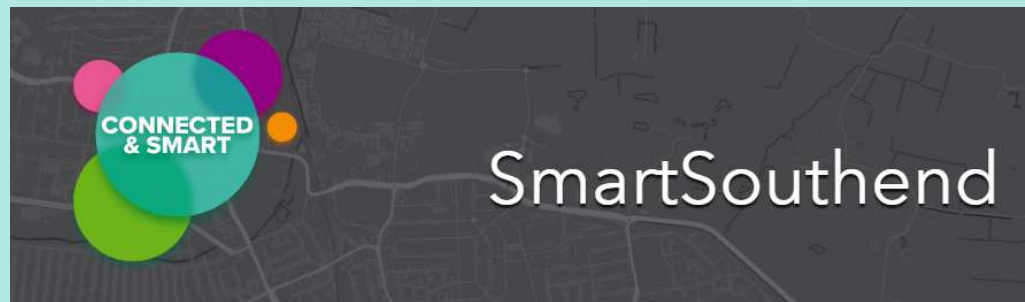
CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
17	<p>Regeneration and major projects</p> <p>Risk that failure of partners to progress major infrastructure developments (e.g. Queensway, Seaways, Fossett Farm and Airport Business Park) will result in not achieving delivery of the plans and necessary sequencing of developments, resulting in the dependencies for the chain of regeneration not being delivered and the opportunities for improvement of the borough and delivery of anticipated outcomes not being achieved, as well as significant financial and reputational damage to the Council.</p>	<ol style="list-style-type: none"> 1. Strategic planning for Borough in place and being managed. 2. Methodology for working with developers in place, to ensure that the right considerations are made about potential developers. 3. Project Board arrangements in place to govern progress with delivery, with reports to and minutes of meetings. 4. Regular and formal monitoring / reporting arrangements in place with key funders, such as the Local Enterprise Partnership (SELEP) and Homes England (HE). 5. Regular reporting to Corporate Management Team and Cabinet, with reports to and minutes of meetings. 6. Progress on delivery of key projects including: planning approval for Better Queensway met first HIF funding delivery milestone, exchange of the lease on Roots Hall and SELEP funding for the APB innovation centre that is due to be completed in May 2022. 	3	4	12	Andy Lewis / Leader & Deputy Leader & CM for E, C, T & P



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
18	<p>Visitor destination</p> <p>Risk that the competing demands and needs of residents and visitors will impact in the Borough's ability to meet the needs of its residents or provide a suitable destination for visitors, and that covid-19 will impact on the ability of the borough to provide an attractive proposition for visitors, with a resultant impact on the economic strength of the borough and employment opportunities for school leavers.</p> <p>Opportunity arising from people holidaying in the UK this summer, but with potential increase in visitor numbers needing to be enabled to be done safely and ensure the offer made by businesses is sustainable.</p>	<ol style="list-style-type: none"> 1. Refreshed tourism strategy 'Destination Southend' developed in partnership with key stakeholders on the Southend Tourism Partnership built on feedback from key stakeholders including residents and visitors. 2. Cultural Vision refreshed built on feedback from key stakeholders including residents and visitors that will inform investment decision and actions to be progressed. 3. Effective management of local attractions including engagement with key stakeholders 4. 'Visit Southend' website to promote events and attractions available to visitors. 5. Visit Southend Safely campaign to manage public expectations and behaviour to help ensure a safe, enjoyable visit given the circumstances of the pandemic. 	3	3	9	Tandra Forster / CM for E, C, T & P



CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (Lxl)	Leads
			Likelihood	Impact		
19	<p>Economic recovery and income inequalities</p> <p>Risk that the impact of covid-19 restrictions reducing economic activity will cause a reduction in employment opportunities for 18-25 year olds and an increase in unemployment across the borough, particularly at the end of the furlough scheme in September. The impact is likely to be experienced unevenly across sectors with the retail, hospitality, leisure and tourism sector adversely affected causing further risk to traditional shopping centres and the town centre, as well as a further increase in income inequalities and disparity between different parts of the Borough.</p> <p>However, the phased reduction in restrictions provides the opportunity to attract new businesses and employers into the borough, providing new and additional employment that can contribute to the delivery of the ambition and outcomes for the borough.</p>	<ol style="list-style-type: none"> 1. Increased focus on economic recovery through the three critical Council priorities for the short term, with gold and silver cells established including representatives from businesses and the job centre, focussed on a programme of workstreams. 2. LGA peer support provided to explore how the Council and partners can more effectively support younger people, aged 18 – 25, with a particular focus on their employment, skills, education and training. An action plan is in place and a dedicated workstream operating within the O&P theme. Modelling being undertaken on the impact of the end of furlough and the end of the evictions embargo. 3. Engagement with businesses, including but not limited to the Southend Business Partnership, and other wider partners to understand the impacts of the pandemic and is providing specific interventions which will support recovery 4. Engagement with funders of employment and skills projects to refocus delivery on job and business retention with associated changes to how projects are delivered to suit a virtual environment (e.g. SEBB, SECTA, A Better Start Southend WorkSkills, 60 Minute Mentor) 5. Development of 3 Levelling Up Funding bids with colleagues across the organisation and partners, focussed on Highways, Visitor Economy and Culture Led Regeneration and Town Centres available to support recovery. 6. Development of ASELA proposition for inward investment offer for South Essex which initially focuses on retention and support for businesses. 	4	4	16	Andy Lewis / Leader



credit: Forward Motion

CRR ref	Risk / Opportunity	Management (key controls and action to mitigate the risk / deliver the opportunity)	Risk Assessment (current score)		Risk rating (LxI)	Leads
			Likelihood	Impact		
20	<p>Local plan</p> <p>Risk that failure to meet Government requirements and deadlines and make sufficient progress in producing a Local Plan will lead to Secretary of State intervention, resulting in reputational damage to the Council and the potential imposition of unwanted development and the loss of plan making powers, causing an inability to deliver upon the Council's outcome priorities that are dependent on the Local Plan shaping and influencing the proposals for developments that are brought forward in the future.</p>	<ol style="list-style-type: none"> 1. Local Plan delivery project arrangements in place with appropriate milestones and timelines to deliver the Local Plan. Consultation on issues and options stage completed and Cabinet has agreed on the refining the plan options stage of consultation, in line with timetable. 2. Local Plan being prepared in the context of a South Essex Joint Strategic Framework and other key Council strategies (including Corporate Plan, Southend 2050, Housing Strategy, Climate Change Emergency Declaration). 3. Member Environment, Culture, Tourism and Planning Working Party with reports to and minutes of meetings. 4. Joint working with partners being managed to address the current duty to cooperate, including on infrastructure. 5. Regular reports to Corporate Management Team and Cabinet with reports to and minutes of meetings. 	3	4	12	Andy Lewis / CM for E, C, T & P

Southend-on-Sea Borough Council

Report of Deputy Chief Executive and Executive Director
(Growth & Housing)

To

Cabinet

On

27 July 2021

Report prepared by: Kevin Waters, Group Manager Planning
and Building Control, Amy Roberts, Senior Planner

Agenda
Item No.

14

Hamlet Court Road Proposed Conservation Area

Relevant Scrutiny Committee(s): Place
Cabinet Member: Councillor C Mulroney
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To present to Cabinet the Conservation Area Appraisal (**Appendix 1**) produced for the Council by independent heritage experts, Purcell, which proposes part of Hamlet Court Road (*the area south of the London Road and north of St Helen's Road, including Courtway House at 127 Hamlet Court Road* – boundary plan presented for reference in **Appendix 2**) for Conservation Area status following recent public consultation.
- 1.2 To note that Historic England, the Government's advisor on the historic environment, supported the proposed boundary as consulted upon and as proposed for adoption as part of this report (Historic England's consultation responses is set out in the Consultation Statement, **Appendix 3**).
- 1.3 To seek agreement from Cabinet that Hamlet Court Road is designated as a Conservation Area as per the boundary and recommendations in the Hamlet Court Road Conservation Area Appraisal (**Appendix 1**).

2. Recommendations

- 2.1 To note the responses to the consultation on draft Hamlet Court Road Conservation Area Appraisal (**Appendix 3**).
- 2.2 To agree the Hamlet Court Road Conservation Area Appraisal (**Appendix 1**) be adopted and that an area of Hamlet Court Road (boundary in **Appendix 2**) is designated as a Conservation Area.

3. Background

Conservation Areas

- 3.1 The Borough's designated Conservation Areas have special value for the community. They are visible links with our past and offer attractive contrasts to modern environments, and so it is important to ensure the special character of these areas are protected and sympathetic enhancements encouraged. This local distinctiveness can provide a catalyst for regeneration and inspire well designed new development.
- 3.2 Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that special attention should be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.
- 3.3 The revised National Planning Policy Framework (2019) (NPPF) sets out the Government's policies for conserving and enhancing the historic environment and that in considering the designation of Conservation Areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, ensuring that the concept of conservation is not devalued through the designation of areas that lack special interest (NPPF paragraph 186).
- 3.4 The Council has a duty to review existing conservation area designations periodically to ensure they are up to date and relevant, and to determine if any further parts of the Borough should be designated as Conservation Areas. There are currently 14 Conservation Areas in Southend, some of which have adopted appraisals.
- 3.5 An area's status as a Conservation Area is a material consideration for all planning applications and introduces some additional controls. This can include: the need to apply the conserve and enhance test as part of the decision-making process¹, control over demolition of unlisted buildings, control over works to trees, and limitation on the types of advertisements that can be displayed with deemed consent. It can also provide support for the use of Article 4 directions to remove permitted development rights where avoidable damage is occurring.
- 3.6 The Council's adopted Development Plan in relation to heritage currently comprises policies within the Core Strategy, Development Management DPD and Southend Central AAP (these will be reviewed as part of the production of the Southend New Local Plan) which sets out the local policy approach to managing the historic environment, and these policies together with national planning policy, are used to determine planning decisions relating to development in the Borough's Conservation Areas.
- 3.7 An area's status as a Conservation Area does not however prevent change from occurring, and Conservation Areas will over time be subject to many different pressures (both positive and negative) that could impact upon their character and appearance. It is, however, important that proposed alterations to properties in Conservation Areas are sympathetic to their character and have regard to Conservation Area status. This may have cost implications for property owners and could potentially make any regeneration more expensive. Conservation Area designation does however provide opportunity to conserve

¹ Set out in legislation and discussed further in the NPPF and the Planning Practice Guidance (PPG)

the historic character of the area and may over time help to deter inappropriate development that erodes this character.

- 3.8 The Council commissioned independent heritage consultants, Purcell, to undertake a review of all the Borough's existing Conservation Area Appraisals and to produce appraisals for those Conservation Areas that do not currently have an appraisal in place. Purcell has also been tasked with considering potential new Conservation Area designations and making informed recommendations to the Council as appropriate. This process has taken account of representations made during the Issues and Options stage of the Southend New Local Plan, which included comments suggesting Hamlet Court Road be considered.
- 3.9 The process of reviewing the Hamlet Court Road area and appraising its potential for Conservation Area status, in accordance with Paragraph 186 of the NPPF, has included an initial report which suggested that a more detailed appraisal could be produced, indicating that the northern section of Hamlet Court Road did seem to have potential for designation. This was consulted on between February and April 2020, with public drop-in sessions held in March 2020. Following this consultation and a review of responses received it was determined that a draft Conservation Area Appraisal² would be produced for the area. This was consulted on between February and April 2021 (details of the responses to this consultation are set out in **Appendix 3**) and included a proposed boundary and wider area of study for comment (**Appendix 4**).

Proposed Conservation Area Boundary

- 3.10 Throughout the process of reviewing Hamlet Court Road for Conservation Area status, research and detailed appraisal of the street and surrounding area by independent heritage consultants Purcell, has highlighted that an area of Hamlet Court Road (south of London Road and north of St Helen's Road) has architectural and historic interest that is considered to meet the requirements of the NPPF (paragraph 186).
- 3.11 As part of the consultation on the draft Conservation Area Appraisal, this section of the street was put forward as the suggested boundary, and a wider area of study appraised and included within the draft appraisal for comment, the wider area being promoted as having potential for Conservation Area status by the Hamlet Court Conservation Forum.
- 3.12 The approach taken in the appraisal is that the northern section of Hamlet Court Road is recommended for designation as a Conservation Area, and where buildings of note have been identified in the wider study area (notably more dispersed than in the northern section of the street) these are recommended for consideration for local listing³. Historic England, the Government's advisor on the historic environment, has supported the proposed Conservation Area boundary as consulted upon and as proposed for adoption as part of this report (the full consultation response from Historic England is set out in **Appendix 3**).

² <https://yoursay.southend.gov.uk/7518/widgets/21514/documents/9593>

³ Local Listing is one way in which local heritage can be formally identified. Buildings and structures on a local list are classed as 'non-designated heritage assets', recognising that they have a degree of heritage significance meriting consideration in planning decisions.

Consultation on the draft Conservation Area Appraisal

- 3.13 Consultation on the draft Conservation Area Appraisal was held between February – April 2021. The consultation was made available via the Your Say Southend online consultation portal (with other formats of the document(s) available on request). Letters were sent to all residents/businesses within the area being proposed as a Conservation Area and the wider study area, letters/emails were sent to all consultees on the Council's local development framework consultation database (which includes Historic England and local conservation and amenity groups amongst others), direct emails sent to local business/business groups within the area, and the consultation promoted via a range of social media platforms, including Facebook. Further details of the consultation process can be found in the Consultation Statement (**Appendix 3**).
- 3.14 A response to the consultation was received from statutory consultee Historic England, the Government's adviser on the historic environment, who are supportive of the proposed designation and boundary. Full details of the response are set out within the Consultation Statement (**Appendix 3**). In summary, Historic England commented that: *'We welcome the proposed designation of part of Hamlet Court Road. The northern part of Hamlet Court Road is an attractive street comprising fine nineteenth and early twentieth century commercial and residential buildings, with a high quality of architecture and refined character...'* *'Although we note that the southern part of Hamlet Court Road is also of some historic interest in relation to the name of the street and the now-lost eponymous house, we consider that there is a clear divide in architectural quality between the northern and southern parts of the street, and having regard to paragraph 186 of the NPPF we therefore concur with the proposed boundary of the designation.'*
- 3.15 In their response, Historic England also supported the approach taken in the Appraisal whereby it is recommended that a small number of noteworthy buildings in the wider area are considered for inclusion on the Council's Local List. These recommendations will be taken forward for consideration in due course. Their response also encouraged the use of Article 4 Directions to help manage inappropriate change. However, having regard to the use of buildings in the recommended Conservation Area (residential flats and shops/commercial units), there are limited permitted development rights (those elements of the historic fabric that have notably been eroded, including windows and shopfronts already requiring planning permission, and Conservation Area status meaning that the conserve and enhance test should be applied as part of decision making to ensure development is appropriate for the Conservation Area) and it has therefore been determined that an Article 4 Direction will not be progressed at this time, but can be kept under review. Other comments from Historic England in relation to the content of the Appraisal, including references to relevant documents, which have been addressed as appropriate.
- 3.16 Statistics from the Your Say Southend consultation portal highlight that a total of 1,300 people accessed the consultation campaign via this means, of which 103 responded online (a further 7 responses by letter / email). 615 people were aware and informed but chose not to comment (comments received are set out in the Consultation Statement **Appendix 3**). There was a strong level of support

for a Conservation Area designation, although a smaller number of respondents did not agree that the area warranted it, with comments raising concern on the impact on businesses, and that there are other areas that should be focussed on where regeneration is more needed. There were a variety of comments received in relation to the proposed Conservation Area boundary, some respondents stating that the whole of Hamlet Court Road should be designated and others wanting a wider area designated to include all of Hamlet Court Road and surrounding residential streets (the wider study area as set out in the consultation draft Appraisal), while a number of other respondents considered the proposed boundary (for the northern section of Hamlet Court Road, south of the London Road) was suitable as a Conservation Area (a view supported by Historic England in their response, with reference to NPPF paragraph 186), a smaller number of respondents didn't support a Conservation Area in this location.

- 3.17 Respondents were asked to provide any additional evidence to support their comments, a small number of historic photographs were submitted although no other detailed evidence was provided through the Your Say Southend consultation portal.
- 3.18 Furthermore, during the process of researching and producing a Conservation Area Appraisal for Hamlet Court Road, the Hamlet Court Conservation Forum ('the Forum'), a group focussed on historic and conservation issues in respect of the Road, have had meetings, a walkabout and conversations with the consultants and officers, giving them a unique opportunity to discuss the potential for designation. Their historic research in this field is duly acknowledged as assisting in the process. To summarise, feedback received from the Forum includes their view that while they support the designation of the upper section of Hamlet Court Road as a Conservation Area, a wider area warrants designation than that being proposed, including the southern section of Hamlet Court Road and surrounding residential streets (including Ditton Court Road, Cossington Road, Preston Road); that a Conservation Area designation here would be the forerunner to heritage led regeneration; that the planned verges in Ditton Court Road seem to be influenced by the Garden Suburb Movement, (*although no direct connection has been found of this to date*), and reference is drawn to the comments of a Chartered Architect and Town Planner on this matter, and his views that a wider area merits consideration for Conservation Area designation. *Full details of submissions from Hamlet Court Conservation Forum (submitted to earlier consultations) and the Chartered Architect and Town Planner (in response to the consultation on the draft Conservation Area Appraisal) are set out in the Consultation Statement (Appendix 3).*
- 3.19 Following a review of responses received to the consultation and having regard to paragraph 186 of the NPPF which as aforementioned highlights the importance of ensuring that the concept of conservation is not devalued through the designation of areas that lack special interest, no amendments to the Conservation Area boundary are proposed as a result of the consultation – indeed, the proposed Conservation Area boundary is supported by Historic England in their response. The southern section of Hamlet Court Road and surrounding residential streets have been reviewed throughout the process of producing the Conservation Area Appraisal by specialist heritage consultants

and where buildings in the wider area were recognised as having architectural/historical interest, these have been recommended in the Appraisal for Local Listing, as appropriate, given these buildings are more dispersed than those in the northern section of Hamlet Court Road.

- 3.20 Cabinet's approval and adoption of the Hamlet Court Road Conservation Area Appraisal (**Appendix 1**) is therefore sought to enable the area to be formally designated as a Conservation Area. Once adopted by the Council, the Conservation Area Appraisal for Hamlet Court Road would form part of the evidence base to support the production of the Southend New Local Plan, helping to inform policy and development management decisions in the area.

4. Other Options

- 4.1 That the Hamlet Court Road Conservation Area Appraisal is not adopted and a Conservation Area not designated. This would be contrary to the recommendations of the Appraisal, comments received from Historic England, and other comments received during the public consultation.

5. Reasons for Recommendations

- 5.1 The area being proposed for Conservation Area status (Hamlet Court Road, south of London Road and north of St Helens Road) is considered to meet the requirements of the NPPF (2019) (Paragraph 186) which is clear that, in considering the designation of Conservation Areas, local planning authorities should ensure that an area justifies this status because of its special architectural or historic interest, ensuring that the concept of conservation is not devalued through the designation of areas that lack special interest. While a wider area of study was looked at, it is not considered that this meets these requirements.

6. Corporate Implications

- 6.1 Contribution to the Southend 2050 Road Map

The Conservation Area Appraisals will contribute to the Southend 2050 Outcomes for Pride and Joy, 'there is a tangible sense of pride in the place and local people are actively, and knowledgably, talking up Southend', by focusing on the conservation of the Borough's historic environment and recognising the role heritage plays in creating a sense of pride in a place.

- 6.2 Financial Implications

Following designation of a Conservation Area there will be on-going costs associated with the need to have a plan in place to manage the area and reviewing this on an on-going basis. There will also be some cost implications in terms of future maintenance of the highway/streetscene in the Conservation Area to conserve/enhance the character and context. Designation of a Conservation Area could provide opportunity to apply for relevant grant funding to assist in the regeneration of the area.

Financial and human resource input is necessary to fulfil the requirements of all stages in the preparation and delivery of a Conservation Area Appraisal. The costs associated with preparing Conservation Area Appraisals are met from existing resources within the service.

6.3 Legal Implications

Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that special attention should be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

The revised National Planning Policy Framework (2019) (NPPF) sets out the Government's policies for conserving and enhancing the historic environment and that in considering the designation of Conservation Areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, ensuring that the concept of conservation is not devalued through the designation of areas that lack special interest (NPPF paragraph 186).

The Council has a duty to review existing conservation area designations periodically to ensure they are up to date and relevant, and to determine if any further parts of the Borough should be designated as conservation areas. Due consideration has been had to the NPPF (in particular Paragraph 186) in recommending an area for designation.

6.4 People Implications

Staff resources from the Strategic Planning Team have been required in order to contribute to the preparation of the Conservation Area Appraisal. Support from the Business Support Unit has also been required, particularly with regards to the public consultation process.

6.5 Property Implications

The proposed area for further consideration for Conservation Area status includes a number of privately owned buildings, including commercial and residential premises at Hamlet Court Road (the area south of London Road, north of St Helens Road).

Conservation Areas will over time be subject to many different pressures (both positive and negative) that could impact upon their character and appearance. It is important that proposed alterations to properties in Conservation Areas are sympathetic to their character, and stricter design controls therefore apply. This may have cost implications for property owners, and could potentially make any regeneration more expensive, however designation of Hamlet Court Road as a Conservation Area provides opportunity to conserve the historic character of the area and may over time help to deter inappropriate development that erodes this character. It could also lead to opportunities to apply for grant funding via heritage-led schemes – and Historic England, in their response to the consultation, highlight that they are happy to advise regarding this approach in due course.

6.6 Consultation

All Conservation Area Appraisals that are subject to public consultation will be in accordance with the Council's adopted Statement of Community Involvement (SCI 2019). For the Hamlet Court Road Conservation Area Appraisal, this has included public consultation on the initial report from Purcell, followed by public consultation on a draft conservation area appraisal, which has led to the final report being produced and a Conservation Area designation being recommended for adoption by the Council.

6.7 Equalities and Diversity Implications

Conservation Area Appraisals will provide supporting evidence for the Southend New Local Plan. An equalities impact assessment will be produced for each iteration of the Plan as part of the Integrated Impact Assessment. The public consultation on the Conservation Area Appraisal has provided the opportunity for different sections of the community to input into the proposals.

6.8 Risk Assessment

An area's status as a Conservation Area is a material consideration for all planning applications and introduces some additional controls (including control of works to trees, control over demolition of an unlisted building, limitations on the types of advertisements that can be displayed with deemed consent). The designation of Hamlet Court Road as a Conservation Area provides the opportunity to conserve the historic character of the area and may over time help to deter inappropriate development that erodes this character. An area's status as a Conservation Area does not prevent change from occurring, and Conservation Areas will over time be subject to many different pressures, however without Conservation Area status there is a risk that the historic character of the area could be further eroded.

6.9 Value for Money

The Conservation Area Appraisal work, which includes the review of the existing conservation area appraisals as well as the consideration of new areas for appraisal, is being undertaken by independent heritage experts, Purcell, who bring significant professional expertise to the work, and have been working with Officers who bring local knowledge and experience to the project.

6.10 Community Safety Implications

None.

6.11 Environmental Impact

The Conservation Area Appraisal sets out an approach for managing the historic environment, including recommendations for enhancements to the local streetscape which could lead to enhancements of the local built environment, as well as promoting the retention and use of existing historic buildings.

7. Background Papers

- 7.1 Planning (Listed Buildings and Conservation Areas) Act 1990
<http://www.legislation.gov.uk/ukpga/1990/9/contents>
- 7.2 National Planning Policy Framework (2019)
<https://www.gov.uk/government/publications/national-planning-policy-framework--2>
- 7.3 Planning Practice Guidance
<https://www.gov.uk/government/collections/planning-practice-guidance>
- 7.4 Southend Local Planning Framework
https://www.southend.gov.uk/info/200160/local_planning_framework
- 7.5 Southend new Local Plan – Issues and Options
<https://localplan.southend.gov.uk/>
- 7.5 Southend Statement of Community Involvement (2019)
<https://www.southend.gov.uk/downloads/file/6570/statement-of-community-involvement-sci-2019>
- 7.6 Southend 2050
<https://www.southend.gov.uk/southend2050/>

8. Appendices

Appendix 1: Hamlet Court Road Conservation Area Appraisal

Appendix 2: Hamlet Court Road Conservation Area Boundary Plan

Appendix 3: Consultation Statement

Appendix 4: Conservation Area Boundary and Wider Study Area

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Hamlet Court Road Conservation Area Appraisal

June 2021



Southend-on-Sea: Hamlet Court Conservation Area Appraisal

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Section 1.0

Introduction

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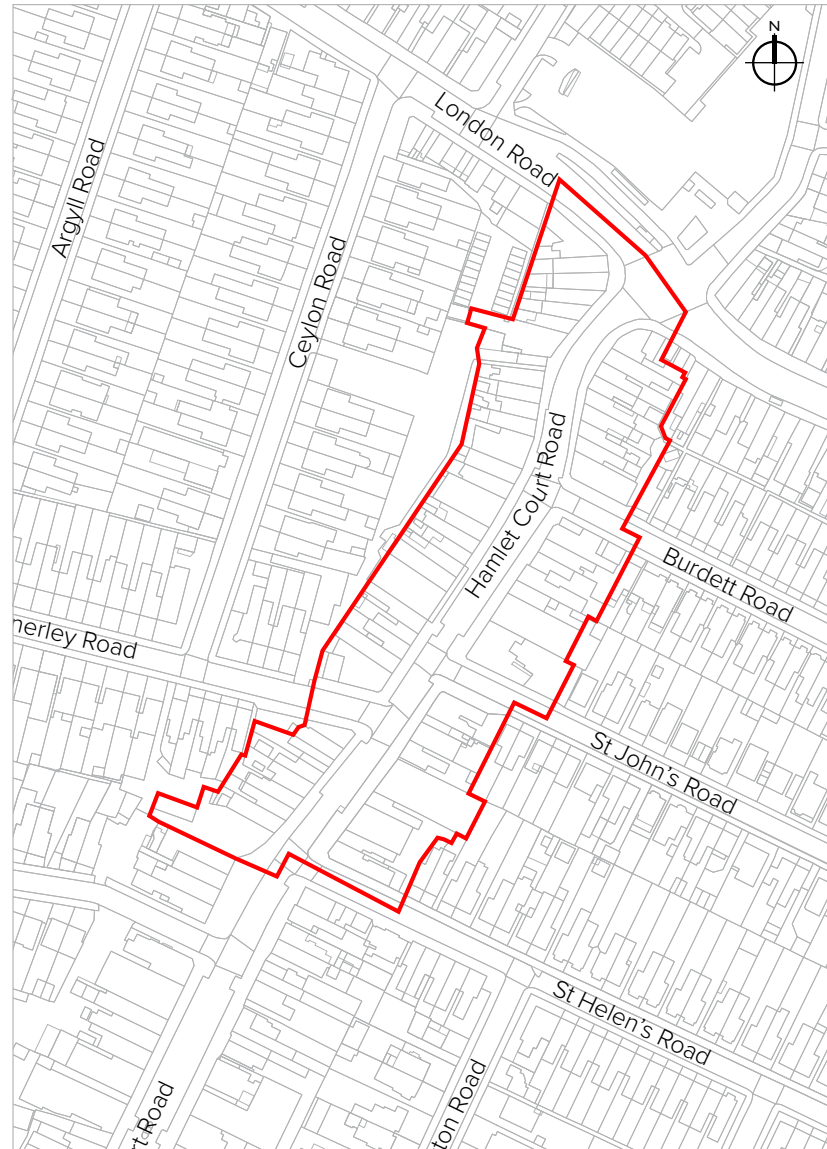
Introduction

Map A: Boundary

- Hamlet Court Road Conservation Area

This plan is not to scale

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Introduction

1.1 What is a Conservation Area?

Conservation Areas are ‘areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance’, which is defined in the **Planning (Listed Buildings and Conservation Areas) Act 1990**.

1.1.1 The designation of a Conservation Area recognises the unique qualities of an historic place which make it special in terms of its architecture and history, as well as its role in defining local distinctiveness. Contributing to this are individual or groups of buildings, streetscape and public realm, scale and massing, open spaces and street pattern, and landscaping.

1.1.2 As the aim is to conserve and enhance the significant qualities of a Conservation Area so that owners, occupiers and visitors to the place can experience a high-quality historic environment. Designation extends planning controls over certain types of development, principally the demolition of unlisted buildings and works to trees, although an area’s status as a Conservation Area is a material consideration for all planning applications. Southend Borough Council, as the Local Planning Authority (LPA), also has policies within

its *Core Strategy* (December 2007) and *Development Management Document* (July 2015) that seek to conserve the character of its Conservation Areas. The emerging Local Plan, which will review the Core Strategy and Development Management Document, will set out a policy approach to managing the historic environment.

1.1.3 However, it should be recognised that designation does not prevent change from occurring within Conservation Areas, and they will over time be subject to many different pressures (both positive and negative) that could impact upon their character and appearance. LPAs have a duty to conserve and enhance their Conservation Areas and will consider this when determining planning applications.

1.1.4 Southend Borough Council (SBC) will also undertake reviews for new Conservation Areas from time to time in order to ensure that areas not previously identified as having special architectural or historic interest are designated appropriately.

1.1.5 The Borough’s designated Conservation Areas have special value for the community. They are visible links with our past and offer attractive contrasts to modern environments, and so it is important to ensure the special character of these areas are protected and sympathetic enhancements encouraged. This local distinctiveness can provide a catalyst for regeneration and inspire well designed new development.

Introduction

1.2 Aims of the Conservation Area Appraisal

1.2.1 This Conservation Area Appraisal:

- Identifies the new Conservation Area of Hamlet Court Road and its boundary;
- Identifies the area's special interest;
- Assists preparation of the emerging new Local Plan and Neighbourhood Plans, if and when these are brought forward, and forms part of their evidence base; and
- Provides a basis for implementing policies, making informed development management decisions, and preparing management proposals for the area.

1.2.2 This character analysis in Section 5.0 will inform a management plan for the area (See section 6.0), which will:

- Assess the need for enhancements to public spaces, highways and private property;
- Review the need for Article 4 Directions to limit permitted development rights;
- Assess buildings at risk;
- Assess the need for enforcement action; and
- Establish a programme and procedures for implementing and monitoring proposals.

1.3 Background and Methodology

1.3.1 Hamlet Court Road is a busy retail street located in the Westcliff-on-Sea area of Southend. The street first evolved in the late-19th century, after the opening of Westcliff station in 1895 and as part of the rapid expansion of Southend at this time. The street was a fashionable retail area with a number of decorative buildings constructed. Today the area has declined in status and there are many buildings which have been altered inappropriately. However, there are parts of the street which retain the original late-Victorian retail character of the area.

1.3.2 This Conservation Area Appraisal for Hamlet Court Road follows from an initial report prepared in 2019 to assess the potential for the area to be designated as a Conservation Area. The initial report considered a wider study area and concluded with a recommendation to designate the northern part of Hamlet Court Road. This Conservation Area Appraisal has been prepared by Purcell, a firm of specialist heritage consultants, on behalf of Southend-on-Sea Borough Council. The research and fieldwork for the Appraisal was carried out in the summer of 2019 and in June/July 2020. The methodology for the work was based on Historic England's *Conservation Area Appraisal, Designation Management: Historic England Advice Note 1 (second edition)*, February 2019 and also references *The Setting of Heritage Assets: Historic England Good Practice Advice in Planning Note 3 (second edition)*, December 2017.

Introduction

1.3.3 The boundary for the Hamlet Court Road Conservation Area, is shown on Map A and covers the northern half of the street where the best historic character is preserved.

1.3.4 All photographs within this report were taken in 2019 and 2020 unless otherwise stated.

1.4 Overview and Location

1.4.1 Hamlet Court Road is located in Westcliff-on-Sea, a part of Southend-on-Sea which emerged in the late-19th century when the town's development was booming due to its popularity as a seaside resort. The road developed as a retail hub with residential streets surrounding it.

1.4.2 Hamlet Court Road runs north-south from Westcliff Station up to London Road where the retail uses cease and the road continues northwards as a predominately residential street. The flanking residential streets are Ditton Court Road, which has larger houses, Preston Road and Cossington Road, and more moderately sized houses on streets beyond these. These parallel streets are intersected and connected by other streets running approximately east-west, including Canewdon Road and St Helen's Road.

1.4.3 Hamlet Court Road slopes downwards from north to south, before it turns east on a modern bridge over the railway line which runs east-west. The topography of the land means that views out to the estuary are possible from along the street.

1.4.4 The best buildings on the street are at the north end, south of London Road, where predominantly three storey buildings were often built in groups with the same design and feature decorative elements such as plasterwork swags and cartouches, faience tile cladding and rhythmic gabled dormers. Styles include Edwardian, Neo-Baroque and Art Deco, which all add character to the area. These buildings, constructed originally as retail units, demonstrate the high-end retail use of the area when it was originally created.

Section 2.0

Summary of Special Interest

2.1 Summary of Special Interest

9



Summary of Special Interest

2.1 Summary Of Special Interest

- 2.1.1 The northern part of Hamlet Court Road is significant as the purpose-built retail heart of Westcliff since its creation and the centre of its rapid expansion in the late nineteenth and early twentieth centuries. The line of the street has earlier origins, shown on maps of the eighteenth century, and the original dwellings of Hamlet Court and Hamlet Lodge were the source of its current name.
- 2.1.2 The up-market shopping street was originally highly fashionable, attracting retailers that created large department stores with names still known today, particularly Havens which still survives as an online business. Hamlet Court Road is one of three main historic retail centres in Southend (and one of the Borough's two district centres), the others being the main High Street in Southend and the other district centre around the Broadway in Leigh-on-Sea. For many years, the street thrived and attracted well-to-do people to live in the surrounding streets, meaning the area was considered an up-market suburb of Southend. The retail use of the street has remained for over 100 years and this consistency of use is significant. Though there have been unsympathetic changes over time, the impression of the historic high street still remains.

- 2.1.3 Reflecting its original function as a popular retail location, the buildings at the northern end are noteworthy, three storeys with a high level of architectural detailing creating grander façades than the later converted buildings at the southern end of the road and nearby residential buildings. The junction with London Road was designed as an impressive approach to the sweeping, curved street that originally was planted with trees. The notable architectural distinction of the buildings to the northern end of the street is reflected in the designation of many as Frontages of Townscape Merit. The often very decorative façades include Edwardian, Arts and Crafts, and Art Deco styles, yet the common use of brick with stone dressings or plaster decorative details, gables, bays and dormers brings harmony. In this part of the street, buildings were often designed in groups, with long ranges of individual units having consistent designs on the upper floors, which adds to the group value of the buildings and consistency of character in this part of the street as well as contributing to the sense of grandeur. Much of the historic character of the buildings is intact despite later changes and often could be restored to enhance the appearance of the buildings and area as a whole.

Section 3.0

Planning Framework

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Planning Framework

3.1 The National Planning Policy Framework

- 3.1.1 The *National Planning Policy Framework* (NPPF) came into effect in March 2012 and was most recently updated in February 2019. It establishes the planning principles that should underpin both plan-making and decision-taking, including to that these: *‘assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations’*.⁰¹
- 3.1.2 Section 16 of the NPPF sets the policy framework for conserving and enhancing the historic environment. Paragraph 186 of the NPPF stipulates that, *‘When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.’*
- 3.1.3 Further guidance regarding the implementation of the policies in the NPPF can be found in the chapter on ‘Conserving and enhancing the historic environment’ in the *National Planning Practice Guidance* (NPPG), July 2018: <https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>.

Definitions

In the context of the NPPF for heritage policy, a **‘Heritage asset’** is defined as: *‘A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).’*

‘Significance’ is defined as: *‘The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only to a heritage asset’s physical presence, but also from its setting.’*

‘Setting’ is defined as: *‘The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.’* Further advice on the assessment of setting can be found in *Historic England, The Setting of Heritage Assets: Historic England Good Practice Advice in Planning Note 3 (second edition)*, December 2017.

‘Historic environment’ is defined as: *‘All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.’*

⁰¹ NPPF, 2019, para.184, p.54

Planning Framework

3.2 Local Planning Policies And Guidance

3.2.1 On a local level, the planning policy which SBC use to determine planning and listed building consents is contained within the Core Strategy (2007), Development Management Document (2015) and Southend Central Area Action Plan (2018). Proposals for development within the Conservation Area or within its setting will need to adhere to the criteria set out in these policies to ensure the conservation of the special interest of the Area. Policies specifically related to the historic environment are listed below and should be referenced when planning change.

3.2.2 Core Strategy (2007)

- Strategic Objective SO14: Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity
- Policy KP2: Development Principles
- Policy CP4: The Environment and Urban Renaissance

3.2.3 Development Management Document (2015)

- Policy DM1: Design Quality
- Policy DM4: Tall and Large Buildings
- Policy DM5: Southend-on-Sea's Historic Environment
- Policy DM6: The Seafront

3.2.4 The production of the Southend new Local Plan will provide an opportunity to review the Core Strategy, Development Management Document and SCAAP, and will set out a new suite of planning policies for the Borough, including for the management of the historic environment.

3.2.5 Further supplementary planning guidance is contained within the Council's:

- **Design and Townscape Guide (SPD 1)** (2009), which sets out guidance on creating high-quality urban design and includes advice on the historic environment in Section 9;
- **Planning Obligations: A Guide to S106 & Developer Contributions (SPD 2)** (2015), which gives guidance on Section 106 Agreements which can be made to balance out negative impacts of development through other enhancements, such as conserving or enhancing the historic environment; and
- **Streetscape Manual (SPD 3)** (June 2015), provides guidance about creating high-quality streetscapes, including within Conservation Areas.

3.2.6 All of these documents can be found on SBC's website, www.southend.gov.uk/planning, and will be reviewed as part of the production of the Southend new Local Plan.

Planning Framework

3.3 Designations

- 3.3.1 Within the conservation area there is one designated heritage asset, the Grade II listed former Havens Department store, 138-140 Hamlet Court Road. There are also a number of non-designated heritage assets, frontages of townscape merit, a local designation that recognises the quality and detailing of relevant historic shopfronts.

- 3.3.2 Further information on Southend's listed and locally listed buildings and article 4 directions can be found on the Council's website www.southend.gov.uk/planning.

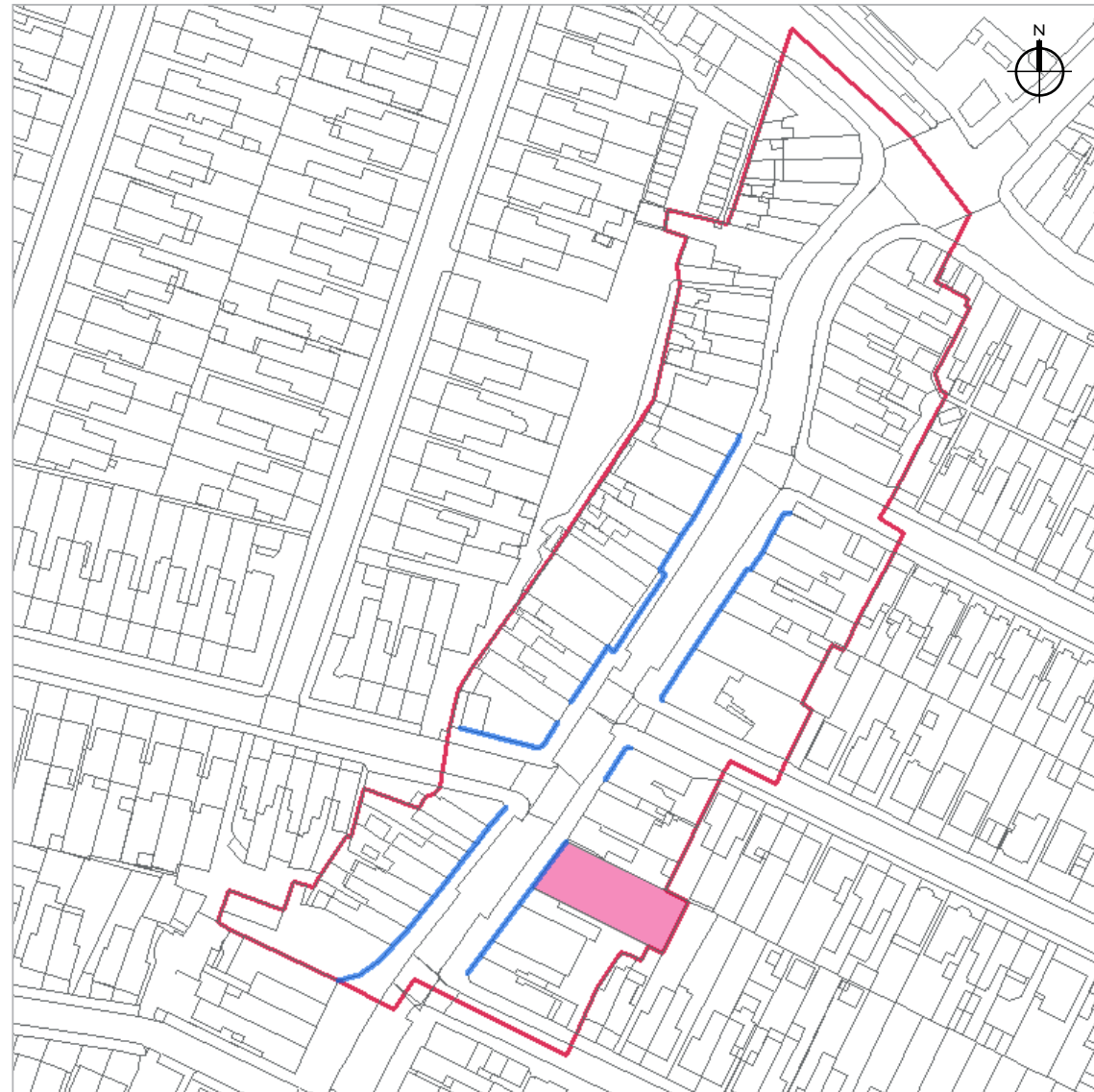
Planning Framework

Map B: Designations

- Conservation Area
- Grade II
- Frontage of Townscape Merit

This map is not to scale

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Planning Framework

Listed Buildings

- 3.3.3 Buildings of special architectural or historic interest are designated as Listed Buildings by the government under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Listing ranges from Grade I (the highest level of protection) through II* to II. Listing also applies to freestanding objects and structures within the building's "curtilage" (i.e. its grounds) which have been there since before 1st July 1948, for example, a wall attached to a Listed Building or a garden building where the main house is listed.
- 3.3.4 Protection is provided through the Listed Building Consent procedure, which is required by owners or developers when they apply for change to their property, including alterations, additions or demolitions. Work to a Listed Building should conserve and enhance the building's special architectural or historic interest.
- 3.3.5 Listed Building Descriptions can be found via the National Heritage List for England: <https://historicengland.org.uk/listing/the-list/> and for Hamlet Court Road these have been included in Appendix A of this report.
- 3.3.6 There is one Listed Building within the Conservation Area:
- Grade II Listed Havens, a department store from c.1935.

Locally Listed Buildings

- 3.3.7 Southend has a wide range of historic buildings and structures. For those who do not meet the criteria for national listing, the Council can identify them as 'Locally Listed'. These are non-designated heritage assets. The purpose of the Local List is to identify buildings, structures and monuments of local architectural or historic importance and to take action as far as possible to preserve them.
- 3.3.8 SBC's criteria for the designation of Locally Listed Buildings requires buildings to:
- Demonstrate the Borough's history, particularly during its main period of growth. This includes buildings important for its social history such as schools, churches, public buildings, leisure, entertainment and commercial buildings.
 - Have architectural interest - be designed by a well-known architect, be a good example of a particular style or period, contain good architectural features or be important for the townscape.
- 3.3.9 Change to Locally Listed Buildings needs to be carried out in a sympathetic manner. A building's Locally Listed status will be a material consideration for all planning applications affecting it and, as with Listed Buildings, applications involving loss or harm to a Locally Listed Building will normally be resisted although a balanced judgement will be made, having regard to the scale of any harm or loss, the significance of the asset and any public benefits.
- 3.3.10 Further buildings have been recommended for Local Listing in this Appraisal. See paragraphs 6.3.49-6.3.56 for more details.

Planning Framework

Article 4 Directions

- 3.3.11 An Article 4 Direction removes the right of householders to undertake some minor forms of development, such as alterations to windows or the installation of hardstandings, which would normally be classed as permitted development under the planning legislation and therefore would not require planning permission. For commercial properties and flats, a range of development types already require planning consent, including alterations of windows (flats), and shopfronts.
- 3.3.12 There is currently no Article 4 Direction covering buildings within the proposed Hamlet Court Road Conservation Area and none is proposed as part of this Conservation Area Appraisals.

Frontages of Townscape Merit

- 3.3.13 Frontages of Townscape Merit are also shown on Map B in pink. These are historic frontages which contribute to the quality of the local townscape through their architectural character.

- 3.3.14 Within the Conservation Area, the following frontages are designated as Frontages of Townscape Merit:

Nos.127-151 (odd)

Nos.153-155 (odd)

Nos.159-185 (odd)

Nos.128-140 (even)

Nos.148-150 (even)

Nos.152-168 (even)

- 3.3.15 To the south of the Conservation Area, 103 Hamlet Court Road is also designated as a Frontage of Townscape Merit.

- 3.3.16 Two new Frontages of Townscape Merit have been proposed as part of this Appraisal. See paragraphs 6.3.57-6.3.60 for more details.

Other Designations

- 3.3.17 All trees within Conservation Areas, whether they have a Tree Preservation Order (TPO) or not, are protected and consent must be given by the SBC prior to works being carrying out so that the Council have sufficient time to decide whether the designation of a TPO is needed. There are currently no TPOs within the Conservation Area.

Section 4.0

History and Archaeology

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History and Archaeology

4.1 Archaeological Interest

- 4.1.1 There are few known archaeological sites within or near to the proposed Conservation Area and wider study area according to the information contained in the Essex County Historic Environment Record, except for a Late Iron Age find spot noted to the rears of Nos.13 and 15 Ceylon Road, to the west of Hamlet Court Road (SMR ref. MSS1032982. No details noted in the record about the nature of the find).
- 4.1.2 Given the pattern of development on historic plans (see section 4.2) most parts of the study area are likely to have been fields up until the phase of Edwardian development and are therefore unlikely to have many archaeological finds. If remains are found, these will be concentrated around the sites where there were originally buildings (seen on Map C: 1777, Map D: 1874 and Map E: 1897) and would be related to the domestic and agricultural use of the sites. Foundations of these earlier buildings are likely to have been truncated by later buildings constructed on the sites.

History and Archaeology

4.2 History of Hamlet Court Road

4.2.1 The ages of buildings are shown on Map H: Building Ages.

Early History

4.2.2 Before the development of Hamlet Court Road, the area was relatively rural, situated west of the parish of Milton. The parish has existed for over 1,000 years, with the Manor of Milton recorded as being given by King Edgar to the monks of Christchurch, Canterbury, in 959.⁰¹ Milton was also recorded in the Domesday Book of 1086 as a settlement with 24 families coveting 240 acres and was described as a farming area, though also became important as a fishing port.

4.2.3 Hamlet Court Road, which was known at its northern end as Sallendines Lane,⁰² was shown on Chapman and Andres' Map of 1777 (Map C). There was a distinctive kink in the road roughly halfway down and the only buildings on the road shown are two larger properties on the west side of the road and a small one on the east side. Milton Hall was to the north-east, with a windmill depicted to the south of this. Open land surrounded the roads and sporadically located buildings.



Map C: Chapman and Andre's 1777 map with Hamlet Court Road circled in red, with the kink half-way along its length

⁰¹ Nichols, 1931, p.3

⁰² Edwards, 2018, p.3

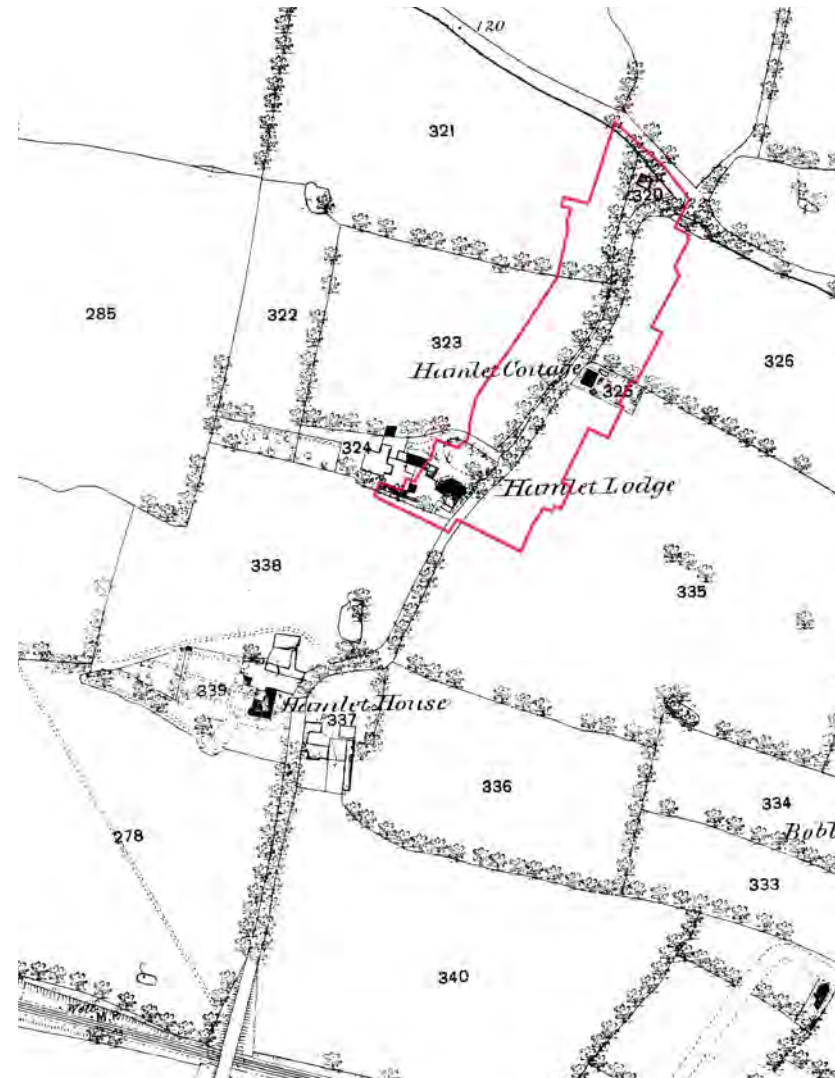
History and Archaeology

Mid-Victorian Period and the Establishment of Westcliff-on-Sea

4.2.4 Much the same situation is shown on the 1874 OS map (Map D), which depicts the area surrounded by tree lined fields. The distinctive kink in the road still remains, while the road itself is shown also lined with trees. The two large houses shown on Hamlet Court Road on the 1777 map are here named as Hamlet House and Hamlet Lodge. The poet and novelist Robert Buchanan lived at Hamlet House from 1884 for two or three years.⁰³ In addition to the large main houses, each of these properties also has several outbuildings on the plot, with those associated with Hamlet House also being located on the east side of the road. There are also driveways and pathways through landscaped grounds on both properties.

4.2.5 A smaller dwelling, Hamlet Cottage, is located to the north on the east side of the road, surrounded by a small garden plot. One or all these buildings would lend their name to the road itself.

4.2.6 The 1874 OS map shows that the Barking-Pitsea section of the London, Tilbury and Southend Railway had been built at the south end of the street but no station existed yet. This section of the railway is the first sign in this locality of the expansion of Southend-on-Sea that was happening rapidly to the east at this time, with the growing popularity and massive expansion of the town as a seaside resort.



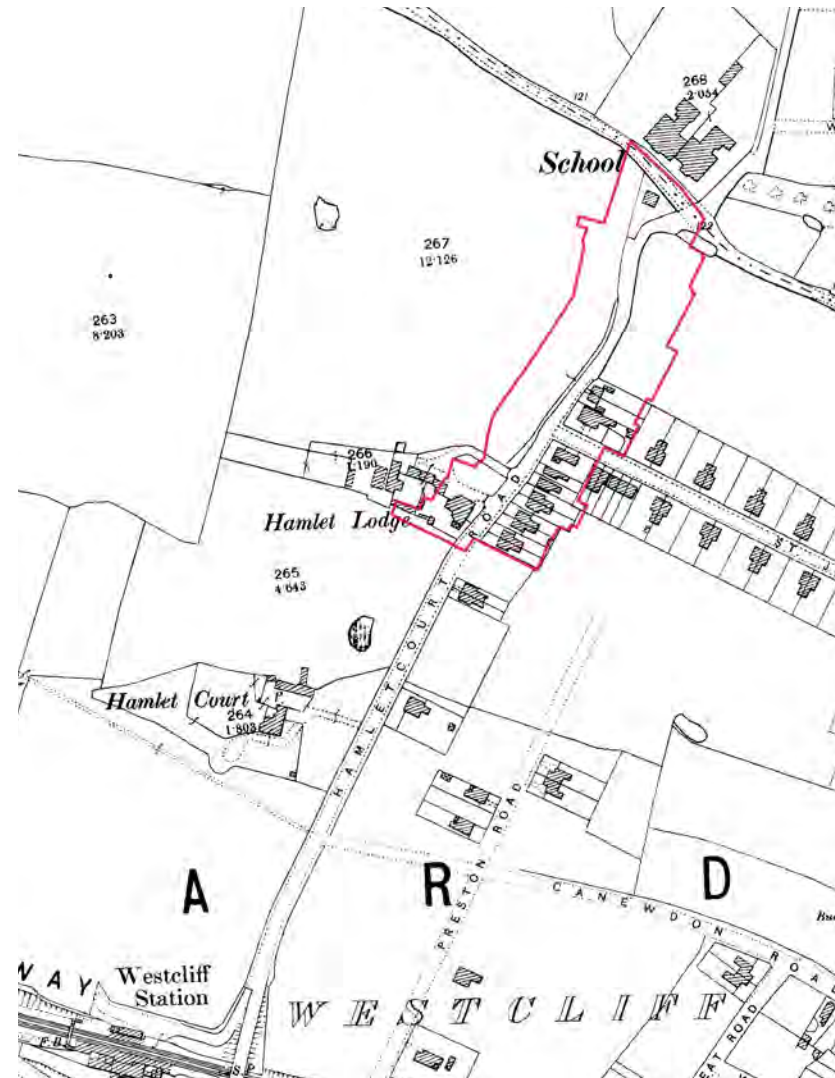
Map D: 1874 OS Map showing Hamlet Lodge and Hamlet House, as well as the railway to the south (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

⁰³ Burrows, 1909, p.241

History and Archaeology

Late-Victorian/Early-Edwardian Period and Rapid Commercial and Residential Growth

4.2.7 The Westcliff-on-Sea Station was opened in 1895 at the south end of Hamlet Court Road and this prompted the rapid growth of the area into an affluent retail and residential suburb of Southend. The 1897 OS map (Map E) shows the station and the beginnings of residential development in the area. Semi-detached houses are laid out on St. John's Road, with some spilling on to the east side of Hamlet Court Road itself. Hamlet Court Road has been straightened to lose the prominent kink seen in the previous maps. The dotted lines of Preston Road and Canewdon Road show that these were in the process of being laid out, with a small number of houses on Preston Road already standing. Hamlet House (by this time called Hamlet Court) and Hamlet Lodge still survive as large houses in their own grounds on the west side of the street.



Map E: 1897 OS map showing residential development creeping towards Hamlet Court Road (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

History and Archaeology

4.2.8 Over the next 30 years development occurred rapidly and the northern part of Hamlet Court Road established itself as an up-market second ‘high street’ of Southend and the retail heart of Westcliff. It is thought to have been known as the ‘Bond Street’ of Southend (one source also claims that the name Kensington-on-Sea was considered for Westcliff Station, indicating another aspiration to reflect the Capital⁰⁴). The rapid expansion of Westcliff is shown on the 1922 OS map (Map F), which is vastly different from the map produced just 30 years earlier. The land on which at least the residential properties were constructed appears to have been owned or leased to trustees that included Thomas Brassey (Baron, and later Earl, Brassey) and his brother Henry Brassey.⁰⁵



Map F: 1922 OS map showing the rapid development of the area which had taken place since 1897 (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

04 <https://www.southendtimeline.com/1895.htm>, accessed 25/09/2019

05 Property deeds sourced by the Hamlet Court Conservation Forum indicate that some residential properties were sold originally by one of the Brassey brothers or Brassey trustees. Also some of the street names appear to relate to places associated with Henry Brassey: his residence at Preston Hall, the manor of Cossington which formed part of the Preston Hall estate, and Ditton Court, the principal house in the village of Ditton, which was near the Preston Hall estate and where Henry Brassey had paid for works to the local school building.

History and Archaeology

- 4.2.9 Three storey shops were built in terraces along the northern half of Hamlet Court Road, between St. Helen's Road and London Road. These were often designed in groups to create more dramatic 'show-piece' designs. The largest of these groups was Nos.127-177 Hamlet Court Road, built in two groups to the north and south of the Anerley Road junction. It is one of the more flamboyant designs on the street, featuring many decorative details such as fretwork bargeboards, plaster swags and, originally, an open cupola with conical roof. The cupola is now missing, as is the southernmost property of the group which was rebuilt for Smerdons, house furnishers who already occupied the building on site, as an Art Deco style department store in the 1930s. Historic photographs show this range of buildings with the regular rows of gabled dormers with slate roofs and decorative ridge tiles, timber framed casement windows with the upper sections divided into smaller panes, and the regular rhythms of swags and arched first floor windows.
- 4.2.10 Other photographs show the shops at the north end of the street, with focal points of other domed turrets and the regular rhythm of buildings along the curve of the street at the top end. Original shop fronts were busy with their elaborate displays of goods. The fascia boards, often with gilded lettering, typically sat between pilasters, which often appear to have been tiled, topped with decorative corbels. Doors to shops were set either centrally or to the side of the shop windows and were recessed, with stall risers, also often tiled, at the base. Retractable canvas awnings were another prominent feature. Young trees are also seen lining the street.

- 4.2.11 Sales catalogues of the time⁰⁶ and historic photographs identify trades such as jewellers, tobacconists, watch and clock repair companies, wine merchants, drapers and ladies' outfitters, dairies, tailors, hairdressers, furnishing ironmongers, piano sales, tea merchants, milliners and butchers occupying the shops on the ground floors, demonstrating a wide variety of services and goods available to local shoppers. The 1922 OS map (Map F) even identifies a cinema set behind the row of shops on the west side of the road (now the site of Ceylon Road Car Park). On the first and second floors of the buildings were a mix of show rooms for the shops below, offices let to businesses such as solicitors or architects, and flats occupied either by the shop tenant or by other individuals.

⁰⁶ ERO, SALE/B4598, Sale catalogues, 1905-15

History and Archaeology



Postcard from the early twentieth century showing Hamlet Court Road, looking south, with three storey shops at the northern end and smaller scale buildings, originally residential, further away in the view



The same view in 2020

History and Archaeology



The northern end of Hamlet Court Road in its heyday, showing several three storey buildings and now missing cupolas to No.155 and 152



The same view in 2020

History and Archaeology



The north end of Hamlet Court Road looking south in the early twentieth century



The same view in 2020

History and Archaeology



No.155 Hamlet Court Road (then Nos.93, 93b and 95) in the early twentieth century, occupied by drapers and ladies' outfitters Pedrette and Williams



A similar view in 2020



An elaborate butcher's display at G. Chapman's, then No.81 Hamlet Court Road though likely renumbered since

History and Archaeology

Early-Mid Twentieth Century

4.2.12 The street continued to flourish in the early-twentieth century, with large department stores such as Havens and Smerdons (now the rebuilt Courtway House) constructed in the 1930s. The Havens family had come to Southend in 1901 and set up a shop selling china, glass and gifts in Hamlet Court Road.⁰⁷ Their original address was No.89, though this had changed to No.96 by 1903 (either a move of premises or renumbering of buildings on the street). The business continued to be run by the family, who bought Nos.138-140 in 1922.⁰⁸ In 1935 they transformed the properties to create the impressive Art Deco department store now on the site. The shop continued to be open until 2018 when the business made a move to online only sales.

4.2.13 The Smerdon family established a furnishings shop at No.75 Hamlet Court Road in 1900.⁰⁹ It appears that this was the site of the current No.127-129 as the buildings on the street were renumbered in the early-twentieth century. Historic photographs show their shop at the southern end of the row, on a corner plot. Adverts in windows and on the awnings name some of their wares and services: bedsteads, blind makers, house furnishings, carpets and linoleums. Between 1922 and 1939 the original building was demolished and replaced with a new department store, also in the Art Deco style. It had a curved frontage (as seen on the 1939 OS map (Map G), stone cladding with stylised swags and bronze windows. Smerdons closed in 1970.



Nos.127-151 Hamlet Court Road (then approx.. No.75-95) showing Smerdon's original shop on the right hand side, now the site of Courtway House. Reproduced with the kind permission of the Hamlet Court Conservation Forum

⁰⁷ Edwards, 2018, p.37

⁰⁸ Ibid. p.38

⁰⁹ Ibid. p.43

History and Archaeology



Map G: 1939 OS map showing the rapid development of the area which had taken place since 1897 (1:2,500) (© Crown copyright and database rights 2019 Ordnance Survey 100019680)

Late-Twentieth Century

4.2.14 Towards the end of the twentieth century and into the twenty-first, Hamlet Court Road declined. Changing shopping patterns, such as the move to out-of-town shopping and growth of internet-based sales, had an impact on town and district centres nationally, including Hamlet Court Road. Many historic shop fronts were lost, inappropriate alterations have been made and the condition of buildings has deteriorated (see section 6 for more detail). However, there are now some signs of improvement. Havens closed in 2018 but has recently been granted permission for conversion into a community hub, with Haven's online business continuing to be run from the upper floors of the building, supported by a grant from the Architectural Heritage Fund.¹⁰ Smerdons burnt down in 2011 but was reconstructed as flats, with a ground floor retail unit, in a design which reflects the original. Townscape improvements were also made in the last 15 years.

¹⁰ <http://ahfund.org.uk/news-source/2017/11/22/havens-department-store-southend-on-sea>, accessed 13.06.19

History and Archaeology

Map H: Building Ages

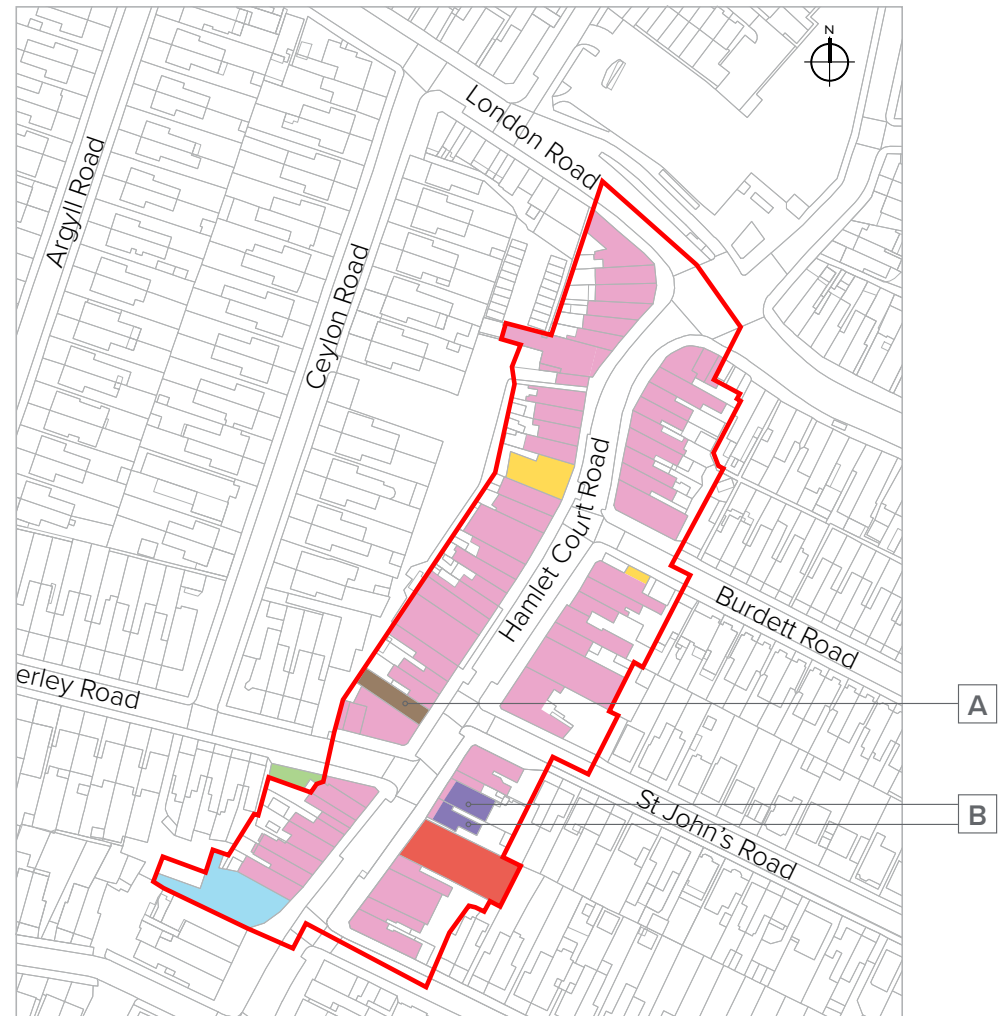
- Potential Designation Area
- 1874-1897
- 1897-1922
- 1922-1939
- 1939-1950
- 1950-1974/75
- 1974/75-2000
- 2000+

- A Major rebuild of frontage late 20th century. Parts of original early 20th century shop front details survive and built fabric from the original build may survive behind the frontage.
- B Originally houses built between 1874-1897, with shop front added around between 1897-1922.

Note: Unless otherwise shown, the dates given are those of the main phase of building. Extensions or alterations may have occurred at later dates. Dates are based on the earliest appearance of footprint on historic OS maps.

This map is not to scale

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Section 5.0

Character Analysis

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Character Analysis

- 5.0.1 This section is split into three sub-sections. The first and second sections will explore the architectural and townscape character of the proposed Conservation Area at the north end of Hamlet Court Road. The last section will look at the wider setting of the Conservation Area.

5.1 Architecture

Overview

- 5.1.1 The following sections set out the key materials and details which feature within the Conservation Area. The area developed over a short period of time after the turn of the twentieth century. The shops with residences above were all designed in Arts and Crafts or Edwardian styles, with some key buildings constructed slightly later in the 1930s in the Art Deco style. There is a common scale of three storey buildings and a materials palette of brick with plaster or stone dressings. Many elaborate decorative details survive and add architectural interest to the buildings.

Scale and Massing

- 5.1.2 Most buildings are three storeys, with a ground floor shop and two upper floors. Some on the west side of the street at the north end also have dormer windows or windows in gables denoting an attic storey. The row of shops on the east side at the north end of the street (Nos.174-194 Hamlet Court Road and No.354 London Road), a pair of former houses adjacent to Havens (Nos.142-144), a single storey shop adjacent to these (No.146) and part of the former Blockbusters Video (Nos.258-364 London Road) are not three storeys. These are, however, exceptions and the predominant character is one of taller buildings which helps to define a sense of enclosure and grandeur, as well as defining views. Most buildings in the wider setting are two-storey so this is an unusual characteristic in the locality and helps to define the original shopping area of the street.
- 5.1.3 Individual plots are typically narrow, with each bay of a building having originally been occupied by a single shop at ground floor. However, buildings were often designed in groups with matching styles, ranging from smaller groups of two or three, up to 17 for the original grouping at Nos.127-169 (since partly lost through the construction of Smerdons/Courtway House and the rebuilding of No.157) and also 17 for the original grouping at Nos.171-203 (now partly lost through the reconstruction of Nos.187-189). This gives consistency to the character of the architecture, though architectural details ensure they are not monotonous.

Character Analysis

Materials

- 5.1.4 The materials palette is consistent along the street, with red brick usually the main walling material. Stone or stucco dressings are also common, with several buildings having decorative detailing in these materials (see Details section below). Two key exceptions are Havens, with its faience cladding, and Courtway House (rebuilt after a fire), which is stone with mock bronze panels above and below the windows.
- 5.1.5 Timber barge boards feature on Nos.131-169 (excluding No.157), while timber is also used for half-timbering on the gables and barge boards of Nos.174-186.
- 5.1.6 In some cases, the original brickwork has been unsympathetically painted or rendered over. Very few of the upper levels of buildings have been completely replaced or re-fronted but where this has happened the replacement materials of dark brown brick (No.187-189) and white plastic weatherboarding (No.157) are inconsistent with the rest of the street and impact negatively on the streetscape.

Character Analysis

Original Materials Palette for Walls



Character Analysis

Unsympathetic Wall Treatments



Character Analysis

Roofs

5.1.7 Originally roofs were either slate or red clay tiles. There are several buildings where these materials still survive, though others have been replaced with unsympathetic concrete tiles. There are a small number where shaped tiles are used to create pattern and interest to the tiling, notably on the turret roof of No.170-172 which has tiles that create a pentagonal pattern. In some cases, pierced clay ridge tiles also still survive. Red brick chimneys also feature on many buildings.

5.1.8 Pitched roofs are typical, with pitched roofs to most of the numerous gables and dormer windows that front the street. There are hipped roofs to Nos.142-144, though this form is atypical in this part of the street. There are also a few examples of roofs hidden behind parapets, most notably at Havens and Courtway House. Curved roofs to some of the dormer windows are likely to have originally been in lead, though may well have been replaced with modern materials since. The lost roofs and cupolas to turrets would have also originally been in lead. Despite the loss of these interesting turrets roofs, the roofline along this part of the street has particular interest and character, with the multiple dormers and gables providing rhythm to a dynamic skyline.



Patterned slate tiles to the turret of No.170-172, with red clay tiles to the right and examples of unsympathetic concrete tiles to the left



Varied and interesting roofline on Hamlet Court Road



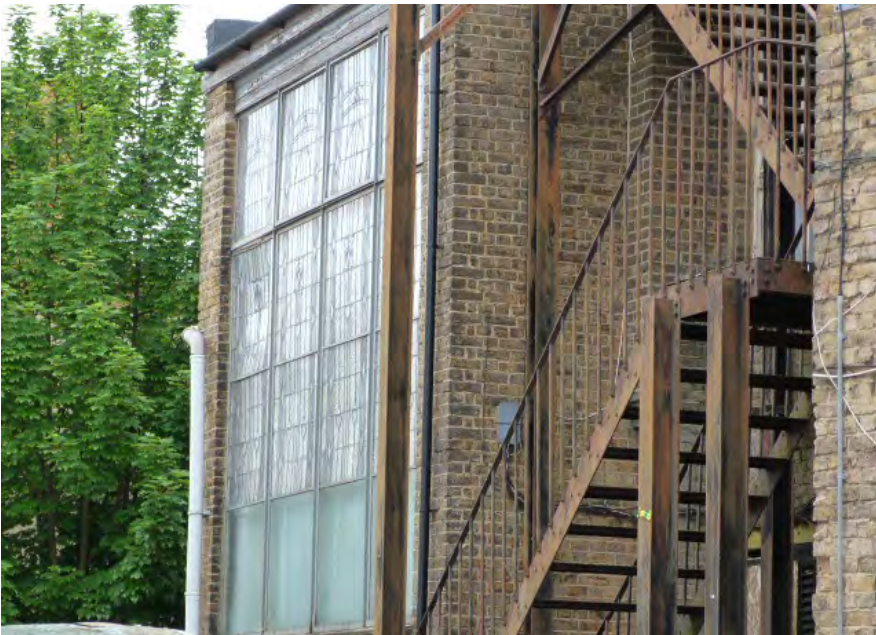
Original slates and some decorative ridge tiles on the house to the left, with unsympathetic concrete tile replacements on the right

Character Analysis

Windows

5.1.9 Original windows were all in timber and in either sash or casement form, with the exception of Havens, which has metal windows to the main façade. There are some examples of original windows surviving. Generally, each sash was composed of a single large pane of glass, though in some cases both or just the upper half of the sash window was divided into several small panes which added interest. There are a small number of cases of leaded and stained glass which still survive. For example, at Nos.170-172 the sash windows on the first floor facing Hamlet Court Road contain leaded glass with a stylised leaf motif with an Art Deco flavour, with one window containing multicoloured glass. A large leaded glass window exists at the rear of No.157.

5.1.10 However, many windows have been replaced with uPVC, a material unsympathetic with the historic character of the buildings. Where uPVC has been used in a sash form (where timber sash windows were originally used on the building) this has a better appearance than where sashes have been replaced with side or top hung casements, as the sash form looks better proportionally within the façade, though poor detailing can let these examples down and uPVC is not generally considered acceptable in principle. Side or top hung uPVC casements that replaced timber sash windows usually do not follow the same pattern of glazing bars and have overly chunky frames and visible trickle vents which all contribute to windows with inappropriate proportions and appearance within the façades. Replacements of windows of different designs within ranges of buildings designed as single set-pieces also create an inconsistent appearance.



Large leaded window to the rear of No.157

Character Analysis

Original or Good Quality Replacement Windows



Character Analysis

Unsympathetic Replacement Windows



Character Analysis

Details

- 5.1.11 Many of the buildings in the Conservation Area have very decorative upper storeys. The best of these have been designated as Frontages of Townscape Merit and are in a cluster between the junctions with St. Helen's Road and Burdett Avenue. These typically utilise Edwardian, Arts and Crafts, and Art Deco styles. Swags, moulded cornices and decorative barge boards are common. Corner turrets and dormer windows add interest (though some roofs and cupolas to turrets have been lost), and the latter combined with regular window placement, creates a sense of rhythm along the street.
- 5.1.12 Nos.131-169 (excluding No.157) have particularly flamboyant details. The first floor windows are embellished with scrolled capitals, there are two rows of terracotta string courses of Vitruvian scrolls with plaster swags between these, and the gables of the dormer windows are decorated with plaster cartouches and fretted barge boards.
- 5.1.13 Other buildings from c1900-1930 include details such as quoins, key stones, string courses, dentil cornices, bay windows, window architraves which are topped with scrolls or decorative tympanums, window mullions formed of colonettes, and decorative half-timbering.
- 5.1.14 Havens contrasts with these in having distinctly Art Deco styling where the pilasters and pediment are stylised into more geometrical forms, with festoons, roundel and cross motifs as decorations. Courtway House, though a modern rebuild, also displays this Art Deco style and motifs. Regrettably its original faience façade could not be reinstated after the fire.

Character Analysis

Details Palette



Character Analysis

Shop Fronts

- 5.1.15 More guidance on sympathetic shop front design can be found in Section 6.4.
- 5.1.16 There are only a few original or early shop fronts which have survived on Hamlet Court Road. At the northern end of the street as No.197 (Westcliff Wools) is one of the best preserved. Though not an original shop front, as an earlier one is shown on an historic photograph (see page 27), it appears to be an early twentieth century replacement of the original. It incorporates many traditional shop front features, including tiled pilasters at either edge topped with corbels displaying cartouches, a recessed central door with fanlight above, slender timber mullions to the window shaped like columns, a stall riser below the window and dentil cornice above, and a fascia board that sits between the corbels and is proportionate to them.
- 5.1.17 No.146 (Charisma Hair Xtensions) is another largely intact example. This small shop front retains a brick pilaster to the right (though the left has been boarded over). The fascia is deep but appears to be the original proportions and has a dentil cornice above. It is flanked by decorative corbels. The shop window is likely to be a replacement frame and door but is in a traditional form with a recessed side door, timber frame and stall riser below the window (note the shop was boarded up at the time of survey in June 2020 due to temporary closure due to the Covid-19 pandemic).
- 5.1.18 The shop fronts on Nos.209-211 Hamlet Court Road and No.356 London Road also survive in part. Though the glazing is likely to have been replaced, there are modern fascia boards affixed above the windows and the metal double doors are modern, the arrangement of the windows with a large pane below three smaller panes is original. The windows are divided by pilasters and each has a low stall riser below. Above the windows are a fascia with dentil cornice above and corbels at either end.
- 5.1.19 No.354 London Road survives in part, though in poor condition at the time of survey in June 2020. It has fluted pilasters topped with corbels either side of the shop front, a recessed door with fanlight above, and a fascia above that features a raised central section.
- 5.1.20 The shop front of Havens is also an important survival of a 1930s arrangement with 1970s modifications. The original recessed doors, tiled stall risers and terrazzo flooring are from the 1930s. The glazing, back-lit opal glass signage above and projecting canopy are from the 1970s, though the latter features sit well with the original.
- 5.1.21 Early twentieth century polychrome tiles are also seen on the frontage of The Melrose public house at No.168. The public house shop front is not likely to be part of the original build but would have been added in the early-mid twentieth century. As well as the tiling to the stall riser, it features leaded glazing, pilasters flanking the windows and corner door that are topped with corbels on the outermost pilasters, and a fascia board that is proportionate to the corbels. The applied gold lettering and brass lamp fixtures are appropriate to the historic character of the shop front.

Character Analysis

5.1.22 The original shop front at No.152-154 is different from other examples as the building was originally a bank and therefore large areas of glazing were not appropriate for the stricter level of security required. The ground floor is therefore clad in stone, with smaller windows set higher up from the ground. Windows have stone mullions, while the door has a moulded architrave. The whole is topped with a cornice with pilasters at the outermost edges topped with corbels.

5.1.23 There is one example of a modern shop front which has been rebuilt in an appropriate traditional style. No.186 (Salt and Vinegar) has a timber framed shop front with moulded details. A door has been added to the side of the shop front to access the flats above but this is in timber and to a traditional design which blends in. The fascia board above is proportionate to the original and the applied gold lettering is tasteful. The fascia is flanked by corbels as is appropriate for the traditional form of shop fronts and they add decorative character. Lamps hanging over the fascia to provide light are traditional in form (similar examples can be seen in historic photographs in Section 4) and brass door furniture is also appropriate. A retractable canvas awning is also present, which is an appropriate form of awning as it rolls away so it is largely not seen when not in use.

5.1.24 Most other shop fronts have been replaced with unsympathetic modern versions utilising large areas of glazing and large flat fascias in often garish colours (see paragraphs 6.3.15-6.3.20 for more details and images). However, there are small details which often survive. Frequently this is in the form of original pilasters either side of modern shop windows, which sometimes remain tiled, or corbels that remain either side of later fascias.



No.197, Westcliff Wools, with a well-proportioned early-twentieth century shop front

Character Analysis



No.146, Now Charisma Hair Xtensions', with a largely intact original shop front



Shop front mainly surviving on No.209 Hamlet Court Road



The 1930s/1970s shop front of Havens



No.186, 'Salt and Vinegar', a modern shop front in an appropriate traditional design

Character Analysis



Original shop front surviving in poor condition at No.354 London Road



The Melrose public house, with coloured glazed tiles to the stall riser, leaded glazing, fascia board proportionate to the flanking corbels and pilasters



Former bank at No.152-154 with original shop front

Character Analysis

Surviving Shop Front Details



Character Analysis

Uses

- 5.1.25 Hamlet Court Road is characterised by its commercial uses, and almost all buildings have shops or commercial units on the ground floor, with upper levels above in uses typically ancillary to the shop below or as flats. Uses are shown on Map I.
- 5.1.26 Within the proposed Conservation Area boundary all the buildings have commercial uses on the ground floor. There is a wide mixture of shop types, including food shops, estate agents, furnishings, gifts, electronics, hairdressers, greengrocers, butchers, charity shops, a post office, cafes and restaurants. There were a few vacant units at the time of survey in 2020.
- 5.1.27 The upper floors are mainly occupied either as storerooms for the shop units below or as residential units. Occasionally they are used as offices, such as above No.155. The upper floors of Havens is used as their warehouse for online sales, while the ground floor is being converted into a community hub for older people to get help and access local services and clubs, as well as a community café on the ground floor.

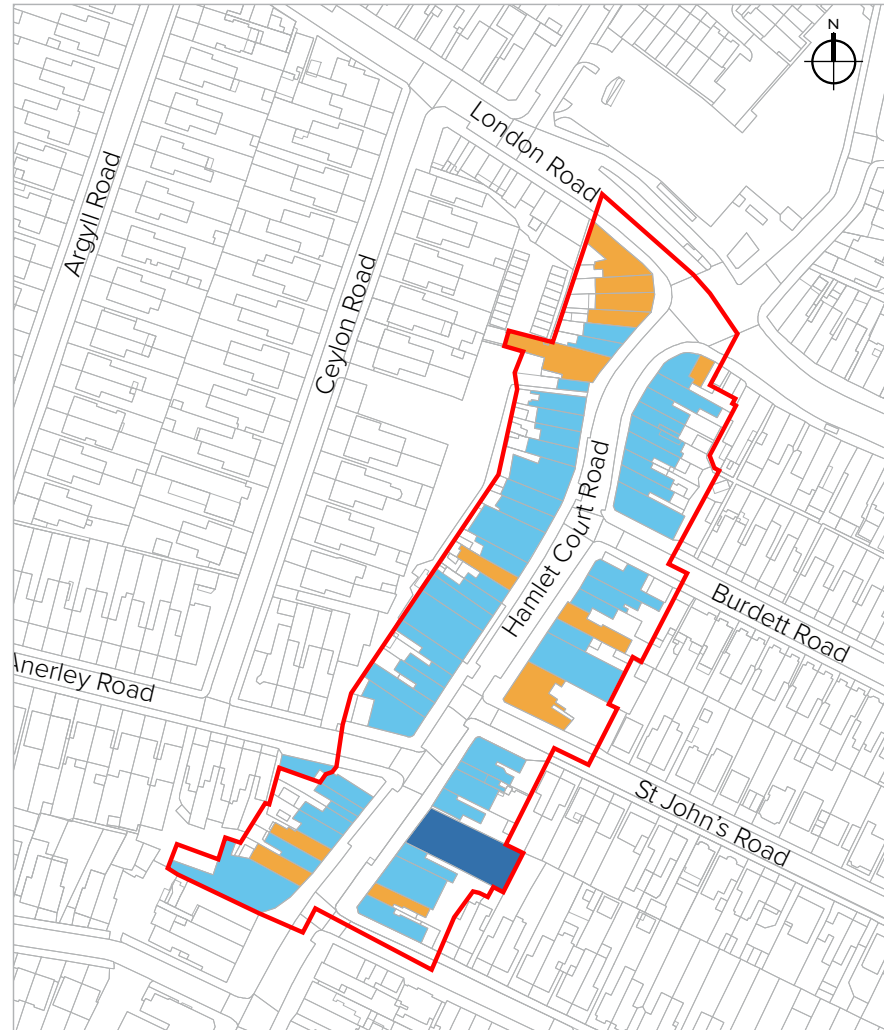
Character Analysis

Map I: Building Uses

- Conservation Area Boundary
- Commercial with Flats or Office above
- Community Hub with Commercial above
- Vacant

This map is not to scale

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Character Analysis

5.2 Townscape

5.2.1 Features described in this section are shown on Map J: Townscape.

Street and Plot Pattern

5.2.2 Somewhat unusually for the area, which is typically filled with straight residential streets, the northern end of Hamlet Court Road has a distinct curve leading from London Road to the junction with Burdett Avenue. It then straightens and leads mainly in a straight line down to the railway bridge, though with a slight bend at the junction with St. Helen's Road.

5.2.3 The street is lined with pavements either side of the vehicular road and is narrower at the top end, an impression exaggerated by the tall height of the buildings. The street widens at the junction with St. Helen's Road, with a wide pedestrianised area outside the front of Courtway House.

5.2.4 Individual building plots are generally narrow, containing a single shop per plot, though there have been some cases where shops have expanded to fill two or three buildings. The upper levels, however, are often designed in groups, providing blocks of two, three, four or more buildings of a common design. The curve of the road at the northern end creates an interesting stepping forward/back of the properties on the plots here, with the curve of the streets leading to building designs which incorporate curved frontages. The purpose-built commercial area of north Hamlet Court Road had buildings

constructed to the plot boundary and generally the whole elevation in a single plane, rather than the stepped back upper levels of the shops at the southern end of Hamlet Court Road.

Landmarks, Focal Points and Key Views

5.2.5 Views in this part of Hamlet Court Road are channelled between and defined by the tall buildings on either side of the road. The curve of the northernmost part of the street reveals views gradually as the viewer walks along. The wide opening of the street where it meets London Road also provides for views of the corner building, Nos.205-211 Hamlet Court Road and 356-364 London Road, which are a focal point at the junction.

5.2.6 Further south, where the road straightens, views up and down the road continue to be defined by the tall buildings either side. Once the viewer reaches Courtway House there are glimpsed views of the estuary to the south, viewed between the trees lining the southern end of the street and behind trees located around the railway bridge.

5.2.7 The side roads branching off Hamlet Court Road provide opportunities for views of landmark and focal buildings, such as Havens as seen from Anerley Road, Courtway House from St. Helen's Road and Nos.159-169 from St. John's Road. The turrets on the corners of No.155 and Nos.152-154 are also focal points, though have less impact without their original leaded roofs and cupolas.

Character Analysis



01: The curve of the three-storey buildings at the north end of Hamlet Court Road, revealing views down the street as viewers move along



02: Focal point of Nos.205-211 Hamlet Court Road, with views round the sweeping curve of buildings



03: View of Havens from Anerley Road



04: View of Courtway House along St. Helen's Road

View locations identified on the plan on page 54.

Character Analysis

Public Realm and Street Furniture

- 5.2.8 Public realm works have taken place in the last 15 years, including repaving, new bollards, bicycle hoops and benches. The consistency of the public realm features provides a good setting for the buildings and makes the road more pedestrian friendly. Bollards and bicycle hoops are typically in stainless steel in a simple contemporary design. Black metal railings are provided either side of traffic light controlled pedestrian crossings, which do give something of a cluttered appearance together with the traffic lights.
- 5.2.9 Some good-quality historic street signage survives, formed on ceramic tiles to the first floors of buildings on streets leading off Hamlet Court Road. A stone carved sign is located at the north end of the street on No.190-194. Modern street signs are of a good design consistent across the borough, with a sign on top of a pole featuring a diamond finial above. On No.150, on the corner of St. John's Road, traces of historic painted adverts also survive which add interest and historic character.
- 5.2.10 Other modern street signage appears to have been reduced to a relative minimum and is set on consistent black poles so does not appear too cluttered. Modern lamp posts are also of a consistent design in black. Traditional style double bins of black for general waste and blue for recycling are provided in a few locations along the street.

- 5.2.11 Paving is small square slabs with granite kerb stones, tactile flag paving at the edge of pedestrian crossing points and brick setts across the road at crossing points. There are some cobbled gutters on the side streets leading into Hamlet Court Road, which add interest. The main roadway is tarmac with typical road markings which feel overly busy. Some areas of tarmac are patchy where new black tarmac has been laid over red tarmac at crossing points and is now wearing away.
- 5.2.12 There are no trees or greenery within the proposed Conservation Area boundary. This is in contrast to historic photographs, which show trees planted alongside the road at intervals, and to the southern part of the street, which is tree-lined. The now-lost historic trees made a positive contribution to the streetscape.



Historic photograph showing the Conservation Area with trees lining one side of the street

Character Analysis



Stainless steel bollards, square paving, granite kerb stones and absence of greenery



Tactile paving and brick setts used at pedestrian crossings points



Cobbled gutters on St. Helen's Road



Examples of ceramic street signs



Character Analysis



Stone carved street sign at the north end of Hamlet Court Road



Modern street sign consistent with the design used across the borough



Historic painted advertisements and ceramic road sign on the corner of St. John's Road

Character Analysis

Map J: Townscape

- Potential Designation Area
- Open/Green Space
- Trees
- ★ Landmark Building
- Views
- Negative Feature*
- Good Boundary or Gate
- Grade II
- Locally Listed
- ▨ New Locally Listed
- Frontage of Townscape Merit
- - - Proposed Frontage of Townscape Merit
- Tree Preservation Orders (TPOs)

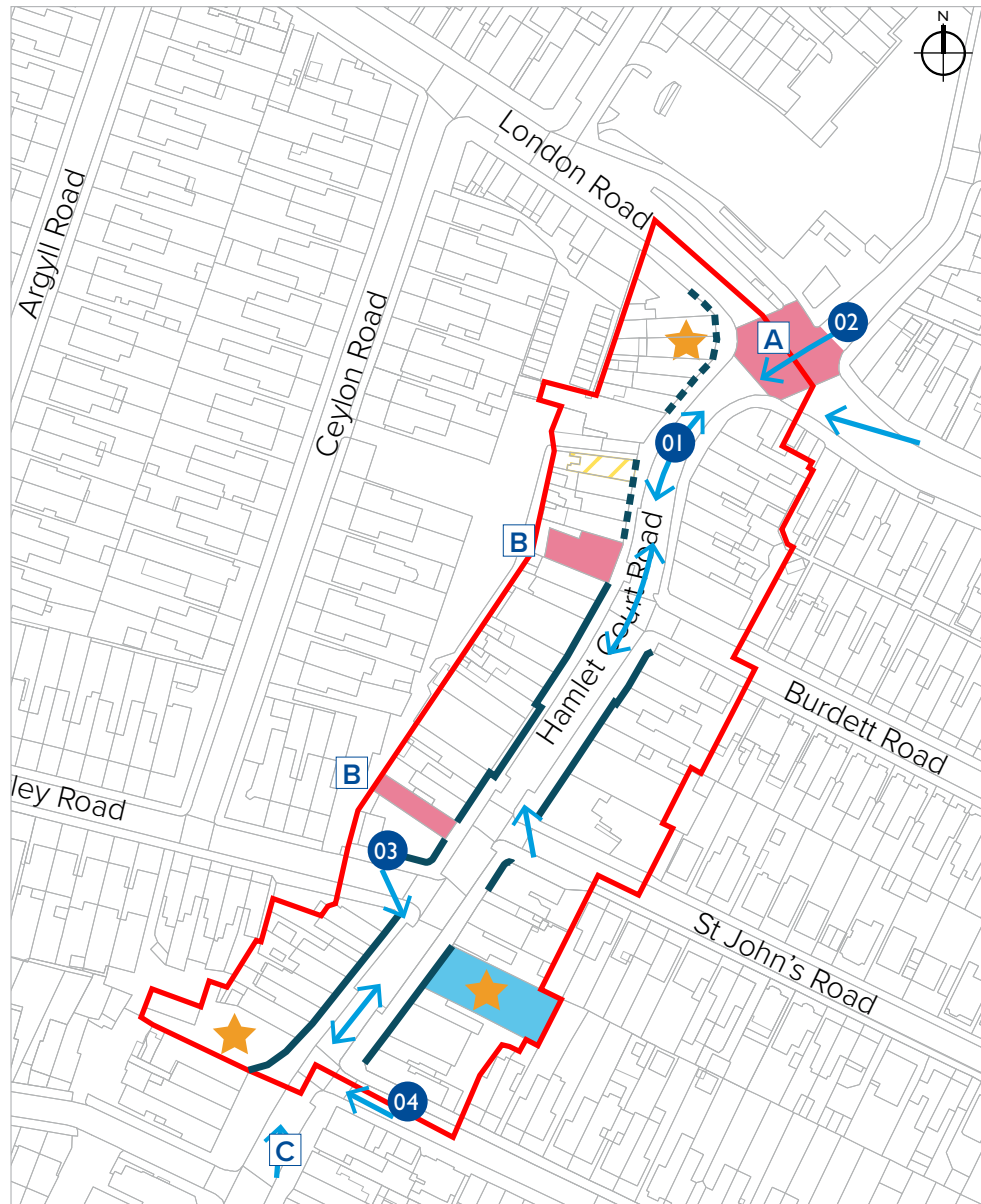
00 Reference to view photograph on page 50

- A Busy traffic junction
- B Unsympathetic modern infill building
- C There are also views of Courtway House from further south along Hamlet Court Road and St Helen's Road

*See also Building-by-Building map in Appendix B for positive, negative and neutral buildings

This map is not to scale

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Character Analysis

5.3 Setting

- 5.3.1 In the wider setting of the Conservation Area, the area to the south was laid out in the early twentieth century with a mix of retail and residential housing. The large Hamlet Court house stood on the west side of the street until the 1929 when it was replaced with a row of shops with flats above. Over time the residential houses were converted to shops, with the addition of shop front extensions. The buildings are mostly in commercial use at ground floor level with residential use above. Buildings are two to three storeys and in typical designs of the early to mid twentieth century. The wide road affords views south towards the estuary.
- 5.3.2 Further townscape analysis has been plotted onto Map N in Appendix C.

Section 6.0

Management Plan

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Management Plan

6.1 Introduction

6.1.1 This section highlights where there are issues and threats within the Hamlet Court Road Conservation Area, as well as where there are opportunities to enhance its special historic and architectural interest. It begins with a Conservation Vision, summarising the aims for the future of the Conservation Area. Issues and opportunities are described, and recommendations provided for the reduction or removal of threats to the Area's special interest. The section concludes with guidance on how to go about the sensitive repair and alteration of materials, details and features characteristic of the Conservation Area. Alterations, repairs or new development should follow this guidance to help preserve the special interest of individual properties and the Conservation Area.

6.2 Conservation Vision

- 6.2.1 The Hamlet Court Road Conservation Area will be a lively local shopping area, with an attractive architectural and aesthetic quality contributing to its character.
- 6.2.2 The Area will remain an active local street at the centre of the community supporting a range of uses at ground floor, with upper floors in full occupancy as ancillary spaces for those uses, offices or residential accommodation.
- 6.2.3 The buildings will be in good condition, with inappropriate alterations reversed and traditional materials and details used for features such as walls, windows, roofs and doors.
- 6.2.4 Shop fronts will have a traditional character with features that are sensitive and proportionate to the historic buildings they are located in.
- 6.2.5 The public realm will be attractive and pedestrian friendly, with clutter reduced to a minimum.
- 6.2.6 New development and redeveloped buildings or public realm works within the setting of the Conservation Area will be designed appropriately in terms of scale, form, materials and details and reflect the special interest of the area.
- 6.2.7 Views out to the estuary and of key buildings in the Conservation Area will be retained and enhanced.

Management Plan

6.3 Issues And Opportunities

Condition

- 6.3.1 Though there are no obvious signs of any buildings having major structural issues, there are quite a few that are in poor decorative condition, which gives the area an overall feeling of being down-at-heel. On Hamlet Court Road there are examples of window frames and timber work having peeling paint and, subsequently, rotting timber. Paintwork over stone dressings or plasterwork also needs attention in some cases. Paintwork needs to be maintained and renewed at regular intervals in order to protect the underlying woodwork from decay and to prolong its life.
- 6.3.2 Past decay of timberwork and plasterwork has resulted in the loss of decorative features such as the barge boards and plaster swags which add considerable character to the group formed of Nos.131-155 and Nos.159-169. The upper floors of Nos.165-169 (Co-op) demonstrate how well-maintained paintwork in a consistent colour across all features can give a co-ordinated appearance that shows off the architectural features of the building. This is in comparison to others in this group where paintwork is not well-maintained and is flaking and dirty, with varying colours to individual units, lost plasterwork, ad-hoc changes of windows in different designs and the addition of inappropriate modern features such as satellite dishes and plastic downpipes. These changes all contribute to a lack of coherence which erodes the character of the buildings individually and as a group.



Nos.165-169 where the upper floors have been well-maintained, retaining original architectural details and materials, and creating a co-ordinated appearance



Nos.141-151 where the decorative condition is poor, architectural details have been lost and changes over time to individual units have eroded character and coherency

Management Plan

- 6.3.3 Some gutters are overgrown with vegetation. This causes blockages in rainwater goods, preventing water from being carried away from the building and therefore causing issues with damp affecting the building which can lead to decay. Flashings around the edges of roofs also need care to ensure their condition is maintained and water is not allowed to enter the building.
- 6.3.4 A few shop fronts have missing fascias or boarded windows, e.g. No.155 or Nos.356-362 on London Road (former Blockbuster Video). This gives them a neglected feel. The shop front at No.354 London Road is in poor condition, though the building appeared to be undergoing renovation at the time of survey in June 2020 so its condition may be resolved in the near future. A small number of windows were boarded because of broken glass. Graffiti was noted in a few places.
- 6.3.5 Most of the public realm is in good condition in particular where there have been more recent replacement works. There is some patchy tarmac on pedestrian crossings where red tarmac is showing through degrading grey tarmac. On side streets there is some patched tarmac on pavements and roads.

- 6.3.6 Between the less well-maintained buildings, there are good examples of well-kept buildings, for example Nos.165-169, No.168, No.197, the shop front to the 'Salt and Vinegar' chip shop and No.150, which, though vacant, appears to have been recently redecorated on the upper levels. Courtway House, being recently built, is also in good condition.

Recommendations

- 6.3.7 Keeping buildings in good condition will ensure the area is an attractive and desirable place to shop and work.
- 6.3.8 Undertake regular maintenance and checks to prevent problems from occurring and to protect original features. This will also ensure that small problems do not become bigger, more costly issues to fix.
- 6.3.9 Follow guidance in Section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.

Management Plan

Examples of Poor Condition within the Conservation Area Boundary



Management Plan

Vacant Buildings

- 6.3.10 There are signs that many of the upper floors above shops are in use, due to open windows or the presence of furniture. However, vacancy above shops or the use of these spaces merely as storage for the shops below can be an issue on high streets and given the condition of some of the upper floors there may be some that are vacant. Several shops were also vacant at the time of survey, a situation which may be exacerbated by the Covid-19 pandemic which was occurring at the time of survey in 2020. Vacant shops also contribute to the feeling of disrepair to the area and can be a target of vandalism.
- 6.3.11 Vacancy means issues with condition are usually not spotted quickly, which can result in problems escalating to cause considerable damage and that take more time and money to rectify. It also means that good quality buildings are not being used to their fullest potential.
- 6.3.12 Encouraging positive changes to gradually improve the area could lead to a reduction in vacancy as the area will become a more attractive place to live and work. There may be opportunities to pursue grant funding and regeneration schemes specifically targeted at high streets to assist with the improvement of the area.

Recommendations

- 6.3.13 Local communities could explore opportunities such as grants and high street schemes to bring about enhancements.
- 6.3.14 Encourage good design and the maintenance of buildings in good condition, as well as take enforcement measures against inappropriate change, in order to bring about positive change gradually which will enhance the area and bring in more businesses.

Management Plan



Vacant shops at the north end of Hamlet Court Road



Vacant shops

Management Plan

Shop Fronts And Signage

6.3.15 The replacement of shop fronts is the biggest threat on Hamlet Court Road, with very few historic shop fronts remaining. Those that do remain add considerable character to the street scene and should be retained. There are a very small number of modern replacement shop fronts that are in an appropriate form and with materials and signage that are sympathetic.

6.3.16 However, the majority of shops have replacement shop fronts, including glazing and signage, which is often out of scale, low-quality, garish, with extensive glazing, and not responsive to the historic character of the buildings in which they sit. Original fascia boards were typically (though not always) narrower than modern equivalents and sat neatly between corbels at the top of the shop front. Often new fascias are deeper, obscuring original proportions and truncating any remaining architectural features. Most modern glazing also has metal frames as opposed to traditional timber and often reaches down to the ground without a stall riser at the base of the window. Garish colours and a multitude of signage in plastic materials and applied as stickers to windows gives a cluttered, poor quality appearance. Roller shutters to shop fronts are unattractive and create a poor impression of the quality of the area, as well as being targets for graffiti.

6.3.17 Replacement of these negative features with designs of a more sympathetic nature will gradually over time mean the character of the street is regained and improved.

Recommendations

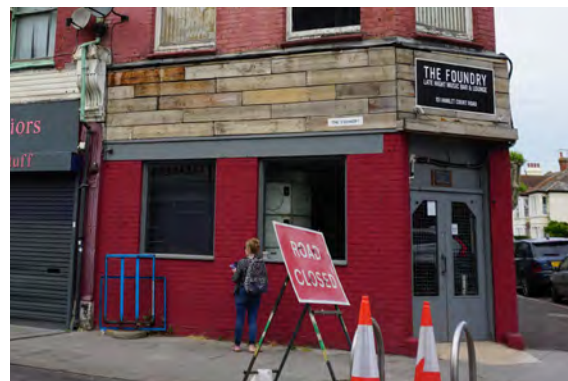
6.3.18 Follow the guidance on shop front design in sections 6.4.20 onwards to ensure that changes to shop fronts are sympathetic to the historic environment.

6.3.19 Retain original or early shop fronts which have survived.

6.3.20 Retain and maintain in good condition architectural details which survive from historic shop fronts, such as corbels and pilasters, even if the rest of the shop front has been replaced.

Management Plan

Examples of inappropriate shop fronts in proposed Conservation Area Boundary



Management Plan

Inappropriate Alterations

6.3.21 Change has taken place within the Conservation Area which erodes its historic character and which uses materials or details which are not appropriate for historic buildings. These changes reduce the coherency of groups of buildings or can be detrimental to the condition of the buildings in the long term. The replacement of inappropriate features with designs and materials which reflect the historic form of the building would enhance their appearance.

6.3.22 The loss of coherency of groups of buildings is an issue in the top end of Hamlet Court Road where there are several buildings where a number of individual units were built as a group with matching designs to the upper levels. Differing ownerships of individual units have meant that the level of care taken to maintain the buildings and level of retention of architectural features differs above each individual shop. This dilutes the overall effect of the original architecture and accentuates areas where condition is poor. This also occurs when houses that were originally single dwellings are converted to flats, resulting in different window designs and materials on different floors and a greater pressure for conversion of front gardens to parking to accommodate multiple cars. Encouraging building owners to work together when redecorating upper floors of buildings designed as one 'set piece' would remove the ad-hoc appearance of these buildings and return them to something closer to their original appearance.

6.3.23 The change of original timber windows to uPVC windows is a key issue. These differ in design and usually do not reflect the original form of the windows (e.g. top or side hung instead of sashes) so are incongruous to the historic buildings they are in. As well as being visually out of proportion with the historic façades, uPVC limits the breathability of historic buildings. This is an important trait of historic buildings, where original materials are more permeable than modern materials, ensuring that moisture does not get trapped within walls, which would cause issues with damp. There have been issues with windows being changed in flats without planning permission.

6.3.24 Where original or historic timber windows still remain these should be replaced on a like-for-like basis with timber frames if they come to the end of their usable life (though repair of original windows should be undertaken wherever possible in the first instance before original windows are replaced). For windows that have already been replaced with uPVC, while timber replacements are the preferred option, should the uPVC units need replacing, it may be acceptable to replace them with uPVC provided certain design criteria are met. This would include a slimline profile and slim glazing bars, flush not chamfered frames, the window opening type being the correct one for the building (e.g. sash windows where there were original sash windows), there are no trickle vents and glazing bars are integrated into the window (i.e. not stuck on to the glass).

Management Plan

Other inappropriate alterations include:

- The loss of original corner cupolas on Nos.155 and 152 which erodes the building's character and reduces their impact as focal points;
- The loss of decorative detail such as plaster decoration and pierced barge boards, and replacement with plain versions erodes the character of individual buildings and of groups of buildings;
- Satellite dishes on the front or prominently on the sides of buildings is visually intrusive;
- Other modern fittings such as wiring, burglar alarms, ducts, air conditioning units and aerials added in an ad-hoc manner detracts from the appearance of buildings;
- Plastic downpipes and gutters replacing cast iron do not have the same visual and material quality and are often positioned intrusively across historic corbels or other decorative detail, obscuring them from view;
- Changes to roofing materials, from slate or red clay tiles to artificial slate or concrete tiles;
- Insertion of vents and soil pipes in historic brickwork and windows;
- The painting or rendering of original brickwork, especially with non-porous paints and cement render, results in the loss of character, coherency of groups and breathability of historic buildings. These materials can lead to the trapping of moisture in masonry which can result in decay;
- Poorly detailed and proportioned extensions and alterations to dormer windows and gables;
- The infill of porches or monopitched roofs over doorways in the residential streets;
- Replacement of original timber balconies with thin metal railings or glazing, which does not have the same character or sense of solidity as timber;
- Replacement of original timber front doors with uPVC or timber with out-of-proportion panelling or an overemphasis on glazing; and
- Poor conversions of ground floor shop fronts to residential use, with infilling of shops fronts with brick and poorly proportioned windows.

Management Plan

Recommendations

6.3.25 Take opportunities to enhance properties when considering alterations, for example by restoring any missing historic features and improving poorly designed alterations of the past.

6.3.26 Where original or good quality historic timber windows and doors still survive, these should be retained and repaired with materials and techniques suitable for historic timberwork. If they require replacement, these must be like-for-like in timber to a design which matches the original.

6.3.27 If the original windows or doors have already been replaced with uPVC and these require replacement, the preference will be for replacement in timber in a design to match the original. However, it may be acceptable to replace existing uPVC windows and doors with uPVC provided that there is a marked improvement in the design which would provide an enhancement to the character and appearance of the Conservation Area. Replacements also must:

- Be of a design which is as similar as possible to the design of the original window or door as possible.
- Windows should have the appropriate opening method for period of the building, e.g. sash windows where the originals were sashes or casements where this was originally the case.
- Window frames should not have trickle vents.

- Window frames and glazing bars should have slimline profiles.
- Window frames should have flush, not chamfered, frames.
- Glazing bars should be integrated into the window, i.e. not stuck onto the glass.
- Windows and doors should have a painted wood effect finish if possible.

6.3.28 Follow guidance in section 6.4 to ensure repairs and alterations are carried out in an appropriate manner.

6.3.29 The Council will not approve applications for alterations which detract from the special interest of the Conservation Area.

6.3.30 The Council will use enforcement powers where necessary to prevent or reverse inappropriate alterations.

6.3.31 Seek the improvement of commercial ground floor frontages

6.3.32 If conversion of a single dwelling to flats is permitted, required changes, such as additional doors, should be made within the property beyond the original front door, and replacement of windows in different flats should be coordinated to preserve the coherency of the original façade.

Management Plan

Inappropriate Alterations within the Conservation Area Boundary



Management Plan

New Development

6.3.33 There are no obvious gaps sites within the Conservation Area where new buildings could be constructed. However, there have been some obviously very poor rebuilds or major alterations to some buildings which have seriously eroded the character of the street and of groups of buildings. Nos.157 and 179-181 are the obvious examples on Hamlet Court Road where new building or major rebuilding is out of proportion with adjacent buildings, is built in contrasting materials and is poorly detailed.

6.3.34 Historic buildings should not be demolished and rebuilt without exceptional justification as this reduces the character of the historic environment. An important consideration is also the waste of good quality building materials from the historic buildings going to landfill and the negative environmental impacts of the manufacture of new building materials.

6.3.35 There is the potential for buildings to be extended to the rear or sides and there are already number of bulky rear extensions to some properties which lack character, seen from the mews behind the east side of the southern portion of Hamlet Court Road or from Canewdon Road.

6.3.36 Development within the setting of a conservation area can also affect its character and appearance, for example through views being spoiled by the addition of a tall building. At present there are no tall buildings which intrude on the setting of the Conservation Area. Modern infill development on the residential streets is either uninspiring, such as the modern pair of houses at Nos 34 and 34a Ditton Court Road, or bulky and out-of-character, such as Preston Court, the block of flats at the south end of Preston Road. The impact of new development within the setting of the area should be assessed to ensure that it does not have a negative effect. This can be done through a Heritage Impact Assessment as part of the design and planning process (see information box on following page).

6.3.37 The railway bridge at the south end of Hamlet Court Road does have something of a negative impact on the character of the setting, with a utilitarian appearance intruding on views south towards the estuary and generally giving an air of neglect on the side roads sloping down to the east and west where there are blocked up units under the bridge and overgrown public realm. There is potential to enhance the railway bridge through refurbishment or carefully considered public art.

Management Plan

What is a Heritage Impact Assessment?

Heritage Impact Assessment (HIA) is a process used when proposals are put forward for change to the historic environment. It is usually a requirement of listed building consent or planning consent for proposals within a Conservation Area. It identifies what is historically and architecturally important about a heritage asset, in order to be able to assess whether proposed changes will have a positive, negative or no impact on the heritage values of the place. Advice is usually given by a specialist heritage consultant and the resulting conclusions presented in a report, which should include:

- Identification and description of the proposals site and its setting;
- Identification of any designations, such as listing, which the site is subject to or which are within the setting of the site;
- Description of the history of the property;
- Identification of the 'significance' of the site, i.e. its historic and architectural interest;
- Assessment of the impact the proposals will have on the significance of the site, as well as recommendations for any changes to the scheme that will reduce any negative impacts that are identified.

Recommendations

- 6.3.38 New buildings or extensions within or in the setting of the Conservation Area should be appropriate in materials, scale, detail and massing to the street on which it is located and should preserve important views.
- 6.3.39 The Council will not approve applications for new developments which detract from the special interest of the Conservation Area.
- 6.3.40 The Council will use enforcement powers where necessary to prevent or reverse inappropriate new development.
- 6.3.41 Heritage Impact Assessments should be undertaken for new development in or within the setting of the Conservation Area.

Management Plan



Poor quality rebuild on the site of an historic building at Nos.179-181 Hamlet Court Road



Poor quality rebuild of upper floors of No.157 Hamlet Court Road

Management Plan

Streetscape, Public Realm and Greenery

- 6.3.42 There have been improvements to the streetscape of Hamlet Court Road in recent years, with new stainless-steel bollards, seating, signage and bicycle hoops, as well as new paving and planting. However, there are still some fairly institutional railings and bins, and there could still be a reduction of clutter in the streetscape. The trees in the southern end of the road add welcome greenery and the introduction of planting of some form to the northern half would be beneficial in adding character. Opportunities to upgrade and redesign these features could be sought when funds allow and in line with the Council's Streetscape Manual (SPD3, 2015).
- 6.3.43 Car parking is visually intrusive, although provides visitors with convenient access to shops and services. There could be opportunities to reduce the amount and size of road markings within the Conservation Area boundary as narrower lines are permissible.
- 6.3.44 Where there are road and pavement surfaces that are patchy and worn a co-ordinated scheme of replacement would give an improved appearance. Good quality granite kerb stones and cobbled gutters should be preserved. Utilitarian streetlamps on the residential streets would benefit from replacement with those of a more attractive design when they come to the ends of their useful lives.

Recommendations

- 6.3.45 Reduce street clutter to the minimum necessary for safety and use appropriate bespoke signage and street furniture wherever possible.
- 6.3.46 Road markings should be the minimum necessary for safety and yellow lines should be the narrower 50mm format permissible in Conservation Areas and should be in primrose.
- 6.3.47 Replace worn street and pavement surfaces in a co-ordinated scheme to ensure a consistent appearance. Retain good quality granite kerb stones and cobbled gutters.
- 6.3.48 Review the possibility of street tree planting within the Conservation Area.



Worn tarmac

Management Plan

Locally Listed Buildings

6.3.49 As part of the production and research into the Conservation Area Appraisal, it was noted that there are several notable buildings which would meet the criteria set out by the Council for Locally Listed Buildings which should be considered for designation within the Conservation Area and its setting. To merit inclusion on the Local List, buildings should:

- Demonstrate the Borough's history, particularly during its main period of growth. This includes buildings important for its social history such as schools, churches, public buildings, leisure, entertainment and commercial buildings.
- Have architectural interest – be designed by a well-known architect, be a good example of a particular style or period, contain good architectural features or be important for the townscape.

6.3.50 No.1 Canewdon Road and No.30 Preston Road is a very well-preserved pair of houses with striking architectural detail. It has a high level of survival of historic features, with original timber casement windows, roofs tiles, brickwork, half timbering, and decorative timber balustrades to balconies. The corner balcony has a particularly interesting lion shaped post supporting an overhanging roof above. The front door of No.1 Canewdon Road has a heavy panelled timber door set under a recessed porch with oval leaded window, carved mouldings above and a sundial built into the wall adjacent. As a building on a corner plot at a junction it has particular townscape presence.

6.3.51 No.27 Ditton Court Road is an atypical building on the street, differing from the Edwardian design of other buildings. It was constructed slightly later than the first buildings on the street, infilling the site of Hamlet Court house which was demolished in the 1930s. No.27 therefore displays a robust interwar style, with pared back architectural details giving a solid yet balanced appearance. The level of survival of original features is good, with original metal framed windows, timber door, steeply pitched red clay tile roof, distinctive chimney stacks and a boundary wall to the garden with a course of tiles built in. The larger size of the house, particularly the width of the building and plot, contrasts with other plots on the street and reflects the nature of the site as a later infill.

6.3.52 No.35 Preston Road is also an unusual design amongst typical Edwardian houses. It “*combines elements of Arts and Crafts, Voysey and Mackintosh.*”⁰¹ It has an asymmetrical design, with a vertical emphasis and interesting mix of red brick and render. It was built c1902 and designed by architect Herbert Fuller Clark (1869-1934), an Arts and Crafts architect who is best known for his design for the ground floor interior of the Black Friar public house on Queen Victoria Street in London, which is Grade II* listed. No.35 Preston Road is a good regional example of this London architect’s work, incorporating his typical features of eyebrow parapets, bay windows and square massed corner blocks.

01 Pevsner, 2018, p.716

Management Plan

6.3.53 There is a particularly good historic shop front which survives in the Conservation Area and which would benefit from preservation since there are so few examples remaining. No.197 Hamlet Court Road has a shop front dating from the early twentieth century, with a recessed central door and elegant slender columns forming the mullions of the window. The fascia board is later but in proportion and the flanking corbels survive together with ceramic tiled pilasters either side of the shop front. The upper floors of this building are also well-preserved, with the original brick and render left exposed and either the original timber sash windows surviving or good quality timber replacements matching the original.

6.3.54 Within the surrounding area, there are also two historic shop fronts of note that would benefit from preservation. No.50 Hamlet Court Road has a corner shop front with elaborate leaded and stained glass in the upper lights of the shop window, in an Art Nouveau stylised floral and leaf motif. The rest of the shop front window has the original timber frame, including arched shaping to the upper central light and scroll details. Stone corbels survive at either end of the fascia. Unfortunately, the original timber windows have been lost but the brick work on the upper floors is better than most buildings in the southern part of the street, featuring a terracotta band of Vitruvian scroll detailing in the frieze and cornice.

6.3.55 The two 1920s shop fronts at No.103 are the best preserved on the street and are currently designated as a frontage of townscape merit. They have elegant curved glazing in deeply recessed doorways, with timber framing containing detailed carvings. The surround to the shop fronts has an elegantly moulded tympanum and corbels, with a central clock that is a particularly interesting feature in the streetscape.

Recommendations

6.3.56 The following buildings (also shown on Map K) are recommended for addition to the Local List:

- No.1 Canewdon Road/No.30 Preston Road;
- No.27 Ditton Court Road;
- No.35 Preston Road;
- No.197 Hamlet Court Road;
- No.50 Hamlet Court Road; and
- No.103 Hamlet Court Road.

Management Plan



No.1 Canewdon Road/No.30 Preston Road



No.27 Ditton Court Road



No.35 Preston Road



No.197 Hamlet Court Road



No.50 Hamlet Court Road



No.103 Hamlet Court Road

Management Plan

Frontages Of Townscape Merit

6.3.57 Frontages of Townscape Merit are historic frontages which contribute to the quality of the local townscape through their architectural character, often as a group or because of their prominence in the streetscene. The Council intends that such frontages are retained and that their architectural character is respected by proposals for fascias, shop fronts and alterations, including seeking enhancements in applications for more appropriate replacement shop fronts and other alterations where possible.

6.3.58 As well as the existing Frontages of Townscape Merit designated on Hamlet Court Road, there are two additional groups of buildings which have been added to this category (shown on Map K). The first is Nos.191-197 Hamlet Court Road. This group matches those already designated as Frontages of Townscape Merit at Nos.171-177 and were built as part of the same scheme. These buildings have an Arts and Crafts feel to the design, with double height bay windows in the centre two units and projecting ranges topped with gables to the outer units. All of the original brickwork survives unpainted on Nos.191-197, as opposed to Nos.171-177 where No.173 has been painted. Original windows survive at No.197, as well as the good quality early shop front. As part of a large group of buildings with co-ordinating designs and some good survival of historic features and materials Nos.191-197 has been designated as a Frontage of Townscape Merit. Nos.201-203 are also part of the same original scheme but have been altered to a greater degree so were not proposed for designation.

Management Plan

6.3.59 Nos.205-211 Hamlet Court Road and Nos.356-360 London Road are also a group of buildings constructed as a co-ordinated scheme. The three and a half storey buildings have particular townscape presence at the junction of Hamlet Court Road and London Road due to their corner situation and height. The Dutch gables to the two units which turn the corner are particularly striking. The majority of the units have retained their original brickwork, though No.205 has unfortunately been painted. Original timber sash windows have survived at No.360 London Road and original shop fronts still exist at Nos.211 Hamlet Court Road and No.356 London Road. These buildings have also been recognised as Frontages of Townscape Merit.

Recommendations

6.3.60 The following buildings are recommended as Frontages of Townscape Merit:

- Nos.191-197 Hamlet Court Road; and
- Nos.205-211 Hamlet Court Road and Nos.356-360 London Road.

Management Plan



Nos.191-197 Hamlet Court Road



Nos.205-211 Hamlet Court Road and Nos.356-360 London Road

Management Plan

Map K: Proposed Locally Listed Buildings and Frontages of Townscape Merit

- Conservation Area Boundary
- Existing Locally Listed Building
- ▨ Additional Locally Listed Building
- Existing Frontage of Townscape Merit
- - Additional Frontage of Townscape Merit

This map is not to scale

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Management Plan

Conservation Area Boundary

6.3.61 Hamlet Court Road has significance as the retail heart of Westcliff since its creation and the centre of its rapid expansion in the late nineteenth and early twentieth centuries. The line of the street has earlier origins, shown on maps of the eighteenth century, and the original dwellings were the influence for its current name. It was home to locally famous independent shops (especially Havens and Smerdons) for many years and was once considered an up-market suburb of Southend. As such the Council commissioned a review to analyse the suitability of the area for designation as a conservation area. This Conservation Area Appraisal is the culmination of this process and has further refined the boundary recommended in the initial review (see map overleaf).

6.3.62 The impression of the historic high street still remains, particularly in the upper floor levels in the Conservation Area and the retail use of the street has continued for over 100 years. The three-storey nature of the shops in the Conservation Area sets them apart from other buildings in the area. Façades are often very decorative and reflect Edwardian, Arts and Crafts, and Art Deco styles, though the common use of brick with stone dressings or plaster decorative details, gables, bays and dormers brings consistency. Much of the historic character of the buildings is intact although there have been some losses of historic shop fronts and ongoing condition issues. The quality of surviving shop fronts in the Conservation Area is reflected in the current or proposed designation of so many facades as Frontages of Townscape Merit.

6.3.63 Following further assessment in this Appraisal, it is therefore recommended that the northern portion of Hamlet Court Road is designated as a Conservation Area due to the architectural quality of the buildings, the survival of their historic character, their role as original purpose-built shops for the area and their historic and continuing commercial use.

6.3.64 Two minor amendments to the boundary proposed in the initial assessment report are shown on Map L. This excludes a range of shops to the rear of No.151 Hamlet Court Road which was built in the mid-twentieth century, which makes some attempt to mirror the details on Nos.131-151 but in a very basic design that is far less successful. It also excludes Nos.356-348a London Road which, though dating from the turn of the twentieth century, has a basic design to the upper level, all the original windows have been replaced with uPVC and it has a substantially rebuilt ground floor. Neither of these buildings has the level of architectural interest to warrant being part of the Conservation Area.

Recommendations

6.3.65 The northern section of Hamlet Court Road, as shown on Map L, is recommended for adoption as the Hamlet Court Road Conservation area, excluding those portions shown in orange.

Management Plan



Nos.356-348a London Road excluded from the proposed Conservation Area boundary



Row of shops behind No.151 Hamlet Court Road excluded from the proposed Conservation Area boundary

Management Plan

Map L: Conservation Area Boundary

- Designation Area
- Exclusion from the Conservation Area Boundary proposed in the initial study

This map is not to scale

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Management Plan

6.4 Guidance on Alteration and Repair

6.4.1 The following advice applies to the features of particular importance to the character of the proposed Hamlet Court Road Conservation Area, where they are visible to the public. Those with properties in the Conservation Area should follow this guidance when considering changes to help keep individual properties and the area special.

Key Principles for Guiding Change

6.4.2 Maintenance: regular maintenance is needed to protect original features. But if more extensive work is found necessary, repair, rather than replacement, should be the first option and will often be better value.

6.4.3 Materials and Designs: when considering alterations or repairs to the property, original materials and designs should be respected.

6.4.4 Enhancement: take the opportunity to enhance properties when considering alterations, by restoring any missing features and improving poorly designed alterations of the past.

Windows

6.4.5 Traditional windows especially timber sliding sashes or, to a lesser extent, side-hung casements are vital for the character of the proposed Conservation Area. Historically, many sash windows in this area featured a multi-light top panel and one large lower panel; a small number of these survive and should not be lost. There are also a small number of leaded and stained glass windows surviving which should be retained. Window joinery would typically have been painted white.

6.4.6 Original windows can be given a new lease of life by overhauling them and installing draught proofing brushes in the sash rebates. Secondary glazing may also be acceptable if it is unobtrusive. Advice should be sought from the Council's Planning Department. If replacement or reinstatement is necessary, purpose-made windows to match the original materials and external appearance should normally be installed and advice sought from the Council's Planning Department before undertaking any works, should planning permission be required. For most buildings, double glazing within timber frames is acceptable if the external appearance is unaltered, and the metal frames and seals are not visible. This will need to be demonstrated in planning application drawings including existing and proposed large scale sections of key elements. Non-traditional materials, especially plastic, cannot match traditional timber windows and are normally not acceptable.

Management Plan

6.4.7 To safeguard the building's character, new windows should normally:

- Be of good quality softwood;
- Be painted (not stained);
- Copy the original pattern of glazing bars and horns, if any;
- Glazing bars should be built into the window and not stuck on to the glass;
- Use the original method of opening, typically sash windows or side hung casements;
- Retain or restore the dimensions of the original window opening and the position of the frame within the opening. Most openings well proportioned with frame set back from the face of the wall to give weather-protection, shadow and character;
- Give adequate ventilation which is not visible (e.g. trickle vents);
- Retain historic leaded/stained glass; and
- Retain decorative surrounds.

6.4.8 For good quality softwood, Historic England's recommendation of slow grown Scots Pine or Douglas Fir should be followed. This has greater durability than other softwoods. However, chemically modified and stabilised softwood can also offer the same durability.

6.4.9 Where uPVC replacement windows already exist, the Council may consider replacement with uPVC provided that there is an enhancement to the character and appearance of the Conservation Area, for example an improved design which better reflects the original detailing. See recommendations in Section 6.3.26–6.3.27 for more detail.

6.4.10 For further guidance, see Historic England's guidance on the maintenance and repair of historic windows: Traditional Windows: Their Care, Repair and Upgrading, <https://historicengland.org.uk/images-books/publications/traditional-windows-care-repair-upgrading/>

Doors

6.4.11 There are very few historic doors within the proposed Conservation Area as most properties have their principal frontage in use as a shop. Where original doors do survive, such as at No.153 Hamlet Court Road, these are well proportioned and have good detailing. Historic doors from the Edwardian period tend to be larger than standardised modern doors, sometimes with a fanlight to give a property distinction. Original timber doors feature panelling and sometimes glazed upper halves.

6.4.12 Original front doors should normally be retained and repaired when necessary. If this proves impossible, the new door should be similar in design and dimensions to the original and should not have an over emphasis on glass. Original decorative surrounds should be retained.

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Outside Walls and Decoration

- 6.4.13 Red brick and plaster were the main materials used in the proposed Conservation Area. Red brick is a typical local material which gives an attractive 'warm' tone and texture to façades. Plasterwork is often decorative and was painted white.
- 6.4.14 Facing brickwork and plasterwork should, therefore, not normally be rendered or painted. If it suffers from damp, dirt or deterioration, alternatives should first be considered, such as cleaning with an appropriate solvent and repointing. Cement-based render and non-porous masonry paints might increase problems of damp by trapping moisture within the brickwork. If brickwork has already been painted, it may be possible to clean it off and in such instances discussion should be had with the Council's Conservation Officer in the first instance before works are undertaken, to first ensure that the proposed method will not damage the face of the bricks.
- 6.4.15 Repointing also needs care. It should match the colour and style of the original and not extend over the face of bricks or make joints appear wider. To achieve this, it may need to be slightly recessed. The mortar mix needs to include lime and be the right strength for the bricks. Too strong a mix will force damp into the bricks and damage their surface.
- 6.4.16 Decorative features are prevalent across the proposed Conservation Area. The following architectural or decorative features add interest to buildings and should be retained or, if possible, reinstated: towers/ cupolas with lead roofs, double-height bay windows, gables and dormer windows, and plasterwork decoration.

Roofs and Chimneys

- 6.4.17 Roofs and gables/dormers are pitched. Clay roof tiles and natural slate are the predominant roof materials used for buildings in the Conservation Area. The roofs of corner towers are, or originally were in the case of those that have been lost, tiled or in lead. Decorative ridge tiles were also often used originally. Clay and slate are natural materials that weathers well to produce attractive roof surfaces; they also give unity to groups of buildings within the proposed Conservation Area and help to establish the character of the Area.
- 6.4.18 Repair or re-roofing should preserve or replace the original materials and designs. For slate roofs, it may be possible to re-use some of the existing slates to help keep costs down. Spanish slate may be a possible cheaper alternative to Welsh slate.
- 6.4.19 Stacks and pots emphasise the roofline and, in most cases, should not be removed. Some stacks have simple detailing, which adds to the character of the property and should be retained. Chimneys are an important part of the character of the buildings and should not be removed.

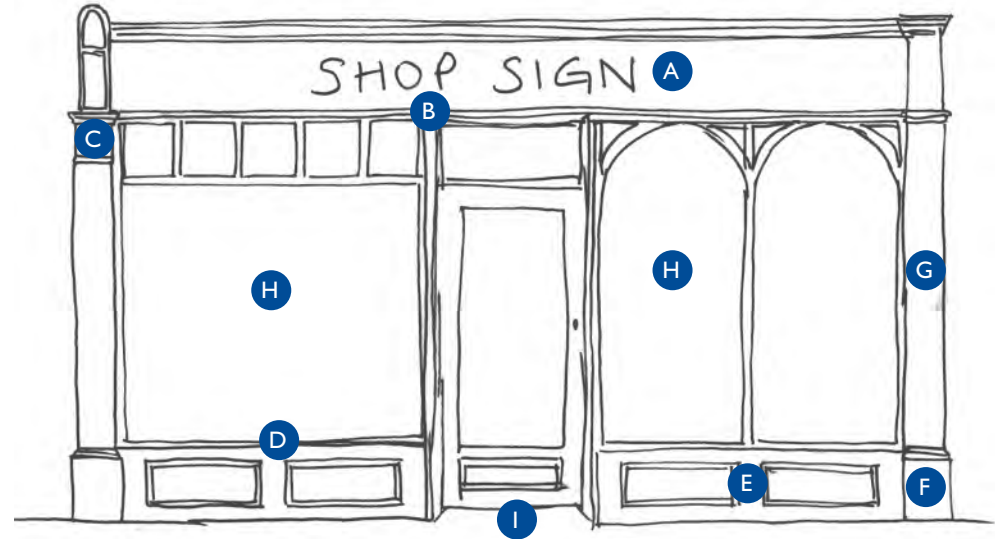
Management Plan

Shop Fronts

6.4.20 Shop fronts are an integral part of traditional retail buildings and play an important role in creating a sense of place, particularly at the pedestrian scale. The nature and style of buildings may vary from one property to another and as a consequence each shop front may need to be designed individually. However, on Hamlet Court Road there are groups of buildings built as part of the same scheme and the design and proportions of individual shop fronts within groups of buildings should consider the effect on the group.

6.4.21 Shop fronts are composed of a number of elements; all of which have important practical and visual functions. Details on historic shop front terminology and how each element should be treated are provided opposite.

Shop Front Terminology



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A - Fascias

6.4.22 Fascias are often the predominant element of a shop front, utilised to promote the name of the shop. The size of the fascia should be in proportion to the rest of the shopfront and the whole building, so that it is not too dominant. The top of a fascia should be positioned below the cill of the first floor windows and should not obscure any existing architectural features or decoration. The fascia should form an integral part of the design of the shop front surround, rather than be a separate board superimposed upon the building. They should not extend across two or more individual shops or beyond the shop front surround (demarcated by the pilasters or uprights at the outer edges of the shop front). This applies even where a single retail store extends across two or more shop fronts. Signs should be timber, with a frame around them and lettering should preferably be hand-painted. Paints used should usually be low-sheen to avoid an unnecessary plastic appearance.

B - Cornice

6.4.23 The cornice, which was often elaborate and decorative in traditional shop fronts, projects out above the fascia to throw rainwater away from the shop. It also provides a horizontal divide between the shop front and the upper floors.

C - Console/Corbel

6.4.24 Located immediately above pilasters, corbels (curved brackets) support the cornice flashing and protect the end of the fascia. Corbels often contained and protected the ends of blinds and shutters, which were located above the shop front.

D - Sill

6.4.25 Traditional shop front sills were usually significantly deeper and more substantial than domestic ones, often incorporating decorative moulding and occasionally they were metal coated. They were designed to throw water away from the stall-riser which it sits atop.

E - Stall-Riser

6.4.26 The stall-riser, below the shop 'stall', helps to protect against damp and raises the goods display to eye level. It also forms a solid base to the shop front, providing it with balanced proportions. Often prone to being damaged or becoming dirty, it is generally constructed of durable materials.

F and **G** – Plinths and Pilasters

6.4.27 Pilasters, or half-columns, provide vertical framing to the shop front and provide visual support to the fascia and upper floors. Traditional pilasters were often ornately designed in order to enhance the elegance of the shop front and were designed with a base (plinth) and capital (corbel).

H Windows

6.4.28 Windows, glazing bars, mullion bars and transoms should be designed to be in proportion with the shop of the shop front and the rest of the building. They should reflect the design and architectural style of the building. The number of windows and division of the shop front should relate well to the upper floors of the property. Large plate glass windows are rarely appropriate and should usually be sub-divided with mullions.

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I Recessed Doorways

6.4.29 Recessed doors were common within historic shop fronts as they allowed for an increased window area and a larger display. Again, the location, size and style of the door and doorway should reflect the proportion and character of a building. More ornate buildings may require appropriate doorways and entrances that may need to include additional features such as recessed doorways and transom windows.

Awnings and Canopies

6.4.30 In order to protect goods on display in the shop window from sunlight and offer protection to window shoppers from inclement weather, some shop fronts incorporated an awning or canopy. These usually consisted of a blind box with a sprung roller that housed a retractable canvas awning. The Dutch canopy was commonly seen since the 1950s. Unlike the traditional retractable awning, these canopies are not fully hidden when not in use as they only fold back flat against the shop front. A glossy plastic finish is often used for modern awnings which is unsympathetic.

Security Features

6.4.31 It is recognised that many shopkeepers and businesses wish to install security measures to protect both their premise and stock. Features should not detract from the vibrancy of the street scene. Roller shutters, for example, can appear very off-putting. Alternative options which cause less harm would help to enhance the street scene, such as shatterproof, toughened laminated glass, internal shutters and grilles or decorative external grilles. Grilles and shutters should only cover the glazed elements of the shop front and the shutter box should not protrude from the fascia or beyond other architectural features.

Further Guidance

6.4.32 Historic England publishes a wide range of guidance on the maintenance of historic buildings on its website: <https://historicengland.org.uk/advice/your-home/looking-after-your-home/>

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D/BC 1/4/10/19/42, Photograph of Hamlet Court Road, Westcliff, 7 Dec. 1907

D/BC 1/4/10/19/85, Photograph of Hamlet Court Road, Westcliff, looking north from London Road, 5 May 1908

Appendices

A: List Descriptions

B: Building-by-Building Descriptions

C: Further Townscape Analysis of the Setting



Appendix A

List Descriptions

Havens Department Store, Westcliffe-On-Sea

Grade: II

List Entry Number: 1436695

Date first listed: 05-Aug-2016

Statutory Address: R Havens Ltd, 138-140 Hamlet Court Road, Westcliff-on-Sea, SS0 7LW

Summary

Department store of c.1935. The single-storey, late-C19 storeroom to the rear, the interior of the third (top) floor, and ground-floor fittings of the 1980s and 1990s are excluded from the listing.

Reasons for Designation

Havens department store, built c.1935, on Hamlet Court Road in Westcliff-on-Sea, is listed at Grade II for the following principal reasons:

* Architectural interest: the classically ornamented Art Deco façade with its Burmantofts faience cladding, is an impressive and substantially complete example of a commercial frontage of its time. The 1970s display windows and back-lit signage and canopy have considerable rarity value and also contribute to the interest of the façade;

* Level of survival: both externally and internally Havens retains distinctive elements of its mid-1930s design, not least its many original shopfloor furnishings, the pair of grand staircases, its two decorative rooflights and the high-quality external tiling, faience-cladding and distinctive steel-framed display windows to the upper levels;

* Historic interest: as a fine example of an inter-war department store built in an outer-urban location drawing upon the major metropolitan designs of the period; this demonstrating the growing popularity of the department store in smaller towns across the country during a period of great change to the nation's shopping habits.

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History

Havens has continuously traded on Hamlet Court Road, the principal commercial street in Westcliff-on-Sea, since 1901. It was first established by Rawdon Havens as a small store specialising in the sale of china, glassware and general housewares. Originally it was set up on the west side of the road, though by 1920 the business had outgrown the initial premises and the freehold of a shop across the street (occupying the site of the present Havens' store) was purchased. Over the first half of the C19 the area had a growing permanent population, one which dramatically increased from 18,238 in 1901 to 126,105 in 1941 according to Census records for Southend-on-Sea. In addition to this, the town's popularity as an excursion destination for Londoners saw growing numbers of summertime visitors over this period. Taking advantage of the commercial opportunities presented by this, the business expanded further in the 1930s, with Rawdon's son Edward commissioning an extension and substantial rebuilding of the existing C19 shop to include two additional floors and a fashionable faience-clad façade.

The rebuilding of Havens is thought to have been undertaken in c.1935, the outlying plan of the new store shown in the Ordnance Survey map of 1939. This redevelopment sought to expand the existing premises to take advantage of the commercial opportunities, but also provide modern shopping facilities, of the type pioneered by landmark London stores. It followed the lead of influential department stores such as Whiteleys on Queensway, 1908-12 by Belcher and Joass (listed Grade II; NHLE 1227450) and Selfridges on Oxford Street, completed 1928 to the designs of Francis Swales, Frank Atkinson, Daniel Burnham and J J Burnet (listed Grade II; NHLE 1357436); both of which utilised structural steel-frames to provide large, unimpeded shop floors along with classicised commercial façades

punctuated by floor-to-ceiling display windows. The rebuilt Havens store was partially extended to the rear by 1950 to incorporate a late C19 storehouse (from the evidence of the OS map of that date) and the façade was modified in the 1970s, a phase of work which introduced a new ground-floor shop front and canopy. In addition to this, some internal refurbishments and alterations have been undertaken in more recent years, most notably the ceiling over of the first-floor gallery and the extension of the ground-level shop floor, both probably undertaken in the 1980s or 1990s.

Details

Three-storey department store of c.1935.

MATERIALS: structural steel-frame with gault brick rear and side elevations and Burmantofts faience-clad façade.

PLAN: rectangular plan-form set perpendicular to the street, adjoining No 136 to the south and detached with a narrow alleyway to the north.

EXTERIOR: the three-storey Hamlet Court Road façade is symmetrically divided into three bays punctuated by giant order pilasters that rise through the upper two storeys. At street level there is a three-part, canted bay window arrangement divided by two sets of glass double doors. The frontage is dominated by applied Burmantofts white faience. This features several Beaux Arts style motifs including festoons in the upper portions of each of the pilasters and, on the parapet, a run of decorative crosses and a pair of circular floral motifs which flank the store's name 'HAVENS', this being centrally marked out in modish sans serif lettering. Crittall windows feature throughout, running floor to ceiling on both the first- and second-floors, and

List Descriptions

divided by metal panels decorated with Art Deco lobed-rectangle motifs. At street level the shop front has seen some 1970s modifications, including new display windows, back-lit opal glass signage and a projecting canopy. Beneath this, the original 1930s canted bay arrangement along with the terrazzo flooring and the glazed, mottled-tile stall risers are retained.

The rear portion of the building is of utilitarian design, the side elevation to the north forming a plain brick range. Moving back from the street, the building steps down from three storeys (the main street-facing portion of the store) to two storeys, where the flat roof accommodates two original decorative skylights, and finally down to a single-storey projection. This single-storey part of the building retains the pitched roof of the late-C19 external storehouse*, this having been integrated into the present building as part of an extension of the premises shown to have been completed on the OS map of 1950.

INTERIOR: all three storeys of the front portion of the building originally served as open-plan shop floors with separate storerooms. The ground and first floor remain as such, though the third (top) floor level* has since been converted for use as an open office and storage area with no notable original features retained. The separate levels of the store are connected by a concertina-shuttered 1930s lift with and wrought-iron grilles and inlaid oak screens above the lift doors, this set centrally on the north side of the store. On the opposing side of the store are two original sets of broad, canted stairs, these retaining original oak balustrades, newel post finials, classical niches and, on the set connecting the first- and second-floors, a fielded panelled underside.

The ground-floor level of the store retains a range of original fittings, including parquet, wooden-block flooring throughout, a set of oak curved and banded island shelving units and central rectangular fitted tables with curved corners. At ceiling level, positioned in line with the stairs, is a continuous, curved soffit light fitting which provides indirect uplighting. Most other fittings in this portion of the store, including the veneer panelling, display units and the central counter, are the product of a refurbishment of the 1980s or 1990s and the fittings of this period* are not of special interest. Contemporary with the introduction of these fittings was the extension to the rear portion of the store, which internally integrated the late-C19 storehouse into the main shop floor (this part of the building initially having been connected with the main building following an earlier extension completed by 1950).

At first-floor level several Art Deco style display tables are retained, the octagonal tables are apparently permanent fixtures (the smaller square tables are moveable and therefore not included in the listing). A notable element of this level is the octagonal, stained-glass rooflight. This would originally have lit an open gallery at this level, which overlooked the ground-level shop floor. The open gallery has now been blocked with matching parquet flooring and the original balusters which would have featured here have been removed. In the centre of the east wall is a colourful stained-glass lunette window, this is a later replacement as it is not shown on early photographs, probably introduced in the 1970s, possibly at the same time as the reworking of the façade.

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To both the north and south sides of the first-floor are storerooms, retaining simple slatted timber shelving and sections of glass block flooring. Set to the east of the southern store room, now separately accessed by an inserted set of stairs from the south-eastern side of the ground floor, is a staff kitchen which retains plain 1930s tiling, dado-level matchboard panelling, fitted cupboards and a further stained-glass rooflight. The third-floor level* is now used as an office and storage area and no original features appear to be retained here, this floor's interior is not included in the listing.

* Pursuant to s.1 (5A) of the planning (listed Buildings and Conservation Areas) Act 1990 (the Act) it is declared that the single-storey, late-C19 external storehouse, integrated into the departmental store as part of an extension of the premises by 1950, and the interior of the third (top) floor are not of special architectural or historic interest. Nor are the ground-floor fittings of the 1980s and 1990s. The 1930s stair and lift at third (top) floor level are included.

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Appendix B

Building-by-Building Description

Descriptions of streets and buildings relate to the situation at the time of survey in June 2019 and June 2020. They are intended to guide decisions on conservation area boundaries, on future development control, and on the need for enhancement. They relate to buildings and other structures adjacent or close to the named streets. They are not necessarily comprehensive and other features not mentioned may nevertheless have value for the character of the area.

The List Descriptions for Listed Buildings are included in Appendix A.

Properties are assessed according to their value to the area's character. Values are:

- positive – it contributes to the area's character.
- positive* – it is potentially positive but needs significant improvement or restoration. For example, it could be in poor condition or it could have later alterations which are inappropriate to the Conservation Area in terms of materials, design or scale (this list is not exhaustive). Often the rating is given because of the cumulative impact of several inappropriate changes.
- neutral – it neither harms nor contributes to the area.
- negative – it harms the area's character.

These values are shown on Map M on the following page.

Buildings can be negative by reasons such as mass, design, materials or siting. Unsympathetic alterations can have the effect of moving a building down a grade. Similarly, reversal of such alterations could restore its original character and move it up a grade.

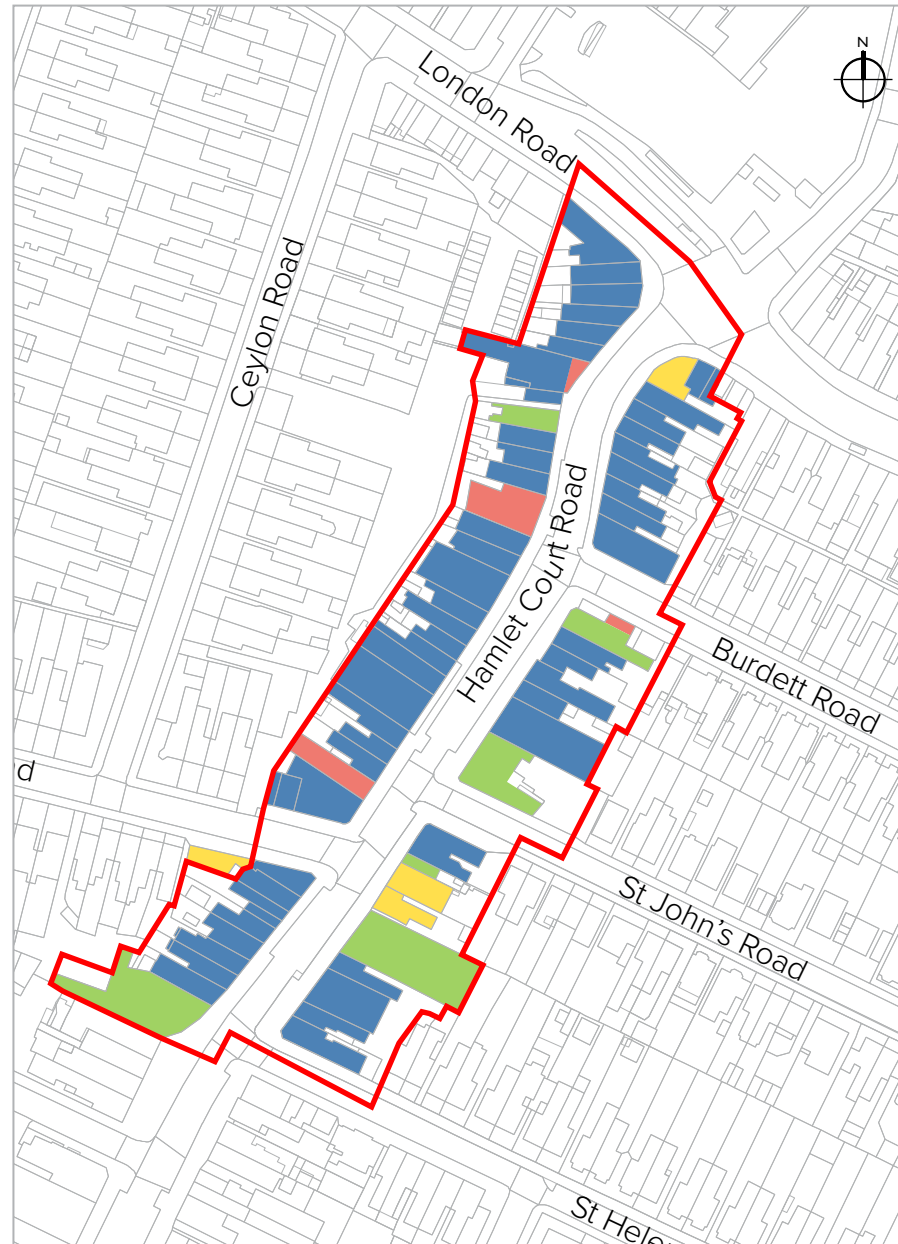
Building-by-Building Description

Map M: Building Values

- Potential Designation Area
- Positive
- Positive*
- Neutral
- Negative

This map is not to scale

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Building-by-Building Description

Address	Value	Designation
127-129 Hamlet Court Road, including Courtway House flats	Positive	Frontage of Townscape Merit

Description

Twenty-first century building with ground floor shop unit and residential flats above. Structural steel frame with white faience cladding and infilled with mock bronze panels. The design is based on Smerdons of Westcliff department store which occupied the site in the 1930s. It also echoes the 1930s grade II listed Havens department store located further north along the road.

Symmetrical frontage with three bays and four storeys with attic set within a mansard roof with slate tiles. Four dormers with wooden casement windows sit at attic level. Flats sit behind upper two storeys with floor-to-ceiling bronze effect windows punctuated with mock bronze panels and giant order pilasters with hanging festoon details.

The shop front is modern in appearance with a small plastic fascia below a large plain frieze and cornice. Large metal framed windows with plain mullions and stone clad stall riser. The doorway is recessed in the style of nearby historic shop fronts.

The shop front is flanked by a modern but sensitive recessed doorway for residential access, surmounted by a relief Art Deco style sign with inscribed lettering.



Building-by-Building Description

Address	Value	Designation
131-151 Hamlet Court Road	Nos.131-151: Positive* Extension to rear of No.151: Neutral	Frontage of Townscape Merit

Description

Group of eight two and a half storey late nineteenth century terraces with singular gabled attic dormers. Scheme has a consistent design and all terraces have three bays except 132 and 147 which have two bays and 148 which has five-bays wrapping around a corner unit with three dormers.

The group originally extended further south but the southernmost property was replaced with Smerdons and now Courtway House.

Gabled roofs with slate tiles, brick-built dormers are pedimented with fretted bargeboards and decorative plaster cartouches. Gables originally contained three-bay, six light timber windows (though several have been replaced, see below). Unsympathetic satellite dishes and aerials are fixed to original red brick chimneystacks on the roofline. Continuous plaster swag decoration runs between two courses of ceramic Vitruvian scroll decoration. Tripartite or double round headed windows on first floor with brick arches and decorative colonettes creating an attractive rhythm across the scheme.

The ground floor shop fronts are largely inappropriate modern insertions.

No.131: Inappropriate and overtly large fascia disproportionate to shop front. Recessed doorway with arched display windows. Sill and stall-riser are appropriate features but asymmetric layout of windows is not. Unsympathetic uPVC windows throughout. Poor decorative condition.

No.133: Recessed doorway but inappropriate large plate glass windows. Large fascia and inappropriate marble effect surround, the latter in poor condition. Unsympathetic top-hung uPVC windows on attic level. Two pane sashes on first floor appear to be uPVC but are the appropriate opening format. Decorative barge boards to dormers have regrettably been replaced with plain boards.

No.135: Vacant shop with plain modern surrounds. Recessed doorway, sill and stall-riser are appropriate features but inappropriate large plate glass windows and currently lacks fascia. Unsympathetic uPVC windows in attic dormer and slate hung roof extension added behind dormer breaks the rhythm of the roofline. Timber sash windows retained at first floor, though unsympathetic vent inserted into glass of right-hand window.

No.137: Unsympathetic large plastic fascia and plate glass windows. Inappropriate uPVC in attic dormer, central light is boarded. Timber sash windows retained at first floor. Poor decorative condition.

No.141: Large plastic fascia with inappropriate bold lettering. Framed by fluted pilasters and consoles which are original and a positive feature. However, all examples of consoles in this group of buildings have been inappropriately used to support rainwater goods. Inappropriate plate glass windows and stickers. Unsympathetic uPVC windows throughout building. Missing plaster swag decoration from frieze. Brickwork to upper floors unsympathetically painted red.

Building-by-Building Description

Description (cont'd)

No.143: Unsympathetic faded plastic fascia with inappropriate graphics. Graffiti covered unattractive metal roller shutter. Original, though damaged, consoles flanking shop front. Unsympathetic uPVC throughout. Poor decorative condition.

No.147: Attractive original flanking pilasters with corbels. Original timber framed sash windows on first floor and attic. Plastic fascia, overly large, with reasonable lettering but inappropriate metal roller shutter on shop front. Brickwork to upper floors unsympathetically painted red. Poor decorative condition.

Nos.149-151: Corner unit with inappropriate, overly sized modern wooden boarded fascia. Ground floor rebuilt with garishly painted red bricks and unsympathetic uPVC windows. Original timber framed windows at first floor and attic levels. Brickwork to upper floors unsympathetically painted red. Attractive ceramic street sign and moulded brick chimney seen from Anerley Road. Poor decorative condition. Extension to rear along Anerley Road mirrors some of the first floor design features with arched windows and a mix of red brick and plasterwork. It is, however, bland and the shop fronts on the ground floor are unsympathetic.



No.151

Building-by-Building Description



No.151



Nos.145, 147/149



Nos.137-145



Nos.131, 133/135, 137

Building-by-Building Description

Address	Value	Designation
153-155 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Two and a half storey terraced late nineteenth century brick commercial scheme with attic storey expressed through gabled dormers and singular octagonal tower on corner. The entrance to the first floor offices is the westernmost bay of Anerley Road (offices on first floor) and No.153d on Anerley Road consists of one bay to the east of this. No.155 occupies the rest of the building on the ground floor.

No.155: Gabled roofs with slate tiles, brick-built dormers decorated with fretted bargeboards, finials and decorative ridge tiles framing plain pediments on Anerley Road elevation. On street-facing façade, the pediments contain original plaster cartouches. Attic level fenestration is probably original three-bay six light windows in timber frames and two-bay with four lights either side of the octagonal corner tower. Two ceramic Vitruvian scroll courses frame plaster swag frieze, latter only survives on street-facing façade, curving around tower but is missing on Anerley Road façade. The cupola is also now missing from the corner turret.

Fourteen round arched brick windows survive with original two light hung sash windows in timber (including No.153 and No.153d). Arches set against rough decorative plaster. Windows are evenly spaced besides one group of four on Anerley Road façade perhaps originally indicating a separate commercial unit.

Unsympathetic shop front of No.155 consists of plain boarded-up fascia panel with projecting solid canopy with plastic fascia sign, all disproportionately large for the shop front and dominates the scheme, distracting from octagonal tower. The fascia also overlaps the large original fluted pilasters framing the shop. Further pilasters would have originally divided up small shop units but have been removed. Four large plate glass windows with timber mullions, the entrance is flanked by rectangular 1970s grey faience tiles. The shop front and fascia are inappropriate and in poor condition.

No.153d and 153: Both retain a stronger historic character. Two large fluted pilasters, consoles and piers frame the moderate shop front. Whilst the fascia to No.153d is plastic, square patterned stained-glass frieze windows survive with small damage from air-vents and lighting. Below plate glass windows and door inappropriate.

Doorway flanking shop front has segmentally arched plaster door case with egg and dart moulding, cartouche keystone, crest decoration on impost and consoles. Fluted pilasters behind. Door and terrazzo floor on porch later additions but not wholly inappropriate.

Building-by-Building Description



Building-by-Building Description

Address	Value	Designation
157 Hamlet Court Road	Negative	N/A

Description

Twentieth century infill unit between two historic commercial terraces. Three bays and three storeys with flat parapet roof. Upper two-storeys divided by plastic weatherboarding. Both with three-bay uPVC casement windows, central one with six lights and flanking two with three lights. Significant disruption to rhythm of the fenestration of buildings either side, white colour palette and plastic sheen insensitive to brick and plaster palette of Hamlet Court Road.

Fascia board below missing at time of survey but the area it should fill is slightly overly large for the proportions of the shop front. An appropriate retractable fabric awning.

Fenestration of shop front consists of panels of large plate glass in metal surrounds. Unsympathetic six panel uPVC door on one side and modern glass door with metal bar handle on the other side.

Shop front framed by original fluted pilasters, consoles and piers. Unsympathetic attachment of security systems and rainwater goods.



Building-by-Building Description

Address	Value	Designation
159-169 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Group of six two and a half storey late nineteenth century brick terraces with singular gabled attic dormers. Scheme is symmetrical and all terraces have three bays.

Gabled roofs with slate tiles, brick-built dormers decorated with fretted bargeboards (plain bargeboard at 'No.161 The Project'), finials and decorative ridge tiles framing pediments containing plaster cartouche decoration. Gable fenestration originally had three-bay six light windows, however fenestration has mainly been replaced with uPVC which is uneven across the scheme (see below). Two Vitruvian scroll courses in ceramic frame plaster swag frieze.

Tripartite round headed windows on first floor with brick arches and decorative colonettes create an attractive rhythm across the scheme. Originally timber sash windows at first floor but most have been replaced with unsympathetic uPVC.

No.159: Retains original fluted, consoles though decorative piers have been covered over. large bi-fold windows and unsympathetic plastic fascia. Unsympathetic uPVC windows, satellite dishes and uPVC rainwater goods on upper floors. Poor decorative condition.

No.161: Brickwork painted red ruining sense of uniformity. Unsympathetic large plastic fascia. Unsympathetic uPVC windows to upper floors. Plate glass windows appropriately divided by mullions and top lights with central doorway. Retains original fluted consoles though pilasters have been covered over.

No.163: Unsympathetic uPVC windows to upper floors. Retains original fluted console to left though pilaster has been rendered over. Garish plastic shop sign is unsympathetic, though the fascia panel behind is correct proportions. Plate glass windows appropriately divided by mullions and top lights with central doorway

Nos.165-169: The three-unit shop has a projecting solid fascia on a larger boarded fascia, both of which are disproportionate to the three units and row of terraces. The insertion of this large shop front and canopy has resulted in the loss of division between the three original units, including pilasters and consoles. However, a charcoal grey and white palette has been used which is modern but sensitive in appearance, the applied lettering on the fascia is sympathetic. The large plate glass uPVC windows, automatic door, cashpoint and graphic photographs are all unattractive features. The upper levels are in reasonable decorative condition and retain original timber windows.

Building-by-Building Description



Nos.159-163



Nos.165-169

Building-by-Building Description

Address	Value	Designation
171-177 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Group of four late nineteenth century brick terraced buildings with three storeys and an attic. Matching design to Nos.191-197. Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pitched roof probably originally slate but all have been replaced with unsympathetic concrete tiles. Brick chimney stacks. The scheme is symmetrical with gables on the outer properties. The two outer buildings also project forwards and have plastered quoins. The gables are plastered and contain tripartite windows with unsympathetic uPVC windows. Separated by string courses, the first and second floors also contain tripartite unsympathetic uPVC top hung windows, the second-floor windows have ornamental lintels. The central two building have round arched dormers with mismatching windows, inappropriate uPVC to No.171 and timber to No.173. The first and second storey have two storey canted bay windows. The first floor of No.175 contains original windows with the upper windows divided into six small lights by wooden glazing bars, while the second floor has replacements which are of a good matching design. Unsympathetic uPVC windows to first and second floors of No.173.



Building-by-Building Description

Description (cont'd)

The shop fronts are generally unattractive and have large plastic fascias with garish colours and inappropriate large lettering. Two decorative plaster consoles survive either side of No.171. The plate glass windows, and harsh primary colours make for an unattractive front; No.175 has a redeeming stall-riser and traditional proportions.

No.171: Projecting canopy added over shop front. Applied green and red plastic fascia with bold lettering characteristic of c1960s/70s has some charm. Decorative consoles survive. Unsympathetic uPVC windows throughout building, though upper floors in good decorative condition.

No.173: Plastic fascia, plate glass windows and cash point all inappropriate. Unsympathetic Dutch canopy in a plastic material. Unsympathetic uPVC windows throughout building. Brickwork painted red inappropriately. Poor decorative condition and evidence of vegetation growing out of gutters. Original cast iron down pipe survives between this and No.175.

No.175: Vacant shop with stall-riser, sill and mullioned windows sensitive to character. Unattractive modern metal framed door. Original timber framed sash windows above on first floor and good quality timber replacements on upper floors. Poor decorative condition to first floor windows and dormer, with vegetation growth from gutters.

No.177: Large plastic fascia with inappropriate garish colour palette. Large modern plate glass windows and door. Small sill below window. Unsympathetic uPVC windows throughout building. Paintwork in poor decorative condition in places. Unsympathetic satellite dishes.

Building-by-Building Description

Address	Value	Designation
179-181 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pair of symmetrical one-bay terraced brick buildings of three storeys with an attic. Round arched dormer windows front a steeply pitched gable roof with original red clay tiles and two tall brick chimneys. Dormers have two-bay eight light timber casement windows (unsympathetic louvre opening on left hand light on No.181). Two storey brick and ashlar stone canted bay windows between second and third floors. Upper bays have four two pane sash windows with upper sash divided into six lights and dentil cornice. Lower bays have mullions and transoms fronting sash(?) windows with six lights to upper section. In both buildings the shop front retains no original fabric. Symmetry and sill-riser sympathetic features but large plate glass windows and garish plastic fascia are unsympathetic.

No.179: Structural iron tie (painted white). Original windows from first floor upwards. Unattractive alarm systems flanking first floor bay.

No.181: Inappropriate ventilation panels inserted into brick work on first floor. Retains original windows beside louvre on attic window. Vegetation evident in guttering above second floor bay.



Building-by-Building Description

Address	Value	Designation
183-185 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pair of late nineteenth century brick projecting terraces with singular gabled attic dormers. Scheme is symmetrical and both terraces have one bay each. Tripartite window in plastered stone surround at attic level. Two small opening at centre surmount drainpipe with original cast iron downpipe. Three light bow windows divided by slender colonettes on second storey with corbelled sill and string course. Tripartite window with decorative scrolls and shell on lintel at first floor.

No.183: rendered chimney stack. Surviving decorative plaster lintel and pattern on apex of gable. Original slate roof tiles replaced with unsympathetic concrete tiles. Unsympathetic top hung uPVC windows at attic level. Original exposed brick on second and third floors with stone quoins. Three bay sash windows on second floor with six light upper sash, though missing righthand window which has been boarded up. Unsympathetic uPVC windows on first floor. Inappropriate satellite dish on second floor. Oversized plastic fascia and metal shutters are unsympathetic. Remains of decorative plastered console in poor repair above alarm system. Generally poor decorative condition.

No.185: Original slate roof tiles survive. Fully plastered from first floor upwards in light yellow over original brickwork. Decorative work on apex but missing original plaster hood above attic window. Replacement sash windows from first floor up, all with small light on upper pane divided by glazing bars. Potentially in uPVC which is an unsympathetic material but in an appropriate sash design. Shop front is very unattractive with overtly large double plastic fascia, large plate glass windows. Framed by original decorative plastered consoles. Generally poor decorative condition.



Building-by-Building Description

Address	Value	Designation
187-189 Hamlet Court Road	Negative	N/A

Description

c.1960s building which is boxy and out of character with the rest of the street. Originally there were two properties here that were built as a group from No.191 to No.203. They probably had the appearance of Nos.179-181. Dark brown bricks in header bond. Three storeys with attic and gable roof with clay tiles. Attic storey has two boxy dormer windows with six light uPVC windows. First and second storeys have the same six light uPVC windows divided by plain black painted course. Two satellite dishes present of second floor.

Large recessed doorway with white terrazzo flooring. Plain pilasters flank wither side of the shop front but are painted dark and modern in appearance. Large plate glass windows and large fascia are unsympathetic.



Building-by-Building Description

Address	Value	Designation
191-197 Hamlet Court Road	Nos.191-195: Positive* No.197: Positive	Proposed Frontage of Townscape Merit, proposed Locally Listed Building (No.197)

Description

Group of four late nineteenth century brick terraced buildings with three storeys and an attic. Matching design to Nos.171-177. Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Pitched roof probably originally slate but some have been replaced with unsympathetic concrete tiles. Brick chimney stacks. The scheme is symmetrical with gables on the outer properties. The two outer buildings also project forwards and have plastered quoins. Both buildings have steeply pitched gables fronting the attic storey. The gables are plastered and contain tripartite windows with unsympathetic uPVC windows.

Separated by string courses, the first and second floors also contain unsympathetic tripartite uPVC top hung windows, except to No.197 which has timber sashes. The second-floor windows to the outer properties have ornamental lintels.

The central two buildings have round arched dormers with two mismatching unsympathetic uPVC windows. The first and second storey have two storey canted bay windows.



Building-by-Building Description

Description (cont'd)

The shop fronts to Nos.191-195 are unattractive and have large plastic fascias with garish colours and inappropriate large lettering. The plate glass windows and harsh primary colours make for an unattractive front.

No.191: Cream coloured plaster on gable front. All unsympathetic uPVC throughout building and two satellite dishes on first floor. Two original pilasters framing shop, though the decorative consoles appear to have been plastered over. Plastic but proportionate sign with unsympathetic Dutch canopy. Unsympathetic plate glass windows and door, though stall-riser is a redeeming feature. Original slate roof replaced with unsympathetic concrete tiles.

No.193: Slate tiles to roof may be replacements but are in the original material. Oversized plastic fascia and metal roller shutter are inappropriate. Unsympathetic large plate glass to shop front and uPVC windows throughout building.

No.195: Vegetation growth evident to guttering. Unsympathetic uPVC windows and plate glass on shop front. Oversized plastic fascia with unattractive text and graphics. Modern metal shutter screen is unsympathetic. Remains of two decorative corbels, one shared with No.195 is severely damaged and fronted with rainwater goods. Original slate roof replaced with unsympathetic concrete tiles.

No.197: Replacement sash windows from first floor upwards, possibly in uPVC but in an appropriate sash form with six lights to the upper sashes which mirrors the original design. No.197 has one of the best-preserved shop frontages on the street. Though not original (as a different shop front is seen on an early twentieth century photograph), it is an early example of a shop front that is well-preserved. Sensitive colour palette and proportionate fascia with structure of shop front. Recessed doorway with over light. Retained symmetrical square bay windows with slim decorative mullions. Presence of stall-riser and sill. Proportionate cornice divided windows and fascia. Two well preserved consoles framing shop on ceramic tiled pilasters.

Building-by-Building Description

Address	Value	Designation
199-203 Hamlet Court Road	Positive * - though projecting first floor extension negative	N/A

Description

Asymmetrical group of three late nineteenth century brick terraced buildings. Originally built as a group from No.191 to No.203, though the scheme has been truncated by the replacement of Nos.187-189 in the late twentieth century. Three storeys with an attic. Pitched gabled roof with decorative ridge tiles. One and a half bay projecting 1960s style two storey unit onto the street covering entire front except No.199.

Nos.199-201: Original slate roof with ridge tiles. Red brick with painted plaster details, such as quoins. One pitched gable to right and one dormer window to left at attic level, both in plastered surround. Pitched gable contains tripartite window with six unsympathetic uPVC lights in painted stone surround. Dormer, probably a modern rebuild. with four unsympathetic uPVC lights. Two sets of unsympathetic uPVC tripartite windows on second floor, south bay has decorative lintel similar to those seen elsewhere on the street, but window is partially obscured by late twentieth century extension and unattractive metal balcony railings. Course of rough grey render surmounting first floor windows. Tripartite window to No.199 has original timber sash windows with six light upper panes. No.201 has part of the projecting extension at first floor, with unsympathetic UPVC windows. This projecting section is original, though has been severely altered to its detriment.



Building-by-Building Description

Description (cont'd)

Originally the ground and first floors both had shop windows with slender columns as mullions, with a cornice and ball finials at the top of the first floor level (see plan in ERO, D/BC 14/12/7703). South bay of shop front has archway through to the rear of the property. North bay has large plate glass windows following curve of opening. Temporary plastic banner used as fascia is unsympathetic.

No.203: Original slate roof. Brick building with one steeply pitched attic gable which projects forward from Nos.199-201. Red brick with painted stone details, such as quoins. Unsympathetic uPVC windows set in original mullions below original decorative vent. Tripartite window on second floor also unsympathetic uPVC. Unattractive metal balcony above extension and two satellite dishes on second floor. Ground and first floor projecting section is original, though has been severely altered to its detriment. Originally the ground and first floors both had shop windows with slender columns as mullions, with a cornice and ball finials at the top of the first floor level (see plan in ERO, D/BC 14/12/7703). First floor has three four light uPVC windows which are inappropriate below grey render band. Unattractive graphics and colours on unsympathetic plastic fascia. Modern shop front with large plate glass windows. Presence of sill and cornice redeem shop front somewhat.

Building-by-Building Description

Address	Value	Designation
205-211 Hamlet Court Road and 356-364 London Road	Positive*	N/A

Description

Late nineteenth century/early twentieth century eight-unit brick-built group of buildings which curve around the north end of Hamlet Court Road onto London Road. Loosely in neo-Baroque style. Each unit one bay and three storeys high with an attic except final three units on No.361-364 London Road which are only two storeys. Gable roofs. Most have unattractive large satellite dishes.

No.205: Slightly projecting brick building. Original brickwork has regrettably been painted over. Unsympathetic uPVC windows across building. Decorative shaped gable at attic level with scrolls and four pilasters. Double window with broken segmental pediment, large central mullion and flanking colonettes to attic floor. Second storey tripartite window divided by colonettes. First floor Venetian style window with pediment and large keystone divided by colonettes. Pairs of grand order pilasters framing first and second storey windows. High quality curved corbel on north end of shop front on a brick pilaster. On other side, corbel is missing and unattractive stone remains can be seen in its place behind blue tubing. Fascia is slightly large but not overly unsympathetic. Plate glass windows but recessed door is an appropriate layout.

No.207: Original exposed brick with pedimented dormer window flanked by inappropriate uPVC sky light and unsympathetic uPVC windows in use throughout building. Original red clay roof tiles. Shaped parapet and attractive cornice. Tripartite windows divided by colonettes on second floor surmounting Venetian style window with segmental pediment and large key stone below. Pilasters in grand order on first and second storeys. One decorative corbel survives. Unsympathetic plate glass windows with metal frame modern doorway and plastic fascia generally unsympathetic.

Nos.209-211: vacant shop at ground floor level and symmetry with No.205 and No.207 from first floor upwards. Brick appears to be of a lighter shade, possibly cleaned. Unsympathetic uPVC windows on all floors. Vegetation growing from rainwater goods on side of building. Good shop front. Retains original form with windows and doors changed. Dentil cornice. Pilasters set between display windows and corbels framing shop front. Display windows are replacements. Retain original form with segmental mullioned lights above display window in tradition shop front style. Presence of sill and stall-riser. Inappropriate large modern doorway but with attractive mullioned over lights matching those to display windows. Applied fascia panels are overly large and extend down over the original fascia area.

No.356 London Road: Symmetry with No.2011. Unsympathetic uPVC windows used throughout. Shop front flanked by two pilasters with decorative corbels but corbel on corner is in poor condition. Fascia is broken and unattractive neon tubes can be seen on surface. Large plate glass windows and unsympathetic metal frame but with symmetry and proportion divided by mullions. Inappropriate plastic sticker lettering on upper lights.

Building-by-Building Description

Description (cont'd)

No.358 London Road: Same design as Nos.207 and 209. Retains original timber sash windows divided by glazing bars from first floor upwards. Issues with rainwater goods demonstrated by damp area behind downpipe. Two corbels on pilasters frame shop but are in poor repair. Attractive original cornice above fascia but inappropriate plastic sign. Unsympathetic large plate glass windows. Unattractive recessed and blocked doorway. Poor decorative condition.

Nos.360-364 London Road: Three symmetrical units with segmental parapet roofs. Unblemished cornice surmounts display windows with three bays each. Upper lights are divided by original leaded glazing bars and lower lights in wooden frames. First floor windows divided by pilasters and decorative corbels. Far corbel on No.364 is damaged. Attractive original cornice on fascia but inappropriate plastic signage. Use of plate glass throughout but with appropriate divisions and proportions.



Nos.205-211 Hamlet Court Road and Nos.356-360 London Road



Nos.205-209 Hamlet Court Road



Nos.258-364 London Road

Building-by-Building Description

Address	Value	Designation
128-130 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Two early twentieth century brick buildings with octagonal corner tower. Three storeys. Parapet roof and large cornice on both buildings. Gabled roofs.

No.128: Octagonal corner tower has dentil cornice and large finial with two storey tripartite bay window. Original pyramidal roof to turret has been lost. All windows are uPVC sashes with eighteen lights per window. Sash form is appropriate, though stuck on glazing bars and uPVC material are not. Large key stones above first floor windows. Shop front framed by pedimented consoles. Inappropriate plastic fascia and canopy. Non-original shop front with high stall riser unsympathetic. Inappropriate large plate glass windows at ground floor level divided by mullions. On St. Helen's Road is a rear range of three shorter storeys, then dropping down to two storeys. Similar details with a smaller shop front (boarded at the time of survey) which matching consoles at either end of the fascia. Inappropriate uPVC door to left of shop front.

No.130: Symmetrical first and second floor with unsympathetic top-hung uPVC windows. Brick arches with large keystones to first floor. Shop front framed by two pedimented corbels. Unattractive plastic fascia and large, disproportionate plate glass windows.



Building-by-Building Description

Address	Value	Designation
132-134 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Two Edwardian brick built terraced buildings with three storeys, three bays and a gabled attic. Probably part of the same scheme as Nos.128-130 and 136. Bull's eye windows on attic storey with key stones and pairs of hanging festoons at sill level. Painted white stripes on apexes. First and second storey have three windows each, all unsympathetic top-hung uPVC, with brick arches, large keystones and sills.

No.132: Large inappropriate plastic fascia and plate glass windows and door. Smooth terrazzo tiled sill and pilasters, central pilaster.

No.134: Recessed doorway but large plate glass windows with no mullions is unattractive. Flanking pedimented console has been cut in half to accommodate the fascia. Unsympathetic plastic fascia.



Building-by-Building Description

Address	Value	Designation
136 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Edwardian brick built three storey building matching Nos.128-130. Unsympathetic uPVC windows with two lights in sash window style. Building flanked by two attractive banded pilasters. Oversized plastic fascia with poor quality text. Symmetrical shop front but with insensitive large plate glass windows and door. Original cornice survives below fascia.



Building-by-Building Description

Address	Value	Designation
138-140 Hamlet Court Road, 'Havens'	Positive	Grade II Listed, Frontage of Townscape Merit

Description

Department store from 1935 with three storeys and three bays punctuated by giant order pilasters that rise through the upper two storeys. Structural steel frame with faience-clad façade and with gault brick rear and side elevations. On the parapet, the shop name 'Havens' is flanked by floral roundels and a decorative cross motif. Crittall windows feature throughout, running floor to ceiling on both the first and second floors, and divided by metal panels decorated with Art Deco lobed-rectangle motifs.

On the ground floor, the shop front has seen some 1970s modifications, including new display windows, back-lit opal glass signage and a projecting canopy. Beneath this, the original 1930s canted bay arrangement along with the terrazzo flooring and the glazed, mottled-tile stall risers are retained.⁰¹

The building is currently undergoing conversion to a community hub including Age Concern and Club 50 with the Havens online store offices on the second floor.



⁰¹ Information acquired from listing description for 'Havens Department Store, Westcliff-On-Sea': <https://historicengland.org.uk/listing/the-list/list-entry/1436695>

Building-by-Building Description

Address	Value	Designation
142-144 Hamlet Court Road	Positive*	N/A

Description

Two early brick built twentieth century two storey houses with one storey commercial extensions to the street. Hipped roofs with brick chimney stacks. Unsympathetic replacement concrete tiles. Square bay windows with small hipped roofs. Four lights with unsympathetic uPVC windows. Both flanked by two light window flush with façade, both in unsympathetic uPVC.

No.142: Of a higher quality than neighbouring house, exposed brick and fresh paint to bay window. One storey retail unit inappropriate to building character. Appropriate subtle colour scheme but large plastic fascia and plate glass uPVC windows.

No.144: Patchy rendered brickwork, part painted, seen on second storey covering window lintel and brickwork. Inappropriate shop extension. Plastic fascia, large plate glass windows, and modern door inappropriate.



Building-by-Building Description

Address	Value	Designation
146 Hamlet Court Road	Positive - though would benefit from attention to peeling paintwork	N/A

Description

One storey brick built late nineteenth century commercial unit with one bay. Parapet roof. Large pilasters and decorative corbels frame shop front, all good quality. Large fascia with attractive dentils and cornice. Temporarily boarded-up shop windows and door at time of survey. Recessed door, sill and stall-riser appropriate features.



Earlier photograph

Building-by-Building Description

Address	Value	Designation
148-150 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Early twentieth century brick building of three storeys with two storeys to the rear. Symmetrical with six bays facing the Hamlet Court Road. Gable end and two storey range to St. John's Road. Gabled roof with projecting eaves and cornice. Both buildings framed by banded brick pilasters. Decorative brick string course between first and second floor.

Plastic fascia sign sits below an attractive cornice that runs the course of the shop front, largely missing. Insensitive large plate glass windows and doorway with marble effect surrounds. Modern glass doors in metal frame. St John's Road façade has large pedimented gable end with dentil cornice and bulls eye window. Interesting fragments of painted historic advertisements on this elevation. Three windows on the second floor and six on the first floor, all unsympathetic uPVC top hung window with stylised brick arched lintels. One unattractive blocked window on the end of St John's Road. To the left, (where the building becomes two storey), are rusticated bricks painted grey with an attractive carved plinth and over door and window arches. Character is spoilt by plastic signs, disproportionate fascia and alarm system.



Building-by-Building Description

Address	Value	Designation
152-154 Hamlet Court Road	Positive	Frontage of Townscape Merit

Description

Edwardian three storeyed corner brick building and octagonal tower. Gabled roof with smart bracketed cornice running around building with two decorative consoles on Hamlet Court Road façade. Sympathetic modern sash windows in timber on first and second floors. Striped brickwork on second storey. Three light bay windows on first floor of Hamlet Court Road elevation with shaped parapets, cornices and keystones. Octagonal tower with five lights on each floor. Roof to tower has been lost. Band of plaster with swag decoration on attic level of tower. Ground floor shop is very attractive with white faience tiles and sets of moulded mullion and transom windows. Small fascia board. Faience doorcase but with inappropriate modern door. Shop front framed by pilasters and decorative corbels.



Building-by-Building Description

Address	Value	Designation
156-160 Hamlet Court Road	Positive*	Frontage of Townscape Merit

Description

Symmetrical three storey brick building with pedimented centre with cornice. Canted corners to each end of the façade. Alternating brick and stone courses on central bay. Classical proportions on first and second storeys and inappropriate shop fronts at ground floor level.

Nos.156-158: Original timber sash windows on first and second floors with twelve lights per window. Wooden glazing bars. Central windows on second storey have exaggerated keystones and stone aprons. Central window of first floor central bay has segmental pediment with large keystone and cornice reaching over two neighbouring windows. Two grand order pilasters flank central bay. Shop front has overly large plastic sign with inappropriate text and colours. Shop divided into two bays by plain pilasters and inappropriate plate glass windows.

No.160: Left hand bay of building symmetrical with right hand bay of No.160. Six top hung unsympathetic uPVC windows on first and second floors. Ground floor shop of appropriate size but with unsympathetic glossy plastic fascia, large plate glass windows and metal roller shutter. Decorated console on ceramic tiled pilaster adds character to the façade but needs repairing. Retractable awning is tired in appearance but appropriate form.



Building-by-Building Description

Address	Value	Designation
162 Hamlet Court Road	Positive*	N/A

Description

Three storey Edwardian brick building with pitched roof. Third storey has three two light sash windows, in appropriate sash form but lacking glazing bars and potentially in uPVC which is an inappropriate material. First storey has elaborate four light segmentally arched window with swag detail on lintel. Windows divided by moulded mullions. Again, appropriate sash form to windows but inappropriate uPVC material. Shop front and flanking access door are unattractive. Plastic fascia with over lights sits below alarm systems. Projecting plastic sign. Recessed doorway and sill present but with large plate glass windows. Access doorway breaks shop front inappropriately and is made of uPVC.



Building-by-Building Description

Address	Value	Designation
164-168 Hamlet Court Road, 'The Melrose' (168)	Nos.164 and 166: Positive* No.168: Positive, with neutral extension	N/A

Description

Group of three late nineteenth century three storey brick buildings with pitched roofs above dentil cornices. Original slate retained on Nos.164-166 but inappropriate concrete tiles on No.168. Second storey split into pairs of two light windows. On first floor, three tripartite two light windows with decorative pedimented lintels face Hamlet Court Road.

No.164: Original brickwork painted cream with all windows unsympathetic uPVC replacements. Fascia is plastic. Recessed doorway alluding to traditional shop front but framed by large plate glass windows.

No.166: Original brickwork painted light grey with all windows unsympathetic metal framed replacements, though in sash form. Shop front has inappropriate colour palette, plate glass windows, plastic fascia and alarm system.

No.168: Original exposed brick. Corner public house with original timber sash windows throughout. Walled beer garden to north side of the building with low rendered wall. Attractive traditional fascia, lantern and gilded text. Large windows divided into small panes, framed by moulded pilasters. At plinth level are panels of attractive late nineteenth century glazed tiles. Traditional hanging pub sign adds character. Decorative metal lamps are a positive feature for the building. Retractable awning in slightly boxy housing. Two storey original range to the rear, with boxy single storey extension to the north which has blank walls and is unattractive.



Building-by-Building Description

Address	Value	Designation
170-172 Hamlet Court Road	First and second storey: Positive* Ground floor shop front: Negative	N/A

Description

Edwardian two storeyed corner brick building with attic and octagonal pointed turret surmounted with weathervane. Hipped roofs to main building with unsympathetic modern tiles. Slate tiles, including band of pentagonal tiles, to turret roof are attractive.

Façade facing Hampton Court Road has three bays consisting of a square three light projecting bay window with shaped parapet, decorative lintels and Art Nouveau stained glass panels to the timber sash windows. Five timber sash light separated by ornate colonettes to the turret. Second storey on Burdett Street has pediment with single round arched timber sash window. All second floor windows are unsympathetic uPVC. Ground floor shop has been completely rebuilt is very unattractive and has inappropriate plastic fascia, modern bricks, large plate glass windows and metal shutters.



Building-by-Building Description

Address	Value	Designation
174-186 Hamlet Court Road	Positive*	N/A

Description

Group of seven two storey brick buildings with Queen Anne style projecting gabled bay windows with mock timber framing. Pitched roofs with original slate having been replaced by unsympathetic concrete tiles on many properties. Each building steps forward from the one to the south creating a rhythm across the street facing façades. Four light square bay windows below gables divided by ornate colonettes.

No.174: Large plastic fascia. Symmetrical plate glass windows and doors. Badly damaged consoles framing shop front. Unsympathetic uPVC throughout building and replacement concrete tiles.

No.176: Inappropriate plastic fascia and graphics. All unsympathetic uPVC windows. Unattractive plate large plate glass windows to shop and door with modern handle. Replacement concrete tiles to roof.

No.178: Unsympathetic uPVC windows throughout. Shop front has proportionate fascia and remains of corbels. Form of shop front is appropriate with central recessed doorway with over light and timber framed windows with canted edges either side, with stall risers below. Replacement concrete tiles to roof.

No.180: Original timber framed sash windows survive. Original slate roof with some decorative ridge tiles survive. Plastic fascia framed by corbels. Unattractive metal shutter screen, text and signage.

No.182: Timber windows on second floor though in inappropriate form with louvered glass to top sections. Grey and white painted gable looks anachronistic in the scheme. Overtly large double plastic fascia. Modern timber doorway with domestic appearance flanked by large plate glass windows is unsympathetic. Unsympathetic metal roller shutter. Replacement concrete roof tiles.

No.184: Inappropriate brown framed uPVC windows on first floor. Shop front framed by two damaged corbels with unsympathetic plastic downpipes over. Garish plastic fascia. Large plate glass windows and doorway below. Original slate roofs tiles remain.

No.186: Unsympathetic uPVC windows on first floor. Attractive timber framed shop front below with good proportions, subtle colour palette, lighting and fascia. Fish consoles in the style of historic consoles framing the shop. Panelled plinth below windows. Metal top lights to fascia are appropriate. Sensitive modern panelled doorway. Appropriate retractable awning.

Building-by-Building Description



Nos.174-176



Nos.178-180



Nos.182-186

Building-by-Building Description

Address	Value	Designation
190-194 Hamlet Court Road	Positive*	N/A

Description

Two storey brick building curving frontage at the junction of Hampton Court Road and London Road. Flat parapet roof. Unsympathetic uPVC windows on first floor.

One fluted pilaster and console to left of shop front. Recessed doorway appropriate. Large purple fascia and plate glass windows are inappropriate.



Address	Value	Designation
354 London Road	Positive*	N/A

Description

Two storey early twentieth century brick building with projecting shopfront. Gabled roof with brick chimney. Unsympathetic replacement concrete tiles to roof. Second floor has decorative gable of one bay, fretted bargeboard, bull's eye window. Sash windows to first floor have been replaced with unsympathetic uPVC.

Shop front is in poor state of repair but retains two fluted pilasters with decorative corbels. Whilst boarded up, shop front has potential due to presence of sill and stall-riser, recessed doorway, frieze and proportionate fascia. Black tiles on stall riser are mostly broken.



Appendix C

Further Townscape Analysis of the Setting

Map N: Townscape - South of Hamlet Court Road Conservation Area

- Hamlet Court Road Conservation Area
- Wider Study Area of the initial review
- Open/Green Space
- Trees
- ★ Landmark Building
- Views
- Negative Feature*
- Good Boundary or Gate

- A Unsympathetic driveway and removal of boundary treatment
- B Unsightly car parking area
- C Unsympathetic building in the setting of the study area
- D Unsympathetic extensions to the rear of buildings, seen from Hamlet Court Mews

*See also inappropriate features discussed in paragraphs 6.3.21-6.3.32 for details of negative features to buildings.

This map is not to scale

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Further Townscape Analysis of the Setting

C1 Setting

Few original timber windows survive as most have been replaced with uPVC. Original roofs were slate or red clay tiles, some with decorative ridgelines, but some have been replaced with unsympathetic concrete substitutes. No.65, Pavarotti, with its corner cupola and Dutch gables forms a key focal point. Generally the buildings are plainer and less well detailed than the Conservation Area.



View north with buildings and trees framing views

The side streets off Hamlet Court Road. Ditton Court Road, Preston Road and Cossington Road, as well as Canewdon Road which intersects them from east to west, are characterised by large detached or semi-detached houses built in the Edwardian period. They originally served as more up-market residences neighbouring the high-class shopping street of Hamlet Court Road.

Buildings are generally a sizable two storeys, with some having a second floor contained within an attic level with windows in gables or dormers. The general height of buildings is consistent across these roads, with just the occasional corner turret or tower projecting up above the rest. Houses are of a generous domestic scale, either grouped as semi-detached or detached properties. Houses at corner plots are typically slightly larger and grander.

Buildings are usually a mix of red brick to lower floors and smooth or rough cast render above, many of which have since been painted. Half timbering, hung tiles and occasional stone details adds to the character of the area. Roofs are mostly tile and are typically hipped with pitched roofs over gables. Whilst as many as three quarters of the houses have had their original windows (likely leaded glazing in timber frames) replaced, the original doors mostly survive and make an important contribution to the character of the streets.

Further Townscape Analysis of the Setting

A notable exception is the fine Art Deco Sunray House, which is locally listed. Other notable houses include No.1 Canewdon Road with its lion supporting the balcony, No.27 Ditton Court Road built in the interwar period and No.35 Preston Road designed by architect H. Fuller Clark.

The large houses near the northern shopping area of Hamlet Court Road reflect the wealthy middle-class that the shops served. The buildings, different use from the retail buildings, is reflected in their different character and form. Whilst there are elements in the materials, proportions and styles that mean that the northern part of Hamlet Court Road and the nearby residential streets relate to each other aesthetically, overall the character of each of the two areas is distinct from the other.

Generally the residential properties are not very different to buildings in other parts of the borough and more intact examples can be found elsewhere within the Borough. There are a few exceptions that are unique buildings and these are recognised through local listing. They are too spread out and lack the group cohesiveness of the northern section of the shopping street of Hamlet Court Road. The residential buildings are not very different from those found elsewhere in the Borough and better and more intact examples can be found elsewhere.

Further Townscape Analysis of the Setting



View south down Ditton Court Road



Sunray House on Canewdon Road in the Art Deco style



Elaborate buildings like No.65 are an exception in the southern part of Hamlet Court Road



No.35 Preston Road

Further Townscape Analysis of the Setting

London Road, to the north of the Conservation Area, continues the retail use of Hamlet Court Road both eastwards and westwards. The shop fronts have suffered in a similar way to those on Hamlet Court Road. Upper levels survive, though here too are many uPVC replacement windows. The buildings here are two-storey rather than the three storey buildings on Hamlet Court Road, and none have the same level of architectural detailing. There are some details, such as pilasters around bay windows or decorative barge boards. However, the buildings do not have the same presence as those on Hamlet Court Road and are more 'run-of-the-mill' in design.

The streets to the east of Hamlet Court Road have some good quality housing, either semi-detached terraces. Generally the houses are smaller in scale with fewer decorative details. Though some streets are lined with trees, the public realm is generally more basic and the streets are narrower.



London Road lined with two storey shops



Typical houses in the wider area. These are on Anerley Road

Further Townscape Analysis of the Setting

To the south of Hamlet Court Road the railway bisects the town. Further built development of residential houses and some shops is located in The Leas area, part of which is a Conservation Area. Westcliff Station on the south side of the railway line has an attractive Victorian station building, though with an unsympathetic extension to the west. Though it is historically connected with the development of Hamlet Court Road, given it is located across the railway line it physically and visually has more connection with Station Road and the residential area to the south.



Westcliff Station

Appendix D

Additional Historical Information on the Wider Area

This section includes a brief account of the history of the area around the designated Conservation Area. This has been included because the information was researched as part of the initial review prior to the designation of the existing Hamlet Court Road Conservation Area.

Additional Historical Information on the Wider Area

D1 Late Victorian and Early Edwardian Expansion

While the north end of the street was commercial, the central section between Canewdon Road and St. Helen's Road was originally comprised of mainly residential properties. These were typically two storeys, sometimes with attic floors, and followed the common late-Victorian/early-Edwardian form of double height bay windows topped with gables, with a doorway to one side and a window above. Some had additional architectural features, such as balconies. The row on the eastern side of the street all had small

front gardens bound by timber fences and gates, and planted with hedges, shrubs and trees. These boundaries can be seen marked on the 1922 OS map (Map F) and the houses and gardens are seen in photographs from the early-twentieth century, a marked contrast to today. When the buildings were converted to commercial use, the gardens were infilled with single-storey extensions to bring the premises out to the property boundary, with the result that the historic buildings appear set back and are harder to read.



The east side of Hamlet Court Road looking north, with properties that were originally residential with front gardens. Reproduced with the kind permission of the Hamlet Court Conservation Forum



The same view today. The dark blue 'ens' shop is the building with the balcony and first floor awning in the early twentieth century photo

Additional Historical Information on the Wider Area

Also in this central section of the street Hamlet Court, the large house located on the west side of the road, was still in existence. The house and its large garden fill a plot between Hamlet Court Road and Ditton Court Road, with driveways and trees marked, as well as a greenhouse and two outbuildings. However, it was demolished in 1929 and the site redeveloped for shops.

At the south end of the street the make-up of uses were commercial, with two or three storey buildings with shops on the ground floor and residences above. Historic photographs show the wide road, with awnings over shop fronts. Large trees on the left hand side denote the large garden of Hamlet Court before it was redeveloped.



The south end of Hamlet Court Road, looking north, in the early-twentieth century. Reproduced with the kind permission of the Hamlet Court Conservation Forum



The same view in 2020

Additional Historical Information on the Wider Area

The south end of the street included several banks, noted on the 1922 (Map F) and 1939 (Map G) OS maps. The most elaborate of these was the Capital and Counties Bank 1901-02 by Greenhalgh and Brockbank (now Pavarotti's restaurant and a Locally Listed Building). Greenhalgh and Brockbank designed a number of buildings locally, including Southend Bournemouth Park School. The former Capital and Counties Bank is described by architectural historian Pevsner as: '*Flamboyant commercial architecture with gables and, on the corner, prominent entrance rising through a turret to a cupola.*'⁰¹

Thompson and Greenhalgh also designed the Queen's Hotel which was located at the southern end of the western side of Hamlet Court Road. This was a large and elaborate mock-Tudor building, constructed in the final years of the nineteenth century. It remained a hotel until the 1980s when it became derelict and was damaged by fire before being demolished in 1989 and replaced with apartment blocks.



The Queen's Hotel at the south end of Hamlet Court Road in the early-twentieth century



The flats which replaced the Queen's Hotel following its demolition in the 1980s

⁰¹ <https://www.southendtimeline.com/1895.htm>, accessed 25/09/2019

Additional Historical Information on the Wider Area

Fashionable Edwardian housing was built on the emerging roads either side of Hamlet Court Road. Larger detached or semi-detached houses were located on Ditton Court Road, Preston Road and Cossington Road, while further away from Hamlet Court Road the larger houses gave way to more typical terraces or smaller scale semi-detached houses.

Ditton Court Road to the west had some of the largest houses which featured Edwardian details such as hung tiles, stained or leaded glass windows, gabled bays and mock-timber framing. The street was lined with borders of shrubs surrounded with low chain fences and with trees planted at regular intervals. The borders still survive today, though the trees do not. Paved pavements and cobbled junctions can be seen in historic photographs. It has been suggested (Hamlet Court Conservation Forum) that the wide green

streets may have been influenced by the emerging Garden City Movement, advocated by Ebenezer Howard and his book *Tomorrow: a Peaceful Path to Real Reform* published in 1898 (though there is currently no firm evidence of a direct influence). Howard's book advocated ideal towns that combined the best of city and country to provide a better quality of environment than overcrowded cities. Ditton Court Road was established slightly before the first Garden City, Letchworth, was begun in 1903. It shares a pattern also found in other affluent neighbourhoods developed in Southend in the 1910s, such as Thorpe Bay, so may have been part of an emerging trend at the time to provide a greater level of greenery on suburban streets.



Ditton Court Road in the early-twentieth century, looking north from Canewdon Road. Reproduced with the kind permission of the Hamlet Court Conservation Forum



The same view in 2020

Additional Historical Information on the Wider Area

Preston Road and Cossington Road were also tree lined, though without the planted borders, and neat front gardens surrounded the houses, bound by timber fences or hedges. The houses again demonstrated typical Edwardian design.

Some of the houses on the streets adjacent to Hamlet Court Road were by named architects. These include No.34 Ditton Court Road, c.1902 by H. Leon Cabuche (but now replaced with two modern houses), and No.35 Preston Road by H. Fuller Clark, also c.1902. Cabuche was a Southend architect who lived in Westcliff. His best known building in the Borough is the Palace Theatre but he also designed several houses and bungalows in Westcliff, the plans for which are held in the Essex Record Office. Fuller Clark was a London architect whose best known building is the Grade II* listed The Black Friar public house in Blackfriars, London. Also Grade II* listed is Fuller Clark's 59 and 61 Riding House Street in Marylebone whilst Tower House, Belmont House and Lincoln's Chambers, all in central London and Grade II listed, are attributed to Fuller Clark. Pevsner noted that these streets contain several "*interesting houses*" combining elements of Arts and Crafts, Voysey and Mackintosh, as well as noting Sunray House (a Locally Listed Building), 1934 by O.H. Cockrill,⁰¹ a striking example of Art Deco in the area. (Another Art Deco example is Argyll House nearby in The Leas Conservation Area.)



No.35 Preston Road



Sunray House, Canewdon Road

01 Pevsner, 2018, p.716

Additional Historical Information on the Wider Area

D2 Twentieth Century Development

During the early-mid twentieth century, many of the residential buildings at the southern end of the street were converted into shops, with deep shop fronts added to the ground floors. The 1939 OS map (Map G) shows that the small front gardens to the properties on the east side of the road had gone and several of the semi-detached houses had been merged into larger units. A terrace of shops had also been constructed opposite on the former grounds of Hamlet Court.

An example of the trend for conversion from dwelling to shop is shown in sales particulars dating from 1923 for No.103 Hamlet Court Road (designated as a Frontage of Townscape Merit), which on the 1922 OS map (Map F) is the first house directly north of the Hamlet Court plot. The particulars describe an eight bedroom house called 'Sudbury' on the site, though also point out that "this exceedingly fine Property is eminently adapted and immediately available for erection of several Imposing Shops and the Residence could be converted into High-Class Residential Flats for both of which there is an



T.J. Johnson's, No.103 Hamlet Court Road in 2019

Additional Historical Information on the Wider Area

ever increasing demand at lucrative rentals”⁰¹, showing how the emphasis of the street was shifting. This building was sold to Mr. T.J. Johnson for £6,500 and converted into T.J. Johnson’s Ladies and Gentlemen’s Outfitters (now vacant but in the process of being converted into a boutique hotel at the time of survey), with its distinctive clock above the shop front, though the building behind the shop could well comprise the original dwelling sold in 1923. Behind current detrimental roller shutters survives two elegant and original shop fronts. The Queen’s Hotel was replaced with flats and a small number of shops were completely rebuilt or re-fronted.



One of the two original shop fronts at No.103, preserved behind roller shutters

01 ERO, D/F 36/9/2, Sale catalogue of detached house called Sudbury, no.103 HAMLET COURT ROAD, Westcliff, 1923

Additional Historical Information on the Wider Area

Map H: Building Ages

- Potential Designation Area
- 1874-1897
- 1897-1922
- 1922-1939
- 1939-1950
- 1950-1974/75
- 1974/75-2000
- 2000+

- A Major rebuild of frontage late 20th century. Parts of original early 20th century shop front details survive and built fabric from the original build may survive behind the frontage.
- B Originally houses built between 1874-1897, with shop front added around between 1897-1922.

- C Originally built as houses between 1874-1897 or 1897-1922. The 1922-1939 date shown for extension forward with shop fronts shows the original date they were extended, though most shop fronts have been completely rebuilt since.

Note: Unless otherwise shown, the dates given are those of the main phase of building. Extensions or alterations may have occurred at later dates. Dates are based on the earliest appearance of footprint on historic OS maps.

This map is not to scale

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APPENDIX B: HAMLET COURT ROAD CONSERVATION AREA BOUNDARY PLAN



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Consultation Statement (May 2021)

Hamlet Court Road – Proposed Conservation Area

Introduction

As part of the production of the Local Plan, the Council is developing its evidence base on a wide range of subjects and issues. In regard to the historic environment, the Council has been working with independent heritage experts, Purcell, to review its Conservation Areas and produce/update Conservation Area Appraisals for each of these 14 areas. The work has also included a review of other potential Conservation Areas in the Borough, including Hamlet Court Road following representations made during the Issues and Options stage of the Local Plan.

Following an earlier round of public consultation on a draft report in Spring 2020, which looked at the potential for Conservation Area status at Hamlet Court Road, it was determined that there was merit in considering part of the area for Conservation Area status, and a draft Conservation Area Appraisal was prepared to this effect.

A further round of public consultation was held February – April 2021 seeking views on the draft Conservation Area Appraisal and proposed boundary.

Consultation on the draft Conservation Area Appraisal

The consultation and associated documents were made available via the Council's Your Say Southend consultation portal (with paper copies made available upon request). This was promoted in a media release, via facebook and twitter.

Letters / Emails were sent to the Council's database of statutory and non-statutory consultees, including Historic England.

Letters were sent to all addresses within the red and blue line plan as set out in the draft Conservation Area Appraisal which includes commercial and residential premises in the area being proposed as a Conservation Area and the wider study area.

Emails were sent to Age Concern and Havens, the former Havens department store providing an important community hub on Hamlet Court Road, and to the Hamlet Court Road Shops group.

Emails were sent to all Councillors.

It was promoted in a number of local facebook groups, including Family Action.

A bespoke planning notice was included in the local paper, The Echo, during the consultation.

Outcomes of the Consultation

1,300 people accessed the consultation via Your Say Southend, of which 103 responded online, and 7 responded by email / letter.

Responses from Key Stakeholders

A response to the consultation was received from Historic England (for a copy of the full response see **Appendix 1**), in summary, the main points raised were:

- Welcomed the proposed designation of part of Hamlet Court Road, the northern part of Hamlet Court Road being an attractive street comprising fine nineteenth and early twentieth century commercial and residential buildings, with a high quality of architecture and refined character;
- The effect is unfortunately undermined by inappropriate alterations and the loss of many traditional shopfronts and other details, but retains sufficient special interest to warrant designation;
- Although the southern part of Hamlet Court Road is of some historic interest in relation to the name of the street and the now-lost eponymous house, consider there to be a clear divide in architectural quality between the northern and southern parts of the street.
- Having regard to NPPF paragraph 186 Historic England concur with the proposed boundary.
- Where buildings within the wider study area are of individual interest and architectural quality, Historic England

recommend these are identified as non-designated heritage assets on the Local List.

- Consideration should be given to an Article 4 direction to restrict redecoration in inappropriate colours or harmful modern paints.
- 'Vision' could be restrictive given recent changes to the Use Class Permitted Development which allows more flexibility between retail and hospitality uses, as well as on going trends seeing high streets diversifying beyond traditional retail.

In addition to the consultation response received from Historic England, the Council also received a response from another statutory consultee – Natural England (**Appendix 2**). This acknowledged that Conservation Area designation and Appraisal was not considered to pose any risk or opportunity in relation to their statutory purpose and so did not wish to comments on this consultation.

Responses via Your Say Southend consultation portal

Responses received to the online consultation (via the consultation portal Your Say Southend) are set out in **Appendix 3**. Of those who responded to the consultation, 69% were residents, 14% property owner, 3% business and 14% other (2 of this 14% were shoppers, and 13 were residents outside of the area). 95% of respondents agreed that Hamlet Court Road should be designated as a Conservation Area, with comments including: '*Historically many buildings are of architectural interest and their preservation in the*

past has been neglected leading to a decline in the attractiveness of the area'. Of the 5% of respondents who didn't agree with a Conservation Area designation, comments included: 'It is a very rundown area which needs improving not conserving.'

In response to the question which asked for views on whether the draft appraisal had adequately identified the area's special architectural and / or historic interest, 81% answered yes, with comments including: *'I believe that the document clearly sets out a comprehensive case for the areas historic and architectural value and the importance of preserving what is left of the areas historical significance'* and *'I recognise that an entire area cannot necessarily be 'protected' which could, in itself, prevent investment and the drawing of people to the area. Hopefully though, by identifying specific buildings or parts of buildings for attention, this will continue to encourage both the Council and potential businesses/residents to invest more sincerely in the area.'* Of the 19% who answered no, comments included: *'It has not taken into account local or future businesses'*, and *'there should also be more focus on the southern end of HCR which should be included within the proposed conservation area. Whilst there may not be as many buildings of interest nevertheless there are some and to differentiate between north and south of the Road would be detrimental.'*

Question 8 asked respondents whether they thought the area has any other aspects of special interest which should be included in the appraisal. 68% answered 'no' and 32% answered 'yes'. There was an opportunity to provide additional evidence as part of this question, and one responses included a web link to an old

photograph of the area. Of the 32% who answered 'yes', responses for this answer varied, including: *'Close proximity to the cliffs and seafront. Also Milton Road was the original high street before Hamlet Court Road and should be included in the conservation area.'* *'...I'd like to see some planting done on the south side of the station adjacent to Station Road to encourage people to take care of the local environment.'* *'It should all be preserved both ends of HCR'*.

When asked whether they thought any aspects of special interest identified in the draft appraisal should not be included, 93% answered 'yes' and 7% answered 'no'. 6 written responses were received with respondents indicating what they did not want included, for example: *'I think the area designated should be limited to red area, and not the blue area. I think the blue area would bring a large area of domestic property into the designated zone where this is not necessary.'* *'The surrounding areas should also be put in the conservation area.'*

Of those who responded via Your Say Southend, 90% agreed that in general the draft appraisal had adequately identified the good and harmful features of the Conservation Area, and 10% responded 'no'. When asked what they thought was missing, comments included: *'The potential negative impact on business regeneration.'* *'The lower end of Hamlet Court Road and the surrounding streets.'* *'There are other areas in greater need of attention than this area...'*

81% of respondents felt that the area identified in the appraisal has additional good/ harmful features that should be included in the

appraisal. Of the 15 written responses received to this question, responses included: *'Not enough trees and/or other greenery', 'Support restoring the look of the high street back to its original grandeur.'* *'Concerns surrounding looking back at old structures and not looking at what needs to be done to preserve what is good and support investment for change to regeneration the area.'* *'I do not agree with everything is identifies as worth preserving, if the choice is between a mediocre historical shopfront and a stand out lovely modern shop front I feel consideration should be given...'*

We asked respondents how the appearance of the proposed Conservation Area could best be improved. Of the 78 responses received, comments included: *'Building should be restored to their original architectural appearance wherever possible in keeping with the demands to make the area a vibrant economic area.'* *'...better designated signage and shopfronts in keeping with a conservation area....shops let as workshops for teaching people skills, to encourage a more diverse mix of people and shoppers.'* *'...Existing stores should be incentivised to retrofit their fascias if necessary to fit in with the new Conservation Area street scheme.'* *While other respondents were less sure of designation, the impact of conservation area status: 'There are other areas in greater need of attention that this area.'* *'...to clean up the appearance and bring it back to its status as a find street and surrounding area, as it once was, would be a mammoth task.'*

46% agreed with the proposed conservation area boundary, while 54% responded 'no'. Of those 54% who answered, 'no' responses varied however, including those who felt a wider area should be

considered (this ranged from those who felt the southern section of Hamlet Court Road should be included, together with the north, and those who felt the north and south, and surrounding residential streets should be included): *'Cover the entire road (with the shops).'* *'I would like to include some certain surrounding roads such as Ditton Court Road, Preston Road, Cossington Road, Canewdon Road.'* *'Include St Helens and adjoining roads.'* *'...the road has a natural flow. To include only one part of it would be detrimental to both the north and south of the road...'*

Other respondents in contrast raised concerns over conservation area designation / designation of a wider area, including: *'The vast majority of the surrounding streets are properties let as flats and HMOs and are dilapidated and run down...'* *'I would like to see the boundary and the whole idea dropped.'* *'Limit to Zone A red area.'* *'I do not agree with the extended boundary taking in Preston Road and Ditton Court Road (edged blue on the map). I am only happy to support the specific area of Hamlet Court Road edged in RED.'* *'Do not include the main commercial area of HCR in the area...'*

Of those who answered, 'yes' that they agreed with the proposed Conservation Area boundary, responses included: *'You cannot preserve the whole of Westcliff!'* *'Plan A gives scope for initial improvement, while Plan B could be implemented if Plan A was successful.'* *'Seems sufficient.'* *'The first boundary (identified within the red line) encompasses the commercial side of Hamlet Court Road, If this is successful, then it could be extended in the future. Surely it is best to start small and well?' 'most of the interesting properties are within this area.'* *'...the whole area cannot be*

designated a conservation area. I think the review has highlighted the most important area and also recognised other properties/areas in the near locality which also warrant special attention.'

Other responses however focused on a potential wider area, including: *'The boundary should be from Westcliff train station up to London Road so whichever end of this road you arrive at there is protected buildings...'* *'I agree with the boundary but believe it could be extended also'*.

When asked, what other action not mentioned in the report the respondent felt is needed to conserve / enhance the proposed Conservation Area, there were 63 written responses. These comments ranged from a focus on greening the area: *'More green spaces, trees, flower beds, and a good upkeep of them.'* Improving the streetscene: *'Looking at the standard of the pavement.'* *'Rubbish and dog waste improvements.'* Shopfront and signage enhancements: *'...incentivise store owners if necessary to retrofit a new fascia which is sympathetic to the street's heritage...'* Giving consideration to the use of buildings: *'...some of these shops could be converted on the ground floor to be small units for artists to work and joint larger spaces to show their work...'* Support for a local street market: *'A weekend street market would benefit the community and bring vitality to the town'*.

Finally, when asked if they had any further comments to make about the proposed Conservation Area, 44 responses were received. Points raised included:

Other comments received:

Furthermore, 4 additional responses were received from members of the public (**Appendix 4**).

A response was received from a Chartered Architect and Town Planner with expertise in Conservation and the Garden City planning practice, who has been in correspondence with the Hamlet Court Conservation Forum. This is included within the table in **Appendix 4**. This response follows engagement with the Hamlet Court Conservation Forum and expresses the view that a wider area (to include the residential streets and the southern section of Hamlet Court Road) should be considered for designation, highlighting in particular Ditton Court Road, the street layout and planted verges and possible links to the Garden City planning practice and Raymond Unwin. Comments included: *'I have concluded that notwithstanding that the area including Westcliff town centre shops (the sole Conservation Area designation focus of the Council and Purcell's CAA), the full length of Hamlet Court Road, and Ditton Court Road stands out as an entity, together with Westcliff Station, which provided the catalyst for development of the area, merits designation on a holistic basis.'*

And in relation to the possible link between Ditton Court Road and Garden City planning practice: *'I understand from [REDACTED] that DCR was laid out in 1904-6 with the avenue planting implemented at that time, and it registers impressively on the postcards. This is a matter of significance related to the urgency of formulating an appropriate conservation policy to ensure its survival, and enhancement as an exemplar of the high standards demanded, an objective which I wholeheartedly endorse. However, I have concluded that a specific link to Raymond Unwin remains unproven and coincidental.'*

The Hamlet Court Conservation Forum, a local interest group active in pursuing Conservation Area designation for Hamlet Court Road and the surrounding area made reference in their consultation responses to representations that have made to the Council in the past year. These responses are included within **Appendix 5** of this Consultation Statement and have been taken into account when progressing work and researching the Hamlet Court Road area.

To summarise, feedback received from the Forum includes their view that while they support the designation of the upper section of Hamlet Court Road as a Conservation Area, a wider area warrants designation than that being proposed, including the southern section of Hamlet Court Road and surrounding residential streets (including Ditton Court Road, Cossington Road, Preston Road); that a Conservation Area designation here would be the forerunner to heritage led regeneration; that the planned verges in Ditton Court Road seem to be influenced by the Garden Suburb Movement (*although no direct connection has been found of this to date*), and reference is drawn to the comments of a notable Chartered Architect and Town Planner on this matter (see **Appendix 4**), and his views that a wider area merits consideration for Conservation Area designation, citing possibly links to and influence of Garden City planning practice and Raymond Unwin.

Appendix 1: Consultation Response Statutory Consultees – Historic England

Draft Conservation Area Appraisal and proposed Area Designation at Hamlet Court Road

Thank you for notifying Historic England about the above consultation. As the Government's adviser on the historic environment, Historic England is keen to ensure that the protection of the historic environment is fully taken into account at all stages and levels of the local planning process. We are therefore pleased to have the opportunity to review this proposed conservation area and its draft appraisal.

We welcome the proposed designation of part of Hamlet Court Road. The northern part of Hamlet Court Road is an attractive street comprising fine nineteenth and early twentieth century commercial and residential buildings, with a high quality of architecture and refined character. Buildings on both sides exhibit high quality detailing and typical Victorian embellishments. The effect, as the appraisal notes, is unfortunately undermined by inappropriate alterations and the loss of many traditional shopfronts and other details, but the street clearly retains sufficient special interest in our view to warrant designation.

Although we note that the southern part of Hamlet Court Road is also of some historic interest in relation to the name of the street and the now-lost eponymous house, we consider that there is a clear divide in architectural quality between the northern and southern parts of the street, and having regard to paragraph 186 of the NPPF we therefore concur with the proposed boundary of the designation. Where buildings within the wider study area are of individual interest and architectural quality, we would recommend that these are identified as non-designated heritage assets on the Local

List, with their interest then protected via targeted Article 4 Directions.

We suggest that the area to be designated is centred on the map on Page 4. At present it looks slightly oddly off centre.

Historic England strongly encourages the use of Article 4 Directions to help manage inappropriate change, such as the insertion of UPVC windows, in Conservation Areas. We would refer you to our guidance Stopping the Rot - A guide to enforcement action to save historic buildings:

<https://www.historicengland.org.uk/images-ooks/publications/stoppingtherot/> (15 <<https://www.historicengland.org.uk/images-%20ooks/publications/stoppingtherot/%20> (15> April 2016).

We are therefore disappointed to note from paragraph 3.3.14 that it is not proposed to apply an Article 4 Direction in Hamlet Court Road, despite the preceding paragraph helpfully describing why the use of Article 4 Directions is beneficial. We would urge the council to consider instigating one, particularly for buildings of local interest and Frontages of Merit, where Article 4s can be applied to commercial buildings to restrict redecoration in inappropriate colours or harmful modern paints, for example. We would highlight that the use of Article 4 Directions to secure the conservation of an area's special interest is often a pre-condition for heritage led-regeneration grant schemes from both Historic England and other grant giving bodies. An audit of existing features, with a corresponding photographic record, is recommended as a useful way to monitor and manage inappropriate alterations that would contravene any Article 4 Direction imposed.

We welcome the well illustrated and clearly laid out History and Archaeology section, considering that the use of geo-referenced cartography and 'before and after' photographs of the same view is helpful for quickly gaining an understanding of the development of the area. We would suggest that some of the information that pertains to the southern section of Hamlet Court Road, which is not to be designated, is extracted and included as an Appendix, so as to consolidate the appraisal itself on the area covered by the designation.

Where discussing shopfronts (page 50), it would be useful if the appraisal were to include 'before and after' shots of buildings to illustrate either surviving historic character, or show where it has been lost. Aside from this suggestion, it is useful to see a detailed assessment of the current condition of the shopfronts in the area, given their importance to its character and appearance.

We would recommend not identifying business names when discussing specific buildings. Especially in the current economic climate owing to COVID-19, it is likely that commercial premises will change hands more frequently or become vacant, and while the use of numbers and other descriptive identifying factors is useful, the appraisal may quickly become out of date.

We would suggest that, where views are identified on the character map (page 62), these could be numbered and identified with the specific photographs in the preceding section. We would suggest that page 59 could include a photo illustrating the lost trees in the space beneath paragraph 5.2.12.

We welcome the Conservation Vision set out on page 74, at the beginning of the Management Plan. We might suggest that vision paragraph 6.2.2 may attempt to be too restrictive on the type of uses, given the recent changes to Use Class Permitted Development which allows more flexibility between retail and hospitality uses, as well as on-going trends in High Street activity away from traditional retail and towards a more leisure and hospitality driven experience. This trend has been accelerated by the COVID-19 pandemic, but we consider it likely to be an ongoing feature, especially where streets such as Hamlet Court road are in easy walking and cycling distance of local residential communities, as is the case here. We would suggest saying "*The Area will remain an active local street at the centre of the community, supporting a range of uses at ground floor, with floors above...*", or something of that nature.

We support the principle of active uses for upper floors, and would encourage Southend Borough Council to take a proactive approach with owners in this regard, highlighting opportunities for conversion and providing guidance as to what would be possible on opportunity sites where they remain vacant.

We note the reference in 6.3.12 to the possibility of pursuing grant funding via heritage led regeneration schemes. We would be happy to advise regarding this approach in due course. The earliest stage of any conservation area grant scheme would be to undertake a Feasibility Study including a condition survey highlighting where repairs to features or the reinstatement of historic architectural features are desirable and clearly identifying the potential investment required. This would allow the local community and Southend Borough Council to engage with potential funding bodies supported by robust evidence and a clear set of priorities, as well as

evidence of community engagement. The Management Plan could also consider how CIL or Section 106 monies could be targeted for enhancements within the conservation area, for example through small scale 'stitch in time' grants, or grants for minor repairs and redecoration to historic frontages or signwriting. A similar approach was adopted in Chatteris by Fenland District Council, to great effect for little investment.

We welcome the commitment to use enforcement powers appropriately in paragraph 6.3.3.0. We would recommend using the information in this appraisal, as well as a photographic audit, to inform a targeted enforcement strategy that aimed to enhance the area.

The draft Management Plan refers to areas outside the designated area on page 89. We consider that the Final management plan should focus on the proposed conservation area, rather than the wider study area, over which the statutory authority created by designation would not apply.

We welcome the Recommendations for Streetscape and Public Realm. An additional activity we'd recommend is undertaking a street furniture audit, specifically identifying and removing items that create clutter, particularly guardrailing, which is unnecessary on a street of this type. We would support the introduction of new street trees in appropriate locations, where they would enhance rather than obscure the quality of the area.

We welcome the detailed guidance for maintenance and repair, and consider this is very helpful for owners. We would suggest this section is made available as a separate PDF as well, and made easy to access on Southend Borough Council's website and signposted using social media.

A minor suggestion is that the guidance specify what it means by 'good quality softwood'. Historic England recommends that slow grown Scots Pine or Douglas Fir is specified where repairs to historic joinery is being undertaken, owing to its greater durability. Chemically modified and stabilised softwood is also suitable.

We would suggest that the appraisal contain a reference to Historic England's advice on maintenance and repair, which can be found here:

<https://historicengland.org.uk/advice/your-home/looking-after-your-home/>.

In particular, our technical guidance on Traditional Windows: Their Care, Repair and Upgrading

<https://historicengland.org.uk/images-books/publications/traditional-windows-care-repair-upgrading/>

would be useful to include a reference to in the appropriate section.

We consider the detailed building by building description in the Appendix, as well as the accompanying Building Values and Townscape Analysis maps, to be very useful inclusions in the document.

For any further general advice, we would refer you to Historic England's guidance notes for the Historic Area Assessment and Conservation Area Appraisal process, which can be found here: HE Advice Note 1 - conservation area designation, appraisal and management

<https://historicengland.org.uk/images-books/publications/conservation-area-designation-appraisal-management-advice-note-1/>, and here:

<https://historicengland.org.uk/images-books/publications/understanding-place-historic-area-assessments/>.

To avoid any doubt, this does not reflect our obligation to provide further advice on or, potentially, object to specific proposals which may subsequently arise as a result of the proposed conservation area appraisal, where we consider these would have an adverse effect on the historic environment

Appendix 2: Consultation Response Statutory Consultees - Natural England

Consideration of Hamlet Court Road for Conservation Area designation

Thank you for your consultation on the above dated and received by Natural England on 22 February 2021.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

Natural England does not consider that this Conservation Area designation and Appraisal poses any likely risk or opportunity in relation to our statutory purpose, and so does not wish to comment on this consultation.

The lack of comment from Natural England should not be interpreted as a statement that there are no impacts on the natural environment. Other bodies and individuals may wish to make comments that might help the Local Planning Authority (LPA) to fully take account of any environmental risks and opportunities relating to this document.

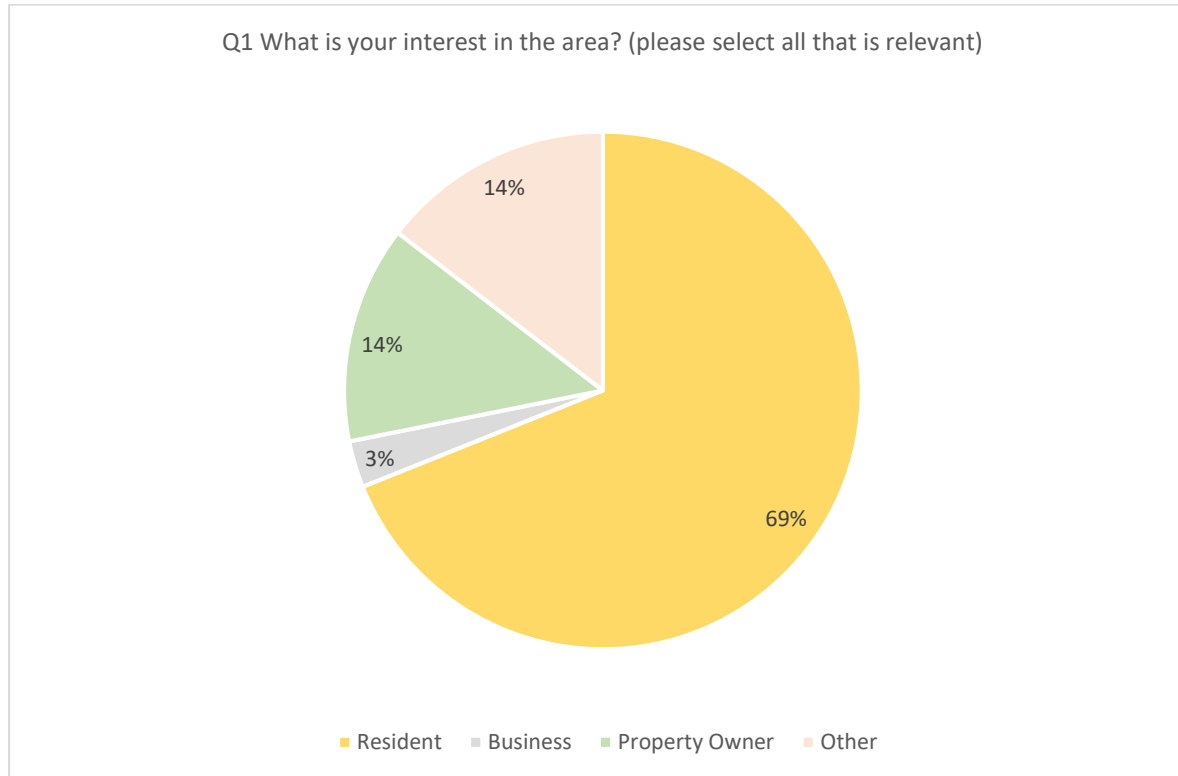
If you disagree with our assessment of this proposal as low risk, or should the proposal be amended in a way which significantly affects its impact on the natural environment, then in accordance with Section 4 of the Natural Environment and Rural Communities Act 2006, please consult Natural England again.

Appendix 3: Consultation Responses – received via Your Say Southend consultation portal

(Please note that comments have been redacted as appropriate to remove personal information)

Question 1: What is your interest in the Area?

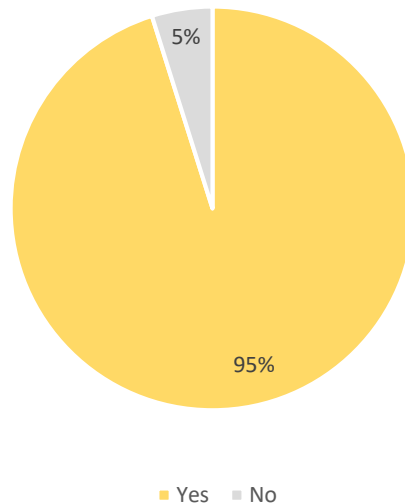
Total responses to this area was 17.



The 14% who identified 'other': 2 were shoppers and 13 were residents outside of the area Rochford, Leigh etc.

Question 2: Do you agree that the Hamlet Court Road area should be recognised as a Conservation Area?

Q2 Do you agree that the Hamlet Court Road area should be recognised as a Conservation Area?



Question 3: If yes, please specify the reason for your answer.
96 comments were received.

Area contains many interesting buildings and has a specific character.
There are some beautiful old buildings that need to be preserved. Some developments in the area have not been very sympathetic.
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some form of regeneration. So, Why are you doing this in the first place?
it has some unique architectural design features and these need to be preserved - look at town like Chelmsford, where a big chunk of the town's period properties were demolished in the 1970 to build a shopping centre the town all though historically old does not have much character or charm
It used to be an attractive street, full of nostalgic designs and, sadly, too many of these features are disappearing.

<p>There is some beautiful architecture in Hamlet Court Road. This needs conserving before more buildings are changed further. This road was recognised in the past as a great shopping area and with all the changes that are planned for our High Street due to the pandemic lockdown, now is the time to further enhance this beautiful road back into its former glory. It has GREAT potential.</p> <p>It is near (walking distance) to the seafront and therefore visitors to the seafront and amazing pier could be encouraged / attracted to shops, visit restaurants and coffee shops in our very attractive, welcoming environment which is quiet but vibrant, a little away from the main High Street, which offers something different. It also has excellent parking access and is in walking distance of our Palace Theatre, Cliff Pavilion and cinema.</p> <p>It has great transport routes via Westcliff Train Station and major bus routes.</p>
<p>I would not wish the interesting look / feel of the area to deteriorate; ideally, it should be protected and enhanced (partial pedestrianisation at south end of HCR?).</p>
<p>Historically many buildings are of architectural interest and their preservation in the past has been neglected leading to a decline in the attractiveness of the area.</p>
<p>Because it is an asset to the area and we should do all we can to keep it and improve the surrounding areas</p>
<p>To preserve the Art Deco buildings and as an area of interest! To restore the road to its previous glory and prevent further running down of the area. It has potential to be great again!</p>
<p>mainly because of the special architectural interest and the need for improvement and preservation of the area</p>
<p>Its an area with a LOT of history and lovely buildings</p>
<p>It would help preserve some of the architectural features and instill a sense of pride in the area for local residents and businesses</p>
<p>to protect the special architectural and historic interest .</p>
<p>Hamlet Court Road deserves conservation because it is an architecturally and historically significant street. There has been a decline in high street shopping in recent years, sped up by the Covid pandemic. However, people are sociable by nature and still look to have "experience" days out outside of the home. This is evidenced by the huge numbers of people still coming to the borough to visit the seaside and other attractions, even in lockdown. I believe that once restrictions are lifted and things even back out again, people will still want to visit town centres for such experience days, even if not shopping in the traditional sense. Hamlet Court Road complements the traditional seaside day out perfectly in offering a contrasting experience to the increasingly uber modern street scape of Southend (e.g. Pier walkway, new flats, proposed redevelopment of Queensway). Marketed appropriately, I think Hamlet Court Road could eventually become a trendy go to destination in its own right, in the same way that Leigh Broadway has done. Obviously, careful consideration would need to be given to the blend of shops and how best to repurpose buildings [REDACTED], to capture the historical charm</p>

and engage public interest. The opportunities for the borough are obviously in the creation of employment, encouraging spending in the local economy, and preserving an important legacy for future generations.
It has countless beautiful buildings from 100+ years ago that should be treasured and preserved so that we can enjoy them for many years to come
There are some lovely old buildings and I think they should be kept looking as they are and preserved
To protect the heritage of Hamlet Court Road. To assist with the regeneration of the WHOLE of Hamlet Court Road and to stop the further deterioration of the area by inappropriate plans being submitted
Buildings of historic interest, making it a conservation area possibly would bring future investment
The area has many interesting buildings that should be preserved
Hamlet Court Road High Street was well known as a busy, vibrant and attractive High Street, over the years it has become run down, with little investment. Especially as there are direct links to the railway line, schooling and beach areas. Family business have declined and the upkeep of some of the buildings is awful, and the heritage features are unrecognizable.
It's full of history, character and charm. It's distinctive to the area and has historical significance
beautiful buildings are being ruined and we are losing the character of HC rd
This area has beautiful period architecture that should be preserved. Its is also a beautiful road.
Theses are beautiful buildings slowly being ruined I'm only disappointed how long the council has taken to implement this , the horse has bolted !
An area that precedes the high street
Historical reasons, regeneration, good for attracting visitors and improving the economy
To preserve the original late Victorian character with many of the buildings and in so doing I believe it will help provide economic regeneration of the street as it will be a beautiful street.
The area has managed to keep originality and allowed small traders to exist without the big companies muscling. OK there was [REDACTED] and I think [REDACTED].
Southend has only really grown in the last 150+ years and the earlier years of the town should be adequately protected and preserved. Too much bad planning or unregulated amendments to some wonderful buildings has been permitted
it is full of history
To assist in protecting and managing the architecture and history of the area around it.
Hamlet Court Road is an important part of the historical development of Southend and should be recognised as such and thus preserved.
Architecture and culture rapidly being lost.

<p>Hamlet Court road is an "Area of architectural interest" It is currently run-down but has the potential to be restored with upgraded housing above empty shops, add a community centre, cycle paths. With a little imagination, Hamlet Court road could have period street lights and become a great Tourist attraction.</p>
<p>Hamlet court road has a rich historical background with wonderful architecture in. a very up and coming area. i feel by making this a conservation area it will enhance the road bring new businesses and hopefully fill many of our empty shops.</p>
<p>Before there is any further loss of character, it is important whatever is still there is conserved and enhanced. Better sense of community and coherence and better business opportunities.</p>
<p>It was once a beautiful area and has some amazing architecture. It would be lovely to preserve this.</p>
<p>To preserve the heritage of our local area</p>
<p>The area is steeped in history and its architectural features are something that should be preserved. As an architect myself looking at the building typography it's something that needs to be celebrated and acknowledged.</p>
<p>I think the road has become really run down. It would be amazing to see it be restored and come back to life. Currently feels really intimidating and sad to walk down the road. It would be so nice to restore some life and love into our local high street. Covid has not only taught us to be patient but also taught us to shop local and love our area. It would be amazing if it had a local butcher, grocery bakery and the love a high street should have . I really Hope people support this amazing pledge to restore hamlet court road</p>
<p>To ensure the character of the area is protected. There are many houses/shops within the area that could never be replaced and would be a good boost to the area</p>
<p>To preserve its former look and improve the visual aesthetics of the area. Creat a more upmarket feel</p>
<p>The architecture and history</p>
<p>Historic continuity (memory or physical) especially, in your home town, is very important as it helps people feel more balanced, stable, and healthy. Historic continuity gives a real sense of value, time and place.</p>
<p>To restore architecture and stimulate economic growth. Regeneration is key.</p>
<p>There are some beautiful building in this area that need to be protected</p>
<p>Will support regeneration and business growth leading to reduced retail vacancies</p>
<p>The architecture would be the key justification. The reasons to add weight to this are that there needs to be somewhere other than Leigh which receives attention and protection if the overall area of Southend is to improve. A concerted effort to improve the Hamlet Court Road area could have a massive impact on the aesthetic and the economy.</p>
<p>I believe it will regenerate the area and attract more/new businesses to open on Hamlet Court Road.</p>

To maintain the lovely historical buildings and also keep this area of Westcliff tidy - some parts look like a shanty town at the moment!!!
It has lots of already beautiful buildings, harbours a community feel, attracts professionals and individuals / families that want to live in a nice area, lots of history and just a lovely place to live.
I think the architecture needs protecting and I believe this would encourage investment in the area.
Hamlet Court Road has a lot of good qualities that needs cherishing, other things in it's favour is it's ideal location situated near a Station and close to the Estuary. It has some neglect and bad choice of shop frontage, but nothing that can't be rectified so that the road can once again be splendid enough to show off it's remaining unique architectural excellence.
I knew HCR 50 years ago and it was the most beautiful shopping road in Southend with amazing architecture and wide avenue. It was a place I wanted to be. Over the years it has fallen into ruin with awful shops and seemed to have lost its heart. This Road needs support to come back to life again and along with its spectacular buildings, it could help to breath new life into the road if it becomes a conservation area.
It will stop the decay of the wonderful buildings on Hamlet Court Road, encourage more businesses to the area, improve the living conditions for people living in the area and attract more people to the area to shop etc with an increase in economic activity. All this should add money to local area and council. A recognised conservation are will release much needed funds from national heritage funds (government and other) to improve area.
To save our beautiful roads history, if you look up, the architecture is wonderful. A history lesson in itself, it deserves to be preserved
Because of the extensive history attached to the area, there is some great architecture that should be preserved.
Lots of historical architecture
Hamlet Court Rod has numerous buildings of historic interest and importance. Over the years the area has gradually deteriorated and this is reflected in changes to the buildings. I would like our buildings to be preserved for future generations and for the wider social and economic benefits that this would have for the local community.
The top end of the hamlet court road is dilapidated in some places (the top corner with London Road) and that end has nice buildings that need restoration.
It has some beautiful architecture and buildings of interest that should be restored and preserved. Many have fallen into disrepair and the street has lost its former glory.
The multiple architectural styles and the fact it is a historic shopping district, distinct to Westcliff-on-Sea.

As stated above, it is an amazing area, it is so rare to find so much quality architecture in South Essex towns. It would be a travesty to allow Hamlet Court Road to continue to decay, when there are so many people passionate about saving it and enhancing the beauty which already exists. There is so much history in the buildings and the area, and its proximity to both railway station and promenade really does make it unique.
To protect the heritage of the area and stop the buildings being changed
To keep the existing architecture consistent and limit the number of properties turned in to flats.
Hamlet Court Road has such huge potential - it could easily become a desirable area like Leigh on sea and help regenerate the community and local economy. However, greater care for the beautiful period architecture on the road, and more thought into what types of business are allowed to open would be needed to achieve this. Conservation area status will no doubt help this and help restore Westcliff to its former popularity and independent and local businesses to thrive.
We need to recognise and protect the unique character of this area
Its a area with beautiful buildings and a lot of history which should be preserved.
Could not be more behind this if i tried. You can see the beauty that used to be Hamlet Court - so many beautiful buildings. It would be fantastic if the area was made into a Conservation Area. I [REDACTED] [REDACTED] It is so important we cherish and look after our heritage buildings.
Architectural history.
Preservation of historic buildings
This area has some wonderful historic buildings which deserve to be recognised and preserved, becoming a conservation area will help that.
I believe it fits the criteria
It has beautiful architecture that needs to be preserved to a standard that is prevalent in other areas close to it that are already conservation areas.
Because of the huge historical and architectural significance of these buildings. With continued lack of investment they will eventually deteriorate and be lost forever
I have lived [REDACTED] and have notice how beautiful the buildings are here and on Hamlet Court Road.
Many of the the buildings are special and I hope it will help regenerate the road and the local area

<p>Hamlet Court Road is an institution in Southend-on-Sea, and is instantly recognisable by name when talking to residents and visitors alike. It is an important shopping destination for those living nearby, but also has a number of specialist retailers which attract visitors from further afield. The street, however, is in desperate need of attention and would greatly benefit from being recognised as a Conservation Area which would help keep consistency within renovations and appearances, as well as improve the customer experience whether they're shopping locally or just enjoying a walk from one end of Hamlet Court Road to the other. Parking limitations are disastrous for local vendors, and the poor signage on the road coupled with the ongoing mess and degradation of the road and other facilities leaves a little to be desired and draws away from the road's attraction as a destination. Designating the entire road as a conservation area will stop further deterioration and will help to elevate the road's status once more.</p>
<p>The area has special architectural and historical interest, manifested in the local commercial and residential buildings , and the history of the area, particularly that unfolding from the time of the opening of the railway station at the south end of Hamlet Court Road</p>
<p>To preserve and regenerate the area</p>
<p>Individually unique, stunning architecture in dire need of preservation , historically important to the local residents and Southend community We must act now before any more heritage buildings are lost forever...</p>
<p>We need to regenerate and reinstate the beauty of the area as it has intrinsic and historic value</p>
<p>The road has some magnificent architecture, there is no other road like it in the borough & it's a warm & inviting welcome for people arriving in Westcliff by train or car</p>
<p>Lovely period buildings - need to be preserved, looked after and made the most of</p>
<p>I think the historical buildings should be kept however the ground floor levels and road as a whole need restoring to what they were</p>
<p>It is vital to safeguard the architectural and historic value of HCR which has played such a major part in the heritage of our town and area. Preserving heritage improves the entire area and maintains appropriate use of businesses.</p>
<p>Help the regeneration of Hamlet Court Road</p>
<p>I think it will improve the area and local businesses which is welcomed. It will also help to bring back the type of area it once was many years ago which over the years has unfortunately deteriorated.</p>
<p>Regenerate the area. Try and reflect the beautiful upper levels of architecture at street level.</p>
<p>To attract new retail businesses and to enhance the 'shopping experiences' for local people and visitors alike. To ensure retail units are not all converted to housing. To improve the visual appearance of the area.</p>

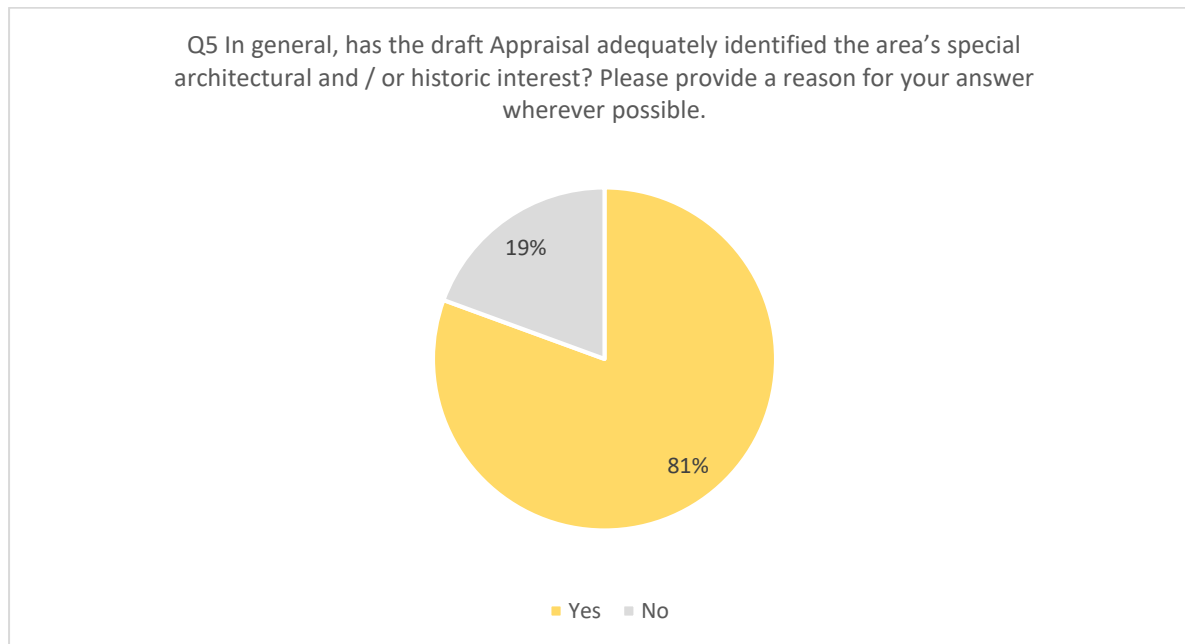
I think the area is deserving of conservation status and concerned about a continuing decline in the hamlet ct road. Buildings would be preserved and the shopping/dining areas would improve I believe.
The whole wider area has a significant history and architecture to justify funding for both preservation and improvement
I support blanket conservation of the Northern end ONLY, plus buildings of special merit in the environs- Because Hamlet Ct rd is a focal point for all who live nearby and a focal point from those further away who come to dine or for the late night venues and it could be a fantastic place if it's decline was not being enabled by the council's failure to protect and support SMALL BUSINESSES!
There are many beautiful buildings in HCR that will not be looked after unless there is some protection and funding put in place. The renovation of [REDACTED] has garnered 100s of likes on FB. It: shows what is possible.
Hamlet Court and the surrounding areas has a unique architectural style and this needs to be recognised and looked after. The area needs investment and conservation area status can be used to promote this.

Question 4: If no, please specify the reason for your answer

5 responses were received

I think it is a ludicrous idea. Although there might be the odd interesting piece of architecture the area has become so run down over the last 30 years or so it would be a complete waste of money that could be used for a worthwhile project. For instance helping the homeless and drug addicts that inhabit the area.
It is a very rundown area which needs improving not conserving
I don't see how this would help local businesses or people in fact, if anything, I think this would be a backward step for an already struggling area & would stop any new, beneficial, developments.
I feel that the area is suffering from neglect and underperformance and in my opinion designating the area as a conservation area will restrict innovation far more than it will achieve. The area needs an injection of funds and cutting of red tape to encourage investing to rejuvenate the high road
The Planning strictures and additional costs of Conservation potentially will put off Business from investing in the area

Question 5: In general, has the draft Appraisal adequately identified the area's special architectural and / or historic interest? Please provide a reason for your answer wherever possible.



Question 6: If yes, please specify the reason for your answer
58 responses were received.

The old shop facades must be preserved [REDACTED]

<p>There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?</p>
<p>its key we don't loose the architectural detail of the area - need to preserve heritage where possible</p>
<p>I read with interest the documents and would be pleased to add my support such a project</p>
<p>As I have stated above.</p>
<p>It appears to have covered the areas needed to be preserved and enhanced.</p>
<p>Na</p>
<p>can't think of anything else to add</p>
<p>The 'high street' area for hamlet court road could be restored and cherished, rather than permission being given to change the shopfront buildings to something resembling a hodge podge mess. I hear older people talk about how amazing this area was many years ago - the 'bond street' of Southend. Can we try and get some of that back, rather than persistently eroding it?</p>
<p>The area's historical and architectural significance is commonly understood.</p>
<p>A recently renovated property on the street has been worked on in keeping with the area</p>
<p>The draft appraisal which includes the wider area has many areas of architectural and heritage interest.</p>
<p>The very fact that the area will become conserbation area is a great start.</p>
<p>As above, it's a special intact piece of architecture that is unique to this area.</p>
<p>seems very comprehensive</p>
<p>Very detailed informative and sensetive to the road and the towns needs. We need to preserve places of beauty and history.</p>
<p>Yes I believe it has in the main .</p>
<p>Fortunately no mass demolition has occurred (yet) although I feel the Queens Hotel could have been sympathetically converted to flats. (I'm still cross at the demolition of the college at Victoria Circus, Southend being demolished "On the quiet" here one day gone the next and replaced by a concrete monstrosity). Don't let this happen to Hamlet Court Road on the pretext of conservation!</p>
<p>I recognise that an entire area cannot necessarily be 'protected' which could, in itself, prevent investment and the drawing of people to the area. Hopefully though, by identifying specific buildings or parts of buildings for attention, this will continue to encourage both the council and potential businesses/residents to invest more sincerely in the area</p>

The history of the area and the architecture especially Havens
An excellent and detailed appraisal of the area. See above answer
I agree with the description given.
It has thoroughly looked at all areas.
██████████ there are many beautiful houses in this area which are sadly being changed into flats. Having lived in Southend all my life and growing up in Westcliff, I would love to see the preservation of the architecture
All of it
It identifies many buildings of architectural significance.
Shop fronts
The road itself has high advantages for private residents of the area and visitors.
Will support an improved 'street scene' and general environment
I believe it is thorough and well researched.
This was clearly explained in the leaflet and online.
It's all about remembering the past but looking to the future
Yes, there is very obvious architectural and historical qualities within the road that deserve conservation.
Relevant buildings and trees have been identified.
I believe that the document clearly sets out a comprehensive case for the areas historic and architectural value and the importance of preserving what is left of the areas historical significance.
The draft appraisal was well documented and highlighted the buildings in Hamlet Court Road that have historic interest. Mainly in the red area.
Descriptions and photographs of Hamlet Court Road
The architectural history of the area is well documented.
There are indeed some fantastic building in the area I just don't agree with the approach being considered to designate it a conservation area.

<p>From my own knowledge the draft Appraisal identified those aspects of HCR, although I do not profess to have specialist knowledge and I am sure there are many who would disagree with me, who know far more about the history and architecture than I do. I just love Hamlet Court Road for the incredible atmosphere and ambience.</p>
<p>The appraisal raises both its architectural and historic significance very well.</p>
<p>It has identified the special architecture and history interest</p>
<p>It highlights all the buildings of interest.</p>
<p>Lots of historical information given.</p>
<p>As per plans</p>
<p>Highlights history and importance of area well</p>
<p>It does</p>
<p>No explanation required</p>
<p>I felt it was a detailed analysis of the buildings mentioned and it was great to look at how the area had changed and appreciate it's history. I wonder if schools should teach something about there local history too.</p>
<p>There are many properties that show architectural interest</p>
<p>A very detailed document with lots of in depth detail</p>
<p>See above</p>
<p>Agree</p>
<p>The document goes into a very detailed analysis</p>
<p>The area is of Special Interest, but to survive as a Commercial area great change is required. Conservation undoubtedly will add more planning hoops and cost to potential Business investors. Council Planning Departments should have the discretion to allow change in Commercial areas, with the Special Interest of the area in mind.</p>
<p>No further comment</p>
<p>The whole is greater than the sum of its parts' HCR isn't just a collection of buildings -the street has evolved together XXXXXXXXXX Has its own station, route to the beach, a community of people who have great affection for the street.</p>
<p>It has highlighted the important buildings and the history behind them. I would have liked more photographic images used</p>

Question 7: If no, please specify the reason for your answer

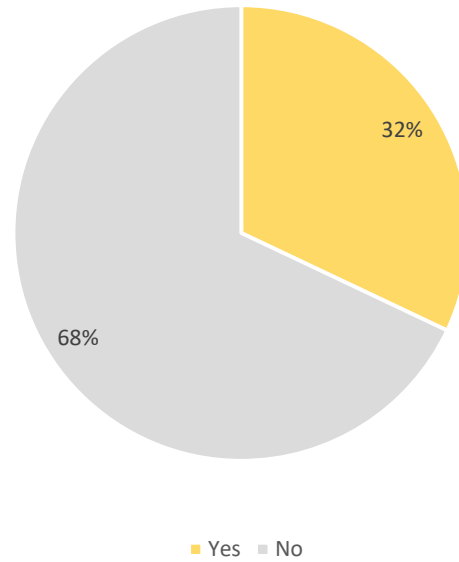
20 responses were received.

Not enough evidence
I can't really identify any.
Should cover the entire road (with the shops)
Think it should have looked at a slightly wider area, including Hamlet Court Road North
For the immediate time yes as i want things to improve now, but long term i would like it to be extended.
The area should be wider just look at the difference from park street and park road ! Park street has been ruined
It has not taken into account local or future businesses
It could be more imaginative see comments in 3 above
I think the conservation area should include wider study area and not just the top end of hamlet court road. there are many amazing buildings at the south side of hamlet that needs to be included.
The lower section of the road should be included.
The first map does not include the whole of HCR and it isn't good conservation practice to split a road up and only have a part of it in conservation. There are beautiful buildings all along HCR. The road is littered with wonderful building,
The has been no enthusiasm for the extent of the significance of the buildings in the area as well as the rest of area - lower Hamlet Court Road and surrounding streets. The council's response is apathetic and shameful which is why we have lost so many wonderful buildings in the past.
I have such interesting research in Ditton court road, for example this road was the first road to have grass verges. The houses are wonderful, I feel rough damage has already been done, when the houses were converted to flats. It's now a cluttered mess of cars parking for the station, blocking residents drives, and the general rubbish they throw out of their cars before leaving, and the noise nuisance. These people are arriving at 0600 in the morning, shuffling backwards and forwards parking, and chatting on their phones.... loudly! It's time Westcliff changed its reputation from bedsit land, this was once a prestigious road, along with Hamlet court road. Give it some dignity, all it's known for now is drug deals and prostitution. If you don't live here you don't see it. Make the roads around it residents permits only, then you can't have cars hanging around dealing drugs etc. People don't mind paying to make the area a nicer place to live. Get back the beauty and pride that it once was. Don't make it worse.... this is a chance to make it great again!

<p>shop has a shared history with Hamlet Court Road and forms an important part of the community. Along with a string of other shops nearby, and of course the fantastic new hotel and the listed buildings – not to mention Westcliff Station itself, the main entrance and facility for outside visitors coming into Westcliff, must be included in the conservation area. Visitors approaching the area by train should be delighted when they step out of the station by the care and attention put into the road, and encouraged to shop and to linger in the area that once held such historical significance. Signage and information will facilitate this, with a beautifully-cared-for facade. Hamlet Court Road should be a shopping destination, reminding residents and visitors of the importance of the area both in the history books but also in elevating and uniting the current community. We have proved time and time again that we can come together as a business community to help improve the area and focus on appearances (just this weekend past we gathered with other businesses in the area and replanted the planters on the main shopping strip), and we're willing to put in the effort. We should encourage visitors to make the trip from the station up to top of the Road, taking in the full story and development of the road as they journey. The new buildings which have replaced derelict and abandoned or damaged buildings may not be of "historical significance" according to the report provided, but they form an important and irreplaceable part of the road's history and the sites and memories of previous institutions must be remembered – lest they're forgotten entirely and dismissed as unimportant and no longer relevant.</p>
<p>I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/20, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports</p>
<p>It should encompass the side streets ie. Anerly Road etc. Please do not give more permissions for single occupancy homes to be converted to flats, this only increases the garbage, parking, etc.</p>
<p>There should also be more focus on the southern end of HCR which should be included within the proposed conservation area. Whilst there may not be as many buildings of interest nevertheless there are some and to differentiate between north and south of the Road would be detrimental.</p>
<p>Ditton court road etc should be included.</p>
<p>I believe to get the maximum benefit from this proposal the whole of Hamlet Court Road should be included and also Station Road and adjacent roads leading to the Esplanade. In light of the councils desire to make Southend/Westcliff a destination for 'staycation holidays' following the covid pandemic the roads south of Station Road need to be protected from overdevelopment and conversion to HMO's as an easy fix to help the housing issues.</p>
<p>In actual Hamlet Ct rd- yes, but it fails to include special quirky features in the streets directly off it such as castle-like hexagonal extensions, turrets, the different ways architects devised to get as much light and sun into everyone's houses. Also- planning should seek to protect special internal features such as fireplaces. They need to educate people about the importance historically of these and the designs etc to prevent them being torn out by those ignorant of our historical design culture. More emphasis should be given to the greatest feature of this street- the sweeping view down to the estuary.</p>

Question 8: Do you think the area has any other aspects of special interest which should be included in the Appraisal?

Q8 Do you think the area has any other aspects of special interest which should be included in the Appraisal?



Question 9: If you have any further evidence to support this, we would be pleased to received it

One person provided the link below (photograph copied below)

https://s3-eu-west-1.amazonaws.com/ehq-production-europe/56925ad816aac2a03f097fa4a5613f55ab7e9a0f/original/1615291163/f036d54303e5df6c0a85461f457577cf_04964CD0-8834-4F38-B630-AB0F4ED566ED.png?1615291163



Question 10: If yes, please provide further information

21 responses were received.

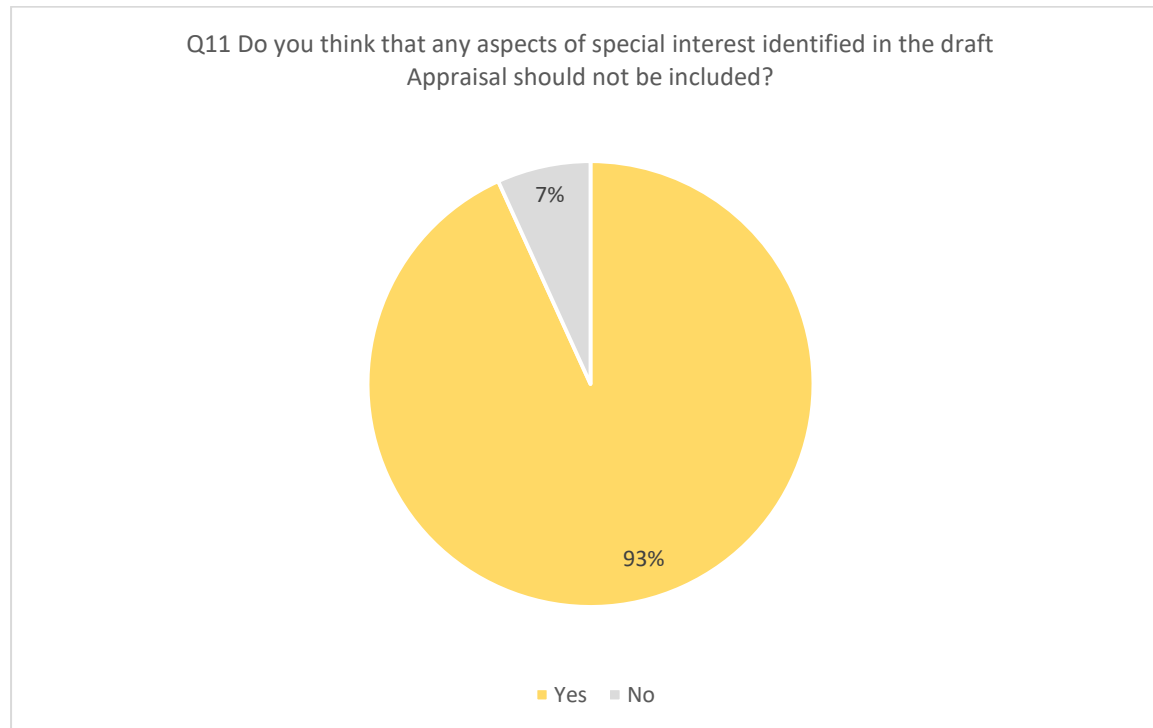
Many of the nearby streets have lovely old houses that have been converted into flats and the freeholders do not take good care of the buildings.
The architecture, the vicinity of the parking and the seafront. The accessibility for the Cliffs Pavillion, Palace Theatres, cinema, Westcliff Train Station, major bus routes and Southend High Street.
The wide road at the further end towards the bridge with the central paving separating the road lends itself to be further made a feature with more greenery.
Should cover the entire road (with the shops)
The old wall to the Westcliff Isolation hospital on Hamlet court Road Nrth

<p>This area is used by a lot of local residents and has really gone down hill in the last few years, to make it a conservation area will hopefully make it more attractive to both locals and visitors.</p>
<p>We have some local family run hotels. Existing infrastructure re high street, parks, cliffs pavilion, railway links and the beach and top promenade and green walk ways down to the beach. We should be coordinating these things so that families can spend time and money when they come down for family days out or their family holiday, We should improve the beach areas and connect the other conversation areas, build a paddling area so that there is water for families when the tide is out, perhaps have some beach huts. There are some shops which have a very large floor area, i think some could be better used now to serve the community, ie keep fit areas, dancing, singing, art areas, social areas. The school halls are not able to provide this any more as they use it themselves for after school clubs, church halls are being sold off. There is less and less for the community to use.</p>
<p>The whole of Hamlet Court Road should be included as well as the side roads leading off it</p>
<p>Many of hamlet court roads highlights come from the south end of hamlet court road and i feel the whole area should be included. This will give a wider range of opportunities for new businesses to come in and thrive in our area. If this is not considered then we could end up having a much nicer area at one end with even more empty shops at the other.</p>
<p>Close proximity to the cliffs and the seafront. Also Milton road was the original high street before Halmet court road and should be included in the conservation area.</p>
<p>The southern end of the road has historical and architectural qualities listed in the draft that merit the whole road to be considered for conservation.</p>
<p>Lower Hamlet Court Road and surrounding streets including Ditton Court Road, Westcliff Railway Station, Canwedon Road (including old water pump station on corner of Canewdon and Milton Avenue, Cossington and Preston Roads</p>
<p>It should all be preserved both ends of HCR.</p>
<p>The lower end of hamlet court Road to include Ditton court Road and the corner that the Italian restaurant sits on.</p>
<p>I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/90, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports</p>
<p>The area around Westcliff station is sadly neglected with homeless living in the shrubbery in the alleyway & constant detritus along Station Road which is what locals & visitors are confronted with on a daily basis. I'd like to see some planting done on the south side of the station adjacent to Station Road to encourage people to take care of the local environment</p>
<p>See response to question 5</p>
<p>As per section 5.</p>
<p>Beautiful houses around the surrounding streets</p>

As above, in the surrounding streets such as the jutting out window sets, small conical window features etc etc. Maybe these features could be protected in isolation.

The side roads linking to Hamlet Court Road all have some amazing houses and buildings that should be considered for listing or recognition. The tin tabernacle church hall and old vicarage of St Albans should be recognised. Some row of shops at the entrance to Burdett Avenue should also be looked at. The lower half of Hamlet Court should also be looked at.

Question 11: Do you think that any aspects of special interest identified in the draft Appraisal should not be included?



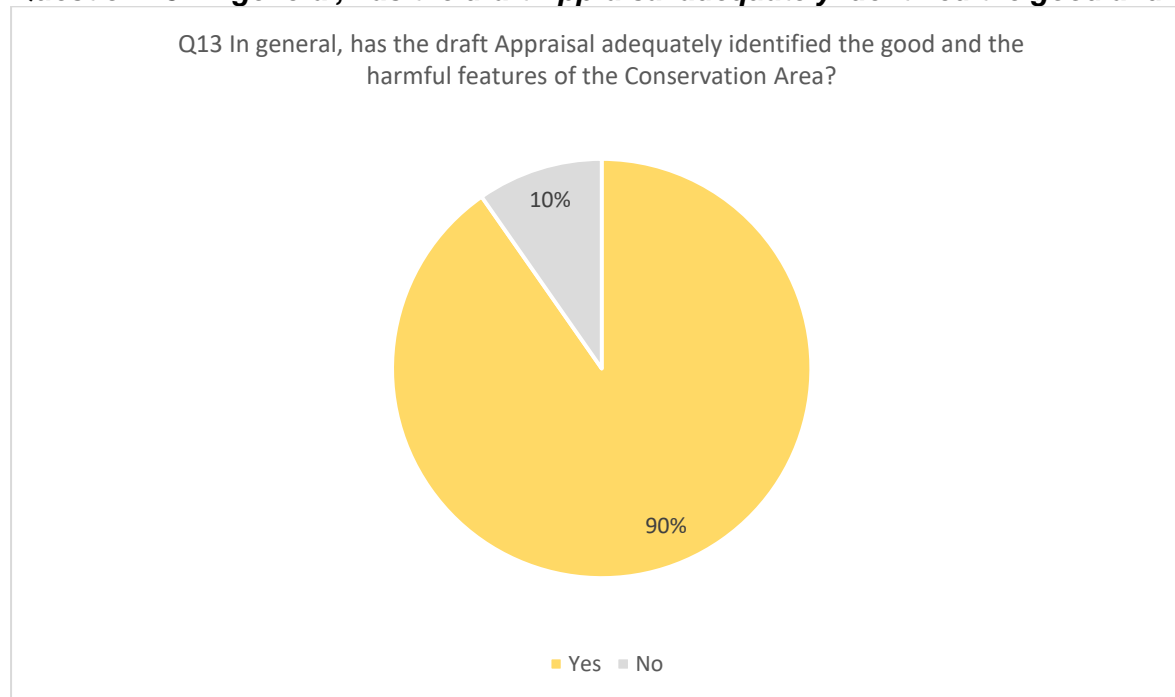
Question 12: Please specify the reason for your answer

6 comments were received.

As above

As indicated at answers 3 and 8.
Any historic character should be included included shop fronts however many have already been ruined
The surrounding areas should also be put in the conservation area
I think the area designated should be limited to red area, and not the blue area. I think the blue area would bring a large area of domestic property into the designated zone where this is not necessary.
The main Commercial area of Hamlet Court Road. Business investors need to be encouraged not find additional planning challenges.

Question 13: In general, has the draft Appraisal adequately identified the good and the harmful features of the Conservation Area?



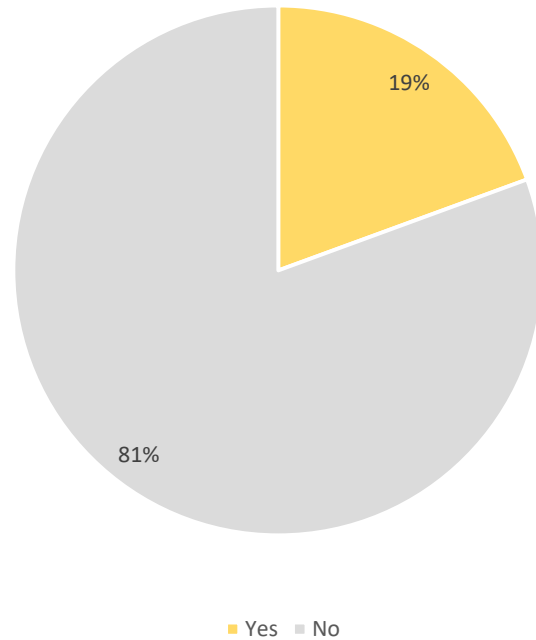
Question 14: Please tell us what's missing, (please state clearly whether you consider it good or harmful in your response)

10 responses were received

There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?
It identifies good but I'm not sure about harmful - perhaps I have missed something. I shall re-read it after this survey!
My big concern is that Hamlet Court Road will be pedestrianised as is the disaster of Southend High Street
Empty or struggling property & businesses
I cannot think of any harmful features. I consider this very good.
Missed off the lower end of hamlet court Road
I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/20, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports
Conservation does not mean staying in the past. There are many myths about conservation areas. If conservation area then funds are available for sympathetic improvement
The lower end of Hamlet Court and the surrounding streets
The potential negative impact on Business regeneration.

Question 15: Do you think the Area identified in the Appraisal has any additional good or harmful features which should be included in the Appraisal?

Q15 Do you think the Area identified in the Appraisal has any additional good or harmful features which should be included in the Appraisal?



Question 16: Please tell us (please state clearly what you consider good or harmful in your response)

15 responses were received

Not enough trees and/or other greenery.
A little while ago we had the war of the big supermarkets buying up shops. This has killed off all the smaller family own ones.
I think the possibility of regeneration should be emphasised and the abysmal quality of many of the new flats in the street be brought to light.
It has not addressed the harmful effects of traffic and parking issues The proposal lacks "Green Environmental issues.
Surrounding roads.

Support restoring the look of the high street back to its original grandeur
I have looked at the appraisal and only to add that the grand size of the avenue as it looks south towards the sea is something that is unusual to have such a wide expansive space of this sort in Southend. It gives it an expanse that counteracts many of the smaller roads around it and in Southend in general so that alone is something special. As you drive south you are on a hill and looking out to the expanse of sky and sea and rooftops of the buildings in Station Road. It still has a special taster of an old road, something harking back and spanning over two centuries. It's precious, historic and it can be felt. imagine the signage changed and you could be back in time.
Street scape aspect should be incl.g.. restoring to it's historical past including green scaling along the road.
All the run down or poorly cared for areas, near Westcliff station
I refer to the presentations of Hamlet Court Conservation Forum of January 2020, emails of 20/9/20, 22/9/20 and 23/9/20, and various external guidance documents including Historic England's 'Heritage and the Economy' and the RSA's 'Heritage for Inclusive Growth' reports
Architecture
The roads running from Station Road to the Esplanade need to be protected from overdevelopment as many visitors travelling to Westcliff Station and making their way to the beaches are often confronted with fly tipping, general rubbish and unkempt properties. Also due to the number of HMO's in the area there is often ASB directed towards visitors and this would help reduce this sort of behaviour.
Surrounding roads contain buildings of merit and architectural interest
Concerns surrounding looking back at old structures and not looking at what needs to be done to preserve what is good and support investment for change to regenerate the area.
I do not agree with everything it identifies as worth preserving, if the choice is between a mediocre historical shop front and a stand out lovely modern shop front I feel consideration should be given. For instance, [REDACTED] probably didn't fit in with the streetscape when it was first built but it's one of the best buildings now.

Question 17: How could that appearance of the proposed Conservation Area best be improved?

78 responses were received.

Buildings should be restored to their original architectural appearance wherever possible in keeping with the demands to make the area a vibrant economic area.
More litter and fly-tipping collections. Increased police or community support officers on the beat to prevent street drinking and drug dealing. The whiff of cannabis is often very strong.
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?

<p>tighter building controls so the area is returned to its former glory and attract shops back to the area, Southend has so much fabulous architecture yet it looks tired and weary. Making Hamlet Court Road a destination to shop again as I believe it was in the 1970s and 1980s. Attract artisan and smaller shops (a bit like Leigh)</p>
<p>It should be tidied up, getting rid of the always-overflowing bins in the southern parts and the eye sore gritting/salt bin on the railway bridge. Simple tidying up of the area would make so much difference and hopefully encourage residents and shoppers to keep everywhere clean and tidy. It isn't unusual to see mountains of black bin bags piled up.</p>
<p>Litter collections. Shop keepers keeping the space in front of their facilities free from rubbish unless on the day of collection. If awarded conservation area then there would be clear stipulations about any development. Any anti-social behaviour or begging on the street to be addressed promptly.</p>
<p>In my opinion, having used Hamlet Court Road as a shopping area for the last 65 years, to clean up the appearance and bring it back to its status as a fine street and surrounding area, as it once was, would be a mammoth task.</p>
<p>See 10. above.</p>
<p>Black and gold large square litter bins, more trees, better designed signage and shopfronts in keeping with a conservation area. Black and gold lampposts. Competitions for the best kept shopfronts. Subsidised shops let to Artists and Crafts persons . Shops let as workshops for teaching people skills, to encourage a more diverse mix of people and shoppers.</p>
<p>N/a</p>
<p>Stop hacking away at beautiful old shop facades and restore to their former beauty, an example of which is the clock building currently being restored. Also stop increasing off licences adding to social issues in the area! Two new late night off licenses being opened why??</p>
<p>planting of trees and shrubs where possible and updating of pavements and street furniture. improvement of appearance of buildings generally. seems little point of having a conservation area which looks run down and where some buildings receive no attention and are left to deteriorate. penalties for people who leave household rubbish, mattresses and old white goods etc in the street and their front gardens. reduction of bed sits and more properties occupied by owners who would probably take more care of their dwellings</p>
<p>A number of building works currently taking place or recently completed in Hamlet Court Road are architecturally and cosmetically sympathetic to the street's heritage. This includes retaining architectural detail such as clocks on store facias, restoring windows, and brass lamps which overhang store signs. I think the Council should put certain planning restrictions on new stores in the street to be equally sympathetic. Existing stores should be incentivised to retrofit their facias if necessary to fit in with the new Conservation Area street scheme.</p>
<p>Less takeaway/cheap drink establishments and more in way of boutique shops and smart cafès, so when you step off the train or a bus its immediately wow factor</p>
<p>To protect shop fronts so the historically correct materials are used and to restrict the size of the signage above the windows so they are no so garish.</p>

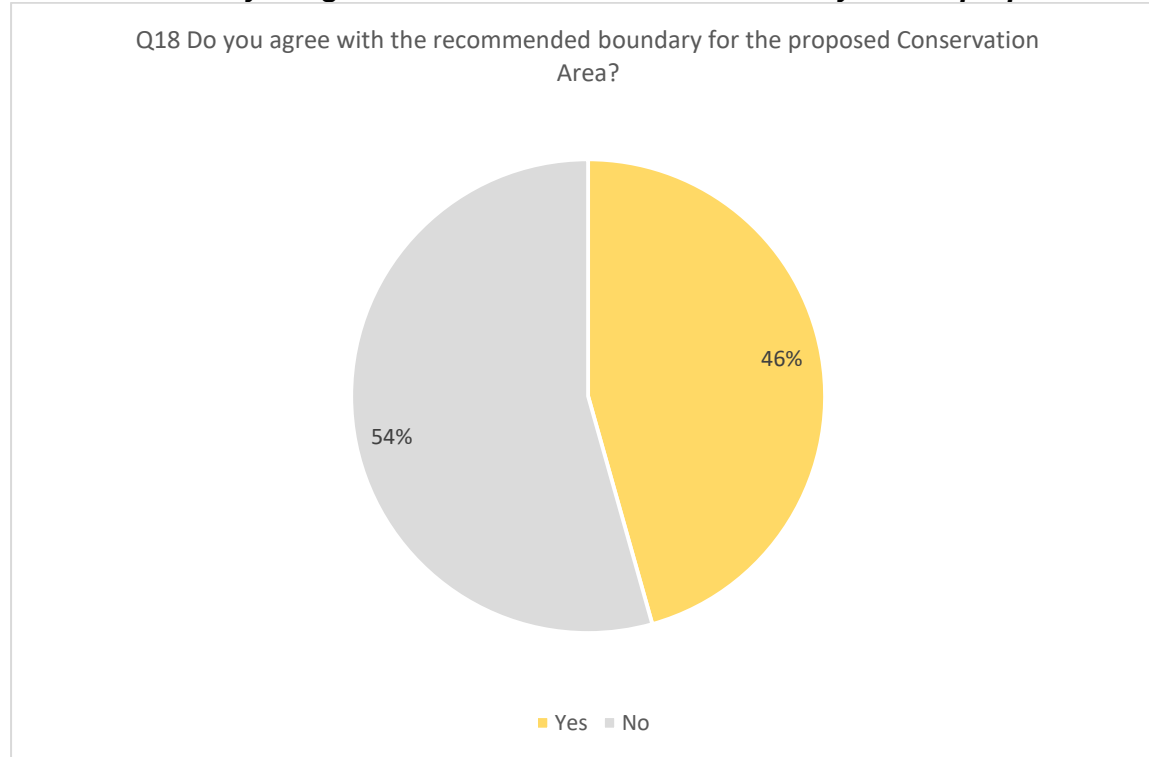
A general tidying up Hamlet Court Road, too many areas where restaurants have spilled onto the pavement. Repainting and refurbishment of brickwork above ground level. Encouragement of shop owners to smarten up shop fronts. Planted areas. Discourage beggars.
by owners being obliged to preserve the architectural details of buildings in the area and maintaining them.
Outlining a little more about what is being proposed to improve short and long term and the timelines of these proposals.
shop fronts
More trees and restoration of historic architecture
Make grants available for people to put back in original features
Restoration of buildings attracting new businesses.
There are grants which could help landlords improve their frontages and also landlords must be made responsible for the maintenance of their properties which is not currently happening.
NO Pedestrianation!! This would kill the area as has happened with Southend High Street (which we find unsettling at night) Allow a more café environment at the wide part. Remember Hamlet Court Road is still an important thoroughfare. Keep the carpark at the London Road end (top) this will encourage more to visit. Also useful for the audiences going to the Palace. We have tried to find somewhere to eat in Hamlet Court Road prior to going to the Palace Theatre - nothing! Whatever some want the car is not dead!
Encourage new developers
Hamlet Court Road and some of its surrounding areas has achieved a poor reputation for HMO style living and cheap, tacky shops with local residents who have no respect or consideration for the area in which they live. Rubbish and detritus is one of the biggest bugbears of the area I have and the weary, downtrodden look of too many of the shops. Regular cleaning of the area, plenty of bins, a crackdown on ensuring those properties of multiple occupation to ensure landlords are providing bin storage. Ensure considerate planning decisions are made to ensure all future construction is sympathetic to the conservation area and enforce against those who do not.
More hanging baskets
More unique and individual shops so less chicken shops, takeaways etc
Recognising the architectural features of the area and making sure that any changes ie shop fronts are within keeping
Make traditional retail more attractive e.g. reducing rates.
Restore to the Original Architectural appearance
As it says in the appraisal, shop fronts, windows and pavements are a good start.
Common style shop frontage/signage. Trees and shrubbery. More pedestrianisation, enhance cycle paths. Greater traffic calming.
Improving the pavements, roads and frontage of the shops and area.
The area needs to encourage larger businesses or even small businesses which are attractive to the general public. The high street needs revamping and regenerating and it needs to compete with places like Leigh Broadway.

Restore the shop fronts Restore windows Paint the area
Shop front preservation and reversal of unsympathetic signage.
Encourage more quality shops
Funding to help improve shop fronts. Signage to identify the area. Street furniture to encourage family socialising.
No improvement
Lay down design themes (minor) for shops to follow so that there is a consistency with the look. Provide an incentive for landlords to restore/renovate their properties
Plant trees, improve consistency of shop frontage, look at how to improve paved areas, reduce street furniture, reduce business rates to encourage independent businesses that aren't charity shops or take outs, permit only parking around station area.
N/A
General greenery, investment in street tidiness, building upgrades
More in keeping shop fronts. Trees, shrubs. Boarded up shops put back in to use.
Certain shop fronts need improving or replacing, good taste rather than bad taste needs to be applied, no refuse of any kind "household or business" should be allowed to lay on its pavements at any time. Storage for such waste should be found out of the public sight.
Ban plastic signage. It's horrible and cheap. If you want good people to spend money they won't come if it looks down and out. Plastic is dead, causes loads of pollution. time to get rid of it! If we want a better plastic-free world start with HCR
Preservation of the buildings, including lower part of Hamlet Court Toad including train station, zero tolerance on antisocial behaviour including begging, drunken behaviour etc
People will want to look after it better, and respect it. More money is coming into the area, and more people like ourselves are saving properties rather than changing them. It's lovely to preserve an area.
Encourage tenants fir empty buildings, offer financial packages for sympathetic enhancements, rejuvenation.
Generally tidying up ..less obvious or older looking road signs etc...more in keeping with the older buildings
I think that the recommendations identified in the documentation would offer many ways of preserving and improving the appearance of the area. In particular changing the shopfronts to be in keeping with the historical value of the buildings and improving the street appearance (eg street furniture).
Better and uniform shop facias, tidying up vacant property frontages, better street signage, cleanliness. All in Map A red zone.
Street scape should be included returning the road to is historical including the replanting of trees along the road.

Be granting incentives and cutting bureaucracy so that new like can be injected with bonuses for renovations that contribute to the heritage of the area
Remove undesirable shop fronts, plant trees, selective business choice to improve community feel
Much greater emphasis on street cleansing and fly tipping, dealing with antisocial behaviour,
Looking after older buildings where necessary, more trees on Hamlet Court road itself, more policing of flats due to problems on flytipping - St Helen's road there are a number of flats and flytipping is a problem. Although only parts of the roads off of Hamlet Court are included in the map, the surrounding areas as a whole should be looked at so ensure Hamlet Court can be the best it can be.
Making a wider area to be conserved.
Trees planted. Outdoor seating areas for eating.
Plant more trees along the road as well as planting in general.
Additional lighting - [REDACTED] and the council put additional lighting in the trees (fair lights) which looked wonderful year round
Look at surrounding roads immediately off Hamlet Court - St Helens has an issue with recurrent fly tipping for example - more patrols to deal with this would be ideal. To make Hamlet Court the best it can be, the surrounding areas also need to be brought up too.
Maintenance of the buildings.
All covered in the report
I think it would be great to see some hanging hanging baskets and trees were possible.
Greater importance must be given to the Northern half of Hamlet Court Road, not least of all because many visitors arrive from nearby towns and London to visit the area which has a reputation as a holiday seaside town. The station should be a part of the conservation area, and a walk should be established down the length of the road. It is imperative that greenery and planting is returned to the area, and the community works together to keep this going. While the new block of flats on the Queen's Hotel site may not fit the current idea and delineation of conservation-worthy, it stands on an important historical site which ought to be recognised and shared with visitors. If we sweep these under the rug of unsympathetic modern amendments and repairs, we run the real risk of losing the history altogether.
By wider area designation followed by an ongoing, comprehensive and inclusive involvement of the community in conservation and renewal strategies
All building fronts should be renovated - landlords must be required & supported to do this ASAP. More greenery on the street (planters/ hanging baskets) Shops that sell food/drinks should be encouraged/required to provide a bin outside their entrance(which they should be responsible for!) to help street litter Shops should be responsible for & supported to (eg: Make Southend Sparkle specific scheme for this, with regular checks) keeping their shop fronts(windows & pavement area) litter free & clean.

Grants/ Council incentives for new businesses with particular support for business that are environmentally friendly and those that support wellbeing (eg: arts & craft, hobbies& exercise, gardening, workshops).
Starting with cleaning, replacing broken windows, stopping ilegal renting.
Include whole of road (south of the London road)
I would say everything ground level needs to be improved. The shopsfronts and shops themselves, the road and pavements need re-doing or at minimum a proper clean. The road houses many homeless people too and the top half especially feels unsafe to walk at night or even on a dreary day. The road is essentially charity shops and minimarts, it isn't a place you want to visit currently.
The appearance of the businesses and buildings should reflect the historic aspects of HCR more accurately
I agree with the current proposal
Planting, lighting, uniformed pavement. Help shops with tacky signage.
Investment in building restoration and upgrade of street furniture. Also a street market at weekends would help the community and bring vitality to this area.
By Planning Departments facilitating change of use and refurbishment, encouraging new business, leisure, services, community to return to HCR. This in turn will create the revenue which will then be spent on regenerating the properties. If footfall returns so will the independent shops, none can survive without passing trade.
With minimal spend, the aesthetics of the ground level signage and and lighting could be significantly improved.
Easy- either by giving building owners grants or Partial grants (for example paying £1 for every £1 the owner pays) OR loans specifically to repair and renovate their building fronts. Re loans- building owners could be given a special rate or the option to pay it back with higher interest by selling the property within, say 15 years in order to make it possible for them to generate the money. It's all very well saying replace rotten windows with new ones in timber but a lot of owners simply do not have that money. There is precedent: the government paid to renovate a lot of shop fronts near the Olympic site in East London prior to the games and they didn't even have any architectural merit! If Hamlet Ct rd is a beautiful street with variety in shops visitors will come.
Architectural details repaired, shop fronts renewed with sympathetic designs XXXXXXXXXX
Pavements and street furniture need to be looked at. Return the original street lighting. Trees and planting scheme that recognises the previous grandeur of the street. The park at the top of Hamlet Court could be regenerated as well as the train station, creating a sense of arrival to Hamlet Court.

Question 18: Do you agree with the recommended boundary for the proposed Conservation Area?



Question 19: If no, please tell us what you would like to include / exclude from the area proposed:

56 responses were received

Blue boundary B is best as it is part of Hamlet Court Road and not separate from it. You need to pass through one to get to the other so what is the point of conserving only part of the whole?
The vast majority of the surrounding streets are properties let as flats and HMOs. and are dilapidated and run down. The average resident probably could not care less if it was a conservation area.
why include the north end of hamlet court road and not the south end. doesn't really make sense!

Should cover the entire road (with the shops)
I think it should go further. Everywhere you look, you can see older buildings that could and should be preserved.
If anything I think it should be wider as there are so many roads of beautiful architecture locally into Westcliff
It should include the wider area that covers the south part of Hamlet Court Road
Include part of the north Hamlet court road
Some of the streets running off the high street should be included, as some of them are very old and we do not want their character being destroyed. Linking the seafront, railway area and up to the cliffs pavilion and down and across to the The Leas.
There area should be increased any conservation areas are only a good thing for any town
the area down to the railway bridge and station
I would like the entire street to be considered and adjoining streets
I would like to see the boundary & the whole idea dropped
the area at the bottom to be extended westwards
The whole of Hamlet Court Road should be included as well as the side roads leading off it
Include the suggested blue area.
i think the south end of hamlet court road should be included (wider study area in blue) as stated in other comments. The art deco buildings in the south should be maintained as they are beautiful buildings. And by including this area the shops in the south end will have a much better chance of survival and bring many new businesses in to our already long list of empty shops.
Add lower section.
The whole of hamlet court road including the south side down to the bridge. And ditton court road, especially the larger houses.
I would like to include some certain surrounding roads such as: Ditton court road, Preston Road, Cossington road, Canewdon road.
Should be the wider area.
Expand to bridge so as to force change to bridge and protect railway station
Ditton court road should be in the boundary
I would like the surrounding roads (Preston, Cossington etc) to be included.
As I said earlier the southern end of the road has historical and architectural qualities and needs including. It should be given the necessary attention that enhances those qualities, so that the pleasant visual experience starts for those arriving and then leaving Westcliff Station . First and last impressions are of the most important.
Only if it includes map B the greater area for conservation and the whole of HCR
Include lower hamlet Court Road including Westcliff train station, Ditton Court Road, Canewdon Road, Preston Road, Cossington Road - joining up to Milton Conservation area.

Ditton court road and the other roads should definitely be included, whilst the houses still retain their original features.
I believe it should include the wider area (outlined in blue). There are many residential buildings of historical value within this area that I would like to see protected and returned to be in keeping with their original appearance where possible. HCR and the surrounding streets have been on the map for centuries and there are so many parts of Westcliff where historical buildings are being torn down or renovated beyond recognition.
Limit to Zone A red area.
I do not agree with the extended boundary taking in Preston Road and Ditton Court Road (edged blue on the map). I am only happy to support the specific area of Hamlet Court Road edged in RED.
I don't agree with the entire proposal for a conservation area
I feel the whole of Hamlet Court Road should be included. There are some beautiful buildings in the top and bottom halves of the Road, and the atmosphere generated by the width of the Road, looking downwards towards the promenade and seafront, seems to make only having the top half as a conservation area a strange thing to do. The railway station is also the gateway to the Road for a great many people so it seems the logical thing to do to make the bottom half a conservation area as well as the top. Holistic is best.
Include St Helens and adjoining roads
The whole length of HCR should be preserved not just top end.
I would like it to extend further down some of the roads - St Helens and St Johns for example have some lovely residential buildings too which should be looked after
Include all roads surrounding Hamlet Court Road and Westcliff station area.
It would be good if the boundary was extended to include more of the surrounding roads. IT stops short down St Helens and St Johns for example - why not go further down so the surrounding areas can be looked after as well as Hamlet Court itself.
Include the lower end of the road
Widen to include full length of Hamlet Court Rd
The entire Hamlet Court Road should be included, down to the listed Westcliff Station. Not only does this encompass properties and features of note (as detailed in the report provided), it also prevents further disruption from the proposed conservation area and allows the road to become a destination that is accessible by all - not only those fortunate enough to access the area by car. [REDACTED] the majority of traffic comes to and from the station; making this a part of the conservation area and subsequently an area of greater care, attention and improved safety will reduce congestion in the area and help to improve the parking situation too. Hamlet Court Road is important to more than just the local residents, and preserving and helping improve the area will make an enormous impact on the quality of resident and visitor alike. The Northern part of Hamlet Court Road cannot exist in an isolated and exclusive conservation bubble of privilege, which will create segregation between the two halves of the road and will create an inconsistent (and also unpleasant) image of Hamlet Court Road.
The wider area should be included. Odd properties excluded from this area should be included, as is the case in Leigh

The wider area MUST be included
Should be all immediate roads coming off Hamlet Court Road - still an area with old houses, with some particularly important buildings (eg [REDACTED])
Include side streets
I'd like to see it extended
See above - whole of hamlet court road (south of the London road) otherwise will form a 'divided' road, it should be unified and both ends cherished and as the tic and historical value maximised. This could also encourage investment by potential and existing shop owners in the whole road, the more shops the more visitors.
See responses above. Also - the road has a natural flow. To include only one part of it would be detrimental to both the south and north of the road. One part of the road would benefit from protection of buildings and areas and the other part should be similarly protected to ensure that the entire road maintains an appropriate condition and appearance.
Top end of London road too Ceylon road and ditton court down to railway including arches could do with some help. Many people using palace theatre only see Ceylon rd car park. If the corner ([REDACTED]) and lighting were improved it would give a better impression.
Station Road and adjoining roads leading to the Esplanade and the Leas conservation areas.
The lower part of hamlet ct road and surrounding roads
Do not include the main Commercial Area of HCR in the area. Set it aside as an area of Special Interest so Planners can use discretion on changes required to breathe life back again.
I strongly believe it would be prudent to include the entire length of Hamlet Court Road, south of London Road in the proposed area.
I would prefer it to be wider to include lower part of HCR. Firstly there are some lovely buildings of architectural merit [REDACTED] and that whole block, [REDACTED] with nice details.
Expanded to full length of Hamlet Court and some further side streets.

Question 21: If yes, please tell us why you agree with the proposed boundary:

31 responses were received.

The larger area has significant culture significance.
You cannot preserve the whole of Westcliff!
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?

already stated in comments in this survey
The first boundary (identified within the red line) encompasses the commercial side of Hamlet Court Road. If this is successful, then it could be extended in the future. Surely, it is best to start small and well?
Plan A gives scope for initial improvement, while plan B could be implemented if plan A was successful.
Seems sufficient
Conservation Area should encompass the entirety of Hamlet Court Road from London Road to the train station. Visitors to Westcliff by rail should step off the train and straight into an area they perceive as being an important Conservation Area.
The boundary should be from Westcliff train station up to London Road so whichever end of this road you arrive at there is protected buildings of stunning beauty and tree-lined road plus nice eating places Creating an almost village atmosphere
the larger the area of conservation the more likely the area will be maintained and preserved
most of the interesting properties are within this area
It seems reasonable without going overboard. Mind you it all seems fairly obvious and is useful to see the buildings considered as interesting. Save what we have now! Make it viable for the small traders and don't kill it before you start with high business rates, better to have thriving small shops that will in the end benefit the area.
As stated in Q 5 the whole area cannot be designated a conservation area. I think the review has highlighted the most important area and also recognised other properties/areas in the near locality which also warrant special attention
The proposed area covers the top and most architecturally important part of Hamlet Court Rd and encompasses other specific buildings outside the area which have been proposed for local listing.
I can see no beneficial reason to change it.
Includes relevant housing that has period features
The historical building line continues along until that part.
I agree with the boundary but believe it could be extended also
The buildings in the area included are the ones that have impressive features from Victorian times: balconies, sash windows, bay windows etc
I think it is important for the boundary to include streets close to Hamlet Court Road (such as Ditton Court Rd) to support the economic regeneration of a broader area. Looking at the Milton Road conservation area is a good barometer of the opportunity that could be afforded to Hamlet Court Road and the surrounding roads
there are many houses that are dilapidated but none of the home owners or freeholders are wanting to make the area nicer. This will hopefully increase interest for this.

Current resident and covers the nice parts of Hamlet Court Road area.
A better result will be achieved by focusing on a smaller area.
Think it covers the main buildings and areas that need preserving
I think change needs to start somewhere and while it would be amazing to have the whole of Hamlet court road, down to the sea as conservation status, it may be best to start smaller.
I believe it covers the right area
Because it outlines the most significant area of cultural and architectural significance
Yes but I would also like to see it extended as suggested in the wider study area.
It will improve the appeal of the local area
I think the boundary is a good size which includes the whole road including businesses which are wanting to show support
I don't agree to including some low-merit buildings in there but generally yes to protecting the main of it. I also think the old banks near the station merit protection.

Question 22: What other action, not already mentioned, do you consider is needed to conserve / enhance the proposed Conservation Area?

63 responses were received.

Encourage better shops. Aim for it to become more like Leigh Broadway
More green spaces, trees, flower beds, and good upkeep of them.
There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?
As I mentioned above, simple measures of tidying up the street and paying attention to the bins would make so much difference. I feel that there is an air of "I couldn't care less" by the authorities who have, until now, neglected this area and allowed it to become an eyesore, a far cry from its previously attractive heydays, allowing boarded up shop fronts to become vandalised, and premises that have been subject to fire some time ago just left to look shabby and neglected.
Looking at the standard of the pavement.
The timescale needs to be long term with phased stages of implementation with a budget already in place for each phase.

As above clean up the area as a whole and stop running it down with new off licenses!! Drug dealers hangout [REDACTED] [REDACTED] not good.
see comments at 10 above. [REDACTED] nearby [REDACTED] conservation area not that anyone would think so to look at the dilapidated state of many of the listed buildings and the amount of rubbish etc left in gardens
Council planning board to uphold heritage features and stop allowing changes not i. Keeping with area
As above, incentivise store owners if necessary to retrofit a new facia which is sympathetic to the street's heritage. I realise the Council doesn't have so much power in commercial issues, but consider a "restack" of the existing stores. [REDACTED] [REDACTED]. Put planning restrictions on the number of e.g. bars, food outlets, etc, so that there is a nice mix of shopping, dining, and cultural experiences.
To insure no empty shop is turned into a cheap open all hours alcohol buying shop, and existing businesses are forced to upmarket their shop fronts
None
More trees
We have some local family run hotels. Existing infrastructure re high street, parks, cliffs pavilion, railway links and the beach and top promenade and green walk ways down to the beach. We should be coordinating these things so that families can spend time and money when they come down for family days out or their family holiday, We should improve the beach areas and connect the other conversation areas, build a paddling area so that there is water for families when the tide is out, perhaps have some beach huts. There are some shops which have a very large floor area, i think some could be better used now to serve the community, ie keep fit areas, dancing, singing, art areas, social areas. The school halls are not able to provide this any more as they use it themselves for after school clubs, church halls are being sold off. There is less and less for the community to use.
Additional funding to help the small businesses get up and running
upkeep of buildings
Increase the area
Planting more trees and ensuring Landlords maintain their properties and any new flats approved must have adequate facilities.
I think that you have covered it. Be nice to have some plants hanging from lampposts and better lighting (in keeping with the proposals)
Encourage new developers to the area
Chase property owners/managing agents of vacant properties to ensure they retain their empty buildings in a considerate and safe way - not allowing them to have fly posters all over them, fixing broken windows/damaged areas etc
Unsure

Council support in encouraging small businesses to return to the road ie rates and rent
Introduction of Electric vehicle p/charge stations
I am deeply worried that we could end up with a thriving top end of hamlet with the bottom south end left with even more empty shops.
Widen pavements.
Encouragement of businesses Regeneration of the area
Parking restrictions Not allowing rented caravans Cleaner streets
Improved parking restrictions to avoid the amount of commercial vehicles that are parked [REDACTED] for months on end. No more houses allowed to be converted to flats. Rubbish and dog waste improvements
Floral displays and Christmas tree and lights like there used to be.
Introduce schemes to encourage local residents to shop in Hamlet Court Road. Introduce schemes to encourage patrons of the Cliffs Pavillion to dine out in Hamlet Court Road prior to going to the theatre.
Replace top of Hamlet Court Road toilets and remove crack addicts from benches. Enforce illegal consumption of alcohol in the street laws or remove the signs.
The public stairway down to the C2C train station is always littered and has many homeless people squatting making it feel unsafe to walk there. Pedestrianise Hamlet Court Road so that it attracts more people, residents to come to the area and support the local businesses. Additionally, it makes it a safer environment for families to come with their young children. Having the extra space would encourage alfresco dining from restaurants and even perhaps an area for food markets (like Borough market in London). Again all this could in time attract a more affluent customer to the area. Finally, the area in the middle of Hamlet Court Road is wasted space. Is it for parking/this is completely unclear. There must be a better use for this area.
The area needs weekly cleans and tidy ups! We have moved from Havering and have never seen so much rubbish on the streets!! Rubbish attracts rubbish
Sort out the homeless issue at top of hamlet court road and general waste found on streets

The council needs to start considering more carefully their approvals of unsatisfactory developments and shop to flat conversions that has such a damaging impact on the street scene and quality of life. They now need to concentrate their energy on rectifying those mistakes of the past, and never make the same mistakes again!!

This is just an opinion. shops are changing becoming less and we have a tendency to end up with building societies, charity shops, a ton of cafes that are not necessarily bringing in lots of shoppers. Times are changing but shops and shop fronts are still necessary and useful. [REDACTED] Artists need somewhere to work and the last time we looked there wasn't a lot of places and the artists we interviewed needed dedicated space and couldn't find anything. Some of these shops could be converted on the ground floor to be small units for artists to work and joint larger spaces to show their work. Also [REDACTED] a regular outdoor market going in HCR and for it to be a niche market for people here and elsewhere to come and sell their designer clothes. loads of young designers have nowhere to show their work they leave college and are left frustrated with how to deal with this except for using the internet. This could be makers of clothes, shoes, bags, food, genuine antiques, music, dance theatre. all in the weather every fortnight or month. It would be so unique that it would bring in hoards of people. Mary Portas spoke recently about how buying clothes online did not surge and was far less than expected. we were buying fewer clothes online. people got bored with sending them back and forth in the post, often being charged money to do this. coming to a specialist market where there are unique clothes on offer would be a real pull. I have contacts in this area so know how frustrated some young designers are feeling. It needs to be special and stay special or people won't come. This is an edgy area so its perfect for this type of market.

Inspection of rented properties, zero tolerance of antisocial behaviour - zero means zero - no begging, squatting etc reduce car traffic in area. Encourage pedestrians, responsible bike riding. Improve policing and maintaining law and order.

Engage locals.

Mainly the extension to include the wider map area.

Some historic buildings (as in Map A) are not in good condition. Fascias of shops also not well presented especially the ones with empty flats above the shops.

Ensure that landlords maintain their properties to a significantly higher standard than some do currently; ensure that empty retail premises are more effectively boarded up; provide sufficient waste receptacles and ensure that they are regularly emptied; clean and repair pavements and roads.

More trees/green space/poor road quality

It will be so important that there are measures in place to ensure the lower half of the road, not currently in the conservation status is also looked after and fits with the top half of the road. For example the great work of the conservation status will be completely undermined if the neighbouring houses on the road are ill-presented and in disrepair and discourage visitors to the street in general. Likewise wider initiatives into antisocial behaviour and not allowing endless cheap alcohol shops to open on the road would really help to ensure the street thrives.

Flowers and art works

I think permit parking should be offered to residents as parking here is a bit of a nightmare currently.
By bringing back the area into feeling a prestigious, pleasant SAFE place to live/visit. [REDACTED]. More plants trees seating areas. Have craft markets. Less poor quality accommodation rented out. Move all hostels out of the area. Especially those who accommodate ex - offenders.
As above
Parking permits for those living on both Hamlet Court and the surrounding areas would be hugely beneficial to residents. Very limited parking is not a selling point when encouraging people to this area and if it were to be a conservation area, as well as it being a conservation area being a huge positive, having easy access to parking will only enhance that.
It would be lovely to see more shops [REDACTED] on Hamlet Court itself rather than roads off of Hamlet Court. These types of shops are what people would come to expect from a conservation area - local, artisan and great quality.
Financial support and inforcement
That we continue to support, encourage and grow the community connections already there.
<ul style="list-style-type: none"> *A designated historical walk with signifcant sites designated * Improved planting/ care * Restrictions preventing low quality and unsympathetic signage and frontage to the whole road * Residents/ Business permit parking / support
See answer to question 14
As described above
See answers above. The area would also benefit from more planting of trees.
Nothing to add
Support from the LA, businesses and residents
A weekend street market would benefit the community and bring vitality to the town
An open-minded approach to increasing the number of hospitality venues on Hamlet Court Road.
It's very simple- the council needs to stop encouraging the decline of small businesses and create a commercial environment in which they can thrive. This means creating a fair playing field between online giants and these little shops- tax every sale the online giants make because proportionally they don't pay the same as small shops. Redress the fact that people were forced to shop online for a year of the pandemic, [REDACTED] at the expense of our local shops. Provide grants to start-up shops, think about how parking impacts small shops disproportionately. Research what shops local people say they would use- maybe specialist shops like delicatessens, artisan bakery etc then encourage people to come in and do that with grants. Ditto Southend high street- Southend could be amazing with the right managing.

More trees and plants. ■■■ HCRS group recently replanted the large planters with shrubs and herbs which specifically encourage pollinators.

A community hub building or heritage centre. Christmas lights - street market. Bus route

Question 23: If you have any further evidence to provide, please do so here.

Two people provided a link:

https://s3-eu-west-1.amazonaws.com/ehq-production-europe/df4d7d35d1d31e9f89636cb5a67b7d07ccb99c98/original/1618588382/d9952fe49b7fc0d417c28b2b5467cafd_HCR_No_103_with_Clock_Renovated.jpg?1618588382



https://s3-eu-west-1.amazonaws.com/ehq-production-europe/f51864c2663dcdf1ef8fbc46708a36a0d9ff963/original/1617817708/64326a822a26624fa9645662aaa5f87d_F0F53D85-FAD5-4ABD-8AD1-75910B0C9C9C.jpeg?1617817708



Question 24: If you have any other comments about the proposed Conservation Area, please tell us here.

43 responses were received

<p>There are other areas in greater need of attention than this area. This area looks ok where as other areas in Southend really do need to have some for of regeneration. So, Why are you doing this in the first place?</p>
<p>i have previously informed the council of the poor state of many of the listed buildings/ properties and the general run down appearance of some of the the leas conservation area but nothing changes. hopefully something positive will emerge from this latest plan, which on paper, sounds great but does not inspire confidence. currently, the only conservation area which seems to be properly maintained is the area around brittle square</p>
<p>I think this could be amazing for the area. Southend has been run down beyond all recognition, let's attempt to not let Westcliff go the same way.</p>
<p>I just want to say THANK YOU to the Council for picking up this very important issue. I realise that we are in the middle of a pandemic and the Council has other priorities. We are very grateful that you are giving this any attention at all at the moment. If the Council can't put Conservation Area status in place immediately then I would hope that maybe restrictions could be put in place to stop shops being turned into housing while the finer points of this new scheme are finalised. Again, THANK YOU for addressing this matter.</p>
<p>I hope the committee look at the whole road and realise just how beautiful and lovely it is so its protected</p>
<p>The wider area appears to have cross-party support and the survey by Hamlet Court Conservation Forum has confirmed this. A conservation area needs residents and the original proposal only has shop keepers on leases and rented property.</p>
<p>Please start uniforming the shop fronts and do not allow any more to be destroyed</p>
<p>pleased this is now happening</p>
<p>I strongly urge the council to grant the area conservation along with the wider area . I feel the council does not appreciate the beautiful architectural heritage we have in the street. It could be a very real draw for people who visit Southend.</p>
<p>You don't have to throw huge amounts of money to achieve a tasteful preservation/conservation area. In the end it needs people to enjoy Hamlet Court Road and not fear the area as it is at times with Southend High Street - Which is as i have said a disaster area.</p>
<p>Businesses are already struggling & any "conservation area" would hinder any new development</p>
<p>I think it would be an amazing thing for both Westcliff and Southend. There is so much potential with that road for residents, businesses and after the pandemic visitors from further afield.</p>
<p>Hamlet Court Road and the surrounding roads have such potential for both businesses and residents and this proposal will enhance the whole area.</p>
<p>I would like to volunteer contributions at meetings and consultations</p>

I do feel the wider study area is a much better option but i do feel that if there was a 3rd option to just include all of hamlet court road rather than including the surrounding roads could be a good option too.
It will be a great asset to the area.
I have the original paperwork for my property and the surrounding land if this is something you would like to have a look at.
I think the wider area should also be considered and hopefully this will encourage business to rent the shops further down
I think the road has become really run down. It would be amazing to see it be restored and come back to life. Currently feels really intimidating and sad to walk down the road. It would be so nice to restore some life and love into our local high street. Covid has not only taught us to be patient but also taught us to shop local and love our area. It would be amazing if it had a local butcher, grocery bakery and the love a high street should have . I really Hope people support this amazing pledge to restore hamlet court road
The rail bridge area at the end of hamlet court road is in contrast to the street and needs urgent attention.
Cannot happen soon enough. Thank you for trying to improve Southend.
The public stairway down to the C2C train station is always littered and has many homeless people squatting making it feel unsafe to walk there. Pedestrianise Hamlet Court Road so that it attracts more people, residents to come to the area and support the local businesses. Additionally, it makes it a safer environment for families to come with their young children. Having the extra space would encourage alfresco dining from restaurants and even perhaps an area for food markets (like Borough market in London). Again all this could in time attract a more affluent customer to the area. Finally, the area in the middle of Hamlet Court Road is wasted space. Is it for parking/this is completely unclear. There must be a better use for this area.
If we all want HCR to succeed it needs to be more than just given Conservation protection to survive. More effort is needed to bring it back to life and give it a beating heart again. please see point 10, 11 and 14. It takes effort to make a change. The council needs an action group to turn HCR around and take advantage of that brilliant wide avenue. You cant have stuffy people. must have massive ideas flowing and no boundaries or you stifle creativity and end up nowhere. We need thinkers, artists, sympathetic designers, business project architects to be involved with the public locally. small steps become bigger over time. without a strong well thought through plan nothing happens and we get the same old things and then no one wants to visit.. as nothing special.
Stop the delay and get this passed as soon as possible so that funds can be released and the area upgraded without delay
I fully support this proposal and feel frustrated that it has taken so long for this to be considered, as well as the current plans to exclude the wider map area in the proposed conservation area. As a long standing member of the local community this would be such a welcomed change to our area that would benefit local residents and business owners and multiple social and economic ways.
I think the Zone A red area makes sense but not the Zone B blue area.
Again, I DO NOT support the wider area edged in blue. I only support the area specific to Hamlet Court Road (edged in red).
I think it's a wonderful idea and very exciting to think of this beautiful area which has become so run-down being restored to the jewel of a shopping and socialising area which it has the potential to be. As it used to be.
PLEASE MAKE IT HAPPEN. It will be a travesty if Hamlet Court Road is overlooked and neglected for any longer.

Excellent idea which will bring visitors to the town and spend money in the area. Knock on effect.
Really hope this comes to pass as it would be a huge boost for the area. I'm from Southend but lived in London for 5 years. When I moved back I moved to this area and Hamlet Court is my main shopping street where I do my main weekly shop. I've already seen some nice places open that make the area feel nice such as Frank & Luna's, Tinted and Made you Look flowers but they are on roads off of Hamlet Court as opposed on it - it would be lovely to see some more places of this ilk arrive here.
Regular street cleaning needed, less fly tipping and dumping being allowed along Canewdon Road by Hamlet Court Road itself.
This is a great idea - would be fantastic for the area if this was passed.
It should be a conservation area as it is just as important as the areas currently covered. The shopping district of Hamlet Court Rd particularly so as it has such a rich history that is not being taken care of as it should be
I strongly support this initiative in protecting one of Southend's most historically important areas.
Although I agree with everything mentioned in the Appraisal I worry about how residents and business owners will be able to afford the recommended alterations. Not knowing much about how this process would work, would there be opportunities for conservation grants / loans to be created? I love living in this area because of its diversity and feel it would be a great shame if this changed because people couldn't afford the recommended changes. Well done to all those involved it was a great read and yes I look up at the buildings a lot more because of it. Thank you
Designation of the wider area has been denied since 1971 and 1981 when the equivalent contemporaneous areas were designated in Leigh. This is nothing less than the most important opportunity to rectify this in the central area of our town and must be recognised as such.
A conservation area of just the top half of HCR is unviable as the area needs residents to take it forward. The larger area which includes Preston Road, Ditton Court Road and the lower half of Hamlet Court Road will make the conservation area feasible.
I feel that this would be a huge improvement to the area. From being a local resident I would love to see this area improve and feel this programme would be a great benefit to heading in the right direction to allow this. It would be lovely to see the area how it once was with thriving businesses surrounding the road. I also feel it would make the road/area a safer environment
I am for conserving and preserving where practical the history and buildings of an area. Whilst there may be grants to support historic preservation, this is not guaranteed and probably would only cover a small amount of the additional costs a Conservation order might have. HCR is an area of Special Interest but as a Commercial area, the fewer Planning obstacles to Business the more likely regeneration will happen. Let the Council Planners use their discretion to allow change to happen. Without change, investment will not come in and the fabric of the buildings will suffer as a result.
To reiterate, I strongly believe it would be prudent to include the entire length of Hamlet Court Road, south of London Road in the proposed area.
I think there should be recognition that new buildings of exceptional design can be a positive addition, the problem has been new buildings of mediocrity. I also think building owners should be able to make alterations if they are sympathetic to the general shopscape.
There are people from the whole street working well together as business and community so to designate one over the other could be divisive, at a time when we are trying to encourage more collaboration. https://www.hamletcourtroadshops.co.uk https://fb.me/HamletCourtRoadShops

Appendix 4: Consultation Responses – received via Letter / Email

I have completed the survey and think it is a fabulous idea. I would like to also add that it would be great to see a grant / initiatives to attract new boutique shops or restaurants etc to Hamlet Court Road. Leigh Broadway with such a reputation and it would be great to see Westcliff have a similar parade. It is nice to see charity shops but it does not feel the same and attracts potentially the wrong people to the area.

It has come to our attention that references to our property, including photographs, have been used by the organisation seeking conservation area designation for the wider Hamlet Court Road area. Please be aware that no prior permission for these references or photographs were sought from us, and that we would have been unlikely to give such permission had we been consulted in the first place.

We have been in touch with the chair of the Hamlet Court Conservation Forum, [REDACTED], who revealed that he and "a couple of other experts" considered our house deserving of a national listing. However, now that we have informed him of the extensive alterations made to the interior and the rear of the house by former owners, he now feels a national listing would not be appropriate, and is referring instead to a local listing. Please note that we are not seeking ANY form of listing, either national or local, and are anxious to prevent this being taken forward without our knowledge. Therefore, please could you let us know how your department would deal with any approaches made by any organisations or persons other than the owner of a property.

I fully support protecting our area, I have lived here for more than 20 years and all of us [REDACTED], have worked hard to preserve our road and surrounding roads. I think if this is not made a conservation area, the beautiful building will fall more and more into decay. Bring this area back to what it was years ago.

May consideration be given to the whole shopping area of Hamlet Court Rd when you make your decision on a conservation plan as the architecture is of a top quality the likes of which may never be seen again. Let's have somewhere special in our town for people to come and browse round having a unique experience of years gone by please please do not let this once in a lifetime opportunity pass you by when you make you vote on our future and children's future.

Representation from Chartered Architect and Town Planner.

Original Representation: Significance of the layout of Ditton Court Road, Westcliff-on-sea and possible linkage to Garden City planning practice and Raymond Unwin

For the attention of the Hamlet Court Conservation Forum, Southend-on-Sea Borough Council Officers and Purcell Consultants

1. I have exchanged correspondence with [REDACTED] Chairman of the Hamlet Court Conservation Forum [HCCF], about the historical significance of Ditton Court Road [DCR], Westcliff-on-Sea, its property development and avenue landscaping, and the possibility of its protection as a designated heritage asset. I understand that The Council's Consultants, Purcell, have included DCR as an area warranting further examination rather than immediate designation.

2. As an architect, town planner and historian, I have spent over 45 years researching and recording the history of the Garden City movement and the contribution of the practice of Barry Parker and Raymond Unwin to Arts and Crafts housing design, and specifically (Sir) Raymond Unwin's influence on the evolution of statutory town planning, from the Housing and Town Planning Act, 1909, to his death in 1940. I have published the histories of Letchworth Garden City and Hampstead Garden Suburb and an

English Heritage book, *Introducing English Garden Cities*. I am recognised as an international authority on the Garden City movement, having contributed conference papers and seminars worldwide over the past 30 years.

3. In October 1903, at the invitation of the developers of Letchworth, First Garden City Ltd., Unwin spent three weeks on site and in conjunction with Parker prepared the layout plan, which was approved in April 1904, after which development commenced, subject to design control drafted by Parker and Unwin. In 1904-5 Unwin was appointed by the emergent Hampstead Garden Suburb Trust to plan its new garden suburb. Development commenced after the land was formally conveyed to the HGS Trust in May 1907, upon a refined layout plan by Unwin.

4. Barry Parker (1867-1947) and Raymond Unwin (1863-1940) had joined in practice in 1896 in Buxton, Derbyshire. They were well-aware of the procedure of the ground landlord imposing restrictive covenants to preserve amenity under leases to developers or individuals. Local authorities imposed byelaws under public health legislation. Parker and Unwin initially designed Arts and Crafts houses: although Unwin was committed to reform of working class housing this was largely theoretical until 1902-3 when he designed cottage groups for the initial phase of development for Rowntree workers at New Earswick north of York, codified under the Joseph Rowntree Village Trust in 1904. Cottage estates at Letchworth Garden City and Hampstead Garden Suburb followed until the 1919 Housing and Town Planning Act created the exchequer subsidies for local authority council housing.

5. Individual houses by Parker and Unwin spanned a range, an important constituent of which was 'the smaller middle-class house for a socially-enlightened client'. Two of these were

commissioned by doctors living in suburban Southend-on-Sea and were built in 1902-04: [REDACTED], Leigh-on-Sea for Dr Gallie Fraser and [REDACTED] Westcliff-on-Sea for Dr Valentine Knaggs. Correspondence preserved in the Essex Record Office appear to indicate that these houses were principally 'Unwin projects', that Unwin had visited the area, and was familiar with the byelaw requirements.

6. Residential development of Westcliff-on-Sea was stimulated by the opening of the railway station in 1895. The land embracing Ditton Court Road was in pole position curving round to approach the station at one end. The intrinsic qualities of the development are manifest in a series of historic postcards in which HCCF state that it has identified 'Garden City landscaping characteristics' in the avenue planting alongside DCR, which correspond to an illustration in Raymond Unwin's book 'Town Planning in Practice' (1909) (Illus. 228 'Examples of lighter building roads and drives as used at Earswick, Letchworth and Hampstead'). [REDACTED] has stated that he considers that there is a link 'to Raymond Unwin's design influence at the time'.

7. While recognising and setting out above confirmation of Raymond Unwin's presence in Westcliff-on-Sea in 1902-04, at which time a document prepared by the Ground Landlord offering leases for plots along what became DCR, might have been available for inspection to assess potential for further P&U projects. I understand from [REDACTED] that DCR was laid out in 1904-6 with the avenue planting implemented at that time, and it registers impressively on the postcards. This is a matter of significance related to the urgency of formulating an appropriate conservation policy to ensure its survival, and enhancement as an exemplar of the high standards demanded, an objective which I wholeheartedly endorse. However, I have concluded that a specific link to Raymond Unwin remains unproven and coincidental.

8. Finally, there was no statutory town planning procedure in 1904-6. Early development at both Letchworth and Hampstead Garden Suburb represented a broadening of the Ground Landlord powers to embrace communal benefits. Demonstration of these matters at Letchworth, and, particularly, Hampstead Garden Suburb paved the way for the emergence of statutory planning in 1909 in the Housing and Town Planning Act (a landmark which publication of Unwin's book was intended to commemorate as a practical manual).

ADDENDUM in response to Southend Borough Council request for representations

A1. I received a series of emails from [REDACTED] Hamlet Court Conservation Area Forum [HCCF], initially in August 2019 and intensifying over the Winter of 2019 extending into the Spring 2020 March lockdown. This has precluded (and still does) my refreshing my visiting of the area, and Ditton Court Road in particular, with its symbiotic relationship with the Westcliff-on Sea town centre, as a significant area within the suburban hinterland of Southend-on-Sea, as developed in the late 19th and early 20th centuries. [REDACTED] thesis, on behalf of HCCF, was that Ditton Court Road was an early example of Garden City Planning standards applied to a fast-growing suburban expansion of Southend-on-Sea, and that Raymond Unwin. I have stated above why I disagree with this, but I wish to restate my position, and conclusions vis-à-vis the overall boundary of the proposed conservation area in the light of the ongoing consultation procedure. I last exchanged emails with [REDACTED] on 22 April 2020 about his query relating to the railway company and its involvement with the development of Ditton Court Road. I am aware that [REDACTED] and his colleagues relayed aspects of my work in discussion with Council Officers, relating to the group's objective of attaining the inclusion of Ditton Court Road within the

designated area. I have taken this opportunity to re-examine the matter of its inclusion, which I shall explain below. [REDACTED]

A2. I originally visited the area many years ago in the mid-late 1970s, while working on a project to identify the location of individual houses designed by the Buxton, Derbyshire, architectural practice of Barry Parker and Raymond Unwin, whose records, now preserved in the Garden City Collection of Letchworth Garden City Heritage Foundation, were often imprecise as to the location of their many individual houses. Happily I was able to locate [REDACTED] [REDACTED], south of the railway line and Westcliff station and [REDACTED] (1902-03) at no. [REDACTED]. The clients for both were doctors. Both houses were included in James Bettley's revision of Pevsner's Architectural Guide to Essex (2007, Yale University Press, New Haven and London) and are both statutory listed. Both are, of course outside the boundary of the conservation area, and its setting as defined by Southend Borough Council [SBC] and their consultants Purcell.

A3. I last visited the area in 2013, when I was giving a lecture locally, when I drove around the area, including Ditton Court Road. I was unable to revisit personally following the imposition of lockdown in March 2020. Like many, I have only been able to do a 'virtual tour' via Google during my period of email contact with [REDACTED] as figurehead of HCCF. Early in the New Year 2021 I was telephoned by [REDACTED], to discuss my involvement with [REDACTED] HCCF. On 23rd February I received an email from [REDACTED] SBC announcing the commencement of the public forum of the proposals and the circulation of Purcell's DRAFT Conservation

Area Appraisal [CAA]. My comments below are based upon a study of that document.

A4. Overall [REDACTED] CAA is a thorough piece of work, reflecting the fruits of detailed study of prime historical sources of information, particularly maps, and the integration of this data with site inspection. However, I have found some analytical inconsistencies upon which I shall expand below. It is evident that the railway provided the initial impetus for suburban development to the west of Southend-on-Sea, but at a 25-30 year distance from the 1874 OS

map D p.21, which was the first to show the railway, although without Westcliff Station, which followed in 1895. It appears evident that the field boundaries influenced the parcelling out of development land, and the 1897 map E p.22 shows the area poised for development, which burgeoned after the turn of the century, with Hamlet Court Road laid out, named from the various 'Hamlet' properties shown on the earlier map.

A5. It is important to recognise that development was not controlled by planning legislation. Possession of the freehold of the land enabled the owner to build, but after 1875 Public Health Acts and their local equivalents, controlled the laying out, width and construction of highway roads and the spacing and drainage of houses, outlawing the insanitary back-to-backs of the mid-19th century. This enabled the developer to maximise return through ubiquitous narrow-frontage terrace houses with back projections, a form reflected even in the typology of spaced-out semi-detached houses on St. John's Road. The 1922 OS map F p.23 shows the impact of this. A similar pattern could be seen south of the railway, in streets such as Pembury Road, which were in effect corridors, with a focal view towards the sea front below.

A6. However, I have concluded that notwithstanding that the area including Westcliff town centre shops (the sole Conservation Area designation focus of the Council and Purcell's CAA), the full length of Hamlet Court Road, and Ditton Court Road stands out as an entity, together with Westcliff Station, which provided the catalyst for development of the area, merits designation on a holistic basis. Restricting designation to the presently limited area would, I believe, ignore key points in Purcell's CAA Report, which they have applied most consistently in their recommended designation area, notably the degree to which, and manner of alteration of buildings, has devalued their appearance and architectural significance. When considering the southern length of Hamlet Court Road and Ditton Court Road, the analysis appears to have concluded, particularly on the installation of UPVC double glazing, that this has devalued the areas concerned to a degree which renders them unacceptable in terms of special architectural interest. It also downplays the high historic interest of much of their defined Setting study area. In the light of this, I have defined an alternative 'Unitary Conservation Area' proposed designation, integrating the recommended Area for Designation, a significant proportion of the Appendix C 'Further Townscape Analysis of the setting, with the addition of Westcliff Station (CAA p.150). I shall expand on this below.

A7. In my opinion, a key question is that, albeit changed does the appearance and thus the character of those areas remain recognisable as what was initially built? I consider that in focussing on the incidence of the re-glazing, the CAA has seriously undervalued the cumulative value of the overall townscape, in respect of those areas south of the preferred conservation area boundary and the railway (including Westcliff Station, which has been accepted as a building of local interest, however). I shall discuss this below with reference to points raised in the CAA. It is accepted that the area to the south comprises the Setting of the proposed conservation area,

including Ditton Court Road and the lower run of Hamlet Court Road, and this area is the subject of a townscape analysis in Appendix C (CAA p.150).

A8. The magnificently ornate and eclectic Queen's Hotel, which opened in 1899, dominated the interface of the railway station and embankment, (CAA, p. 31, illustration and para. 4.2.16). It had been designed by the architects Thompson and Greenhalgh to oversail the development of low rise terraced housing on the slopes below the station, and to be a visual symbol of the high-quality design values of this early pre-1914 phase of development. If dominant, compared to the housing in Ditton Court Road, it was complemented by their eclectic detailing. Nominally remaining open in the 1970s, the Queen's hosted rock and punk music concerts during the 70s-80s then suffered dereliction and terminal damage by fire during in 1989 and was demolished. Its exuberance was comparable with a surviving building (selected by the CAA as a positive local list building) the former Capital and Counties Bank, 1901-02 by Greenalgh and Brockbank (no. 65 Hamlet Court Road, [REDACTED]). However, the quoted gleefully celebratory assessment, 'Flamboyant commercial architecture with gables and on the corner, prominent entrance rising through a turret to a cupola' (para. 4.2.15, illustration p.65) is actually by James Bettley, for the revised BoE Essex (2007). Sir Nikolaus Pevsner, who died in 1983, was less than complimentary to Westcliff in the second edition of Essex (1965).

A9. The photograph of Westcliff Station (CAA p. 72) manifests a symbiosis between the original station buildings and the south end of Ditton Court Road. While it highlights the prominence of the modernist extension of the station the linkage to the domestic character of the roofscape and gabled dormers of the houses in Ditton Court Road is achieved by the mature trees, some of which are subject to a Tree Preservation Order. This view is

framed by more trees on the lower right, which masks the dominance of the flats on the site of the former Queen's Hotel. This photograph is among those which the CAA has chosen to illustrate the Setting of the proposed Conservation Area. It should be observed that there are some differences in the definition of the area of this setting between Map B Designations (CAA p.14), which excludes some buildings on the west side of Ditton Court by 'tooth gaps' in the boundary, and also the flats on the former Queen's Hotel site, and CAA Appendix C (p.150) 'Further Townscape Analysis of the Setting', which includes the flats. It is noteworthy that this map overlays 7 buildings or groups in Ditton Court Road in red as 'negative features', although the flats' map outline remains un-annotated. I have concluded from this that they are agreed as having a neutral impact.

A10. The CAA appears to accept that Ditton Court Road was originally developed with some of the largest houses in the study area, with an eclectic stylistic mix and lively rooflines, punctuated by multiple dormers and chimney stacks. The communal amenity extended to tree planting, with a planted border between the footpaths and the highway, coincidentally resembling Garden City standards (see my separate statement above, also CAA p.32, paras 4.2.17-18). The historic photographs from the HCCF affirm the original quality (CAA p.32, and others emailed to me by the HCCF) and the comparison with the recent photograph to the right that the general character and appearance remain, enhanced by the surviving mature trees. I consider that the quality of the surviving groups remains recognisable from the originals. While it is evident that some recent development is of poor design and impacts upon its immediate setting, I consider that the overall group value remains strong. This is a significant weighting factor in my conclusion that Ditton Court Road merits inclusion in the proposed designated conservation area. In support I cite the quotation from the Appendix C Map (CAA p.150) reproduced below in para. A11 referring to the beneficial

contribution of a 'dynamic skyline', which I consider survives in much of the road, as a rebuttal to the almost wholesale negative assessment of surviving groupings built in the early 20th century as 'negative features'.

A11. The lower, southern, end of Hamlet Court Road does raise concern about the drastic impact of insensitive alterations to some of the properties. The front extensions [REDACTED] [REDACTED] are probably the worst; however the architectural form of the first floor remains recognisable apart from the oversized central dormer. Apparently inside one of the units a valuable early 20th century shopfront survives, and could be restored. Both shops appear closed and boarded up on the photograph. In reference to the photomontage (CAA p.44) states that, 'despite the loss of these interesting turrets, the roofline along this part of the street has particular interest and character, with the multiple dormers and gables providing rhythm to a dynamic skyline'. It is understood that this positive townscape appraisal may apply to buildings within the area recommended for designation. However, reference to the Appendix Map C (CAA p.150) indicates that none of the buildings along the southern part of Hamlet Court road have been singled out as negative contributors, compared to 7 buildings or groups in Ditton Court Road are peremptorily dismissed as 'negative features' (see also my para A9 above). I am concerned by this apparent inconsistency.

A12. Map B: Designations (Existing? CAA p.14), Map K (CAA p.96) and Appendix Map C (CAA p. 150) combine to produce an almost wholly negative assessment of both Ditton Court Road and lower Hamlet Court Road, a scatter of locally listed buildings and proposed additions including [REDACTED] (a visually balanced house from the later 1920s, dark brown brick, hipped tiled roof and soaring chimneys, equal in quality to interwar designs at Hampstead Garden Suburb). A single building denoting a 'frontage of townscape merit' on the western side of

Hamlet Court Road is extreme minimalism. In each of these cited maps, Westcliff Station (a locally listed building) stands outside the Setting Study area, to the development of which it acted as catalyst subsequent to its opening in 1895 (CAA p.22 Map E OS 1897).

A13. The setting of a Conservation Area stands as an introduction to the designated area, often sharing the same qualities, perhaps of a lesser merit or consistency, but nevertheless a material consideration. It is evident that there is consistency of age (CAA p.38 Map H: Building ages) and in terms of building use a symbiosis between the town centre commercial facilities within (and along lower Hamlet Court Road) and the residential hinterland, (as can be seen on CAA p.23 Map F OS 1922). However, as I have demonstrated above, recommendations for positive local designation within Purcell's defined Setting Study area is far outweighed by negative factors, often I consider, at the expense of my criterion (para A7 above) of the retention of significant overall qualities resulting in the building or groups concerned being visibly similar to their original form. The 'minimalist' identification of positive features (A11) above would not provide the Council with an adequate policy bundle to inhibit further erosion of remaining positive qualities, let alone grasp the opportunities for enhancement.

A14. Consequently I have concluded that it would be prudent to include the western part of the Map 'Further Townscape Analysis of the Setting': the Study Area' (CAA Appendix C p.150) to supplement the presently proposed designation of Westcliff town centre commercial area from the London Road 'gateway', southwards to St Helen's Road. The additional area would comprise the rear property boundaries of premises facing the southern part of Hamlet Court Road, including the railway bridge; crossing over to include the approach to, and the Westcliff Station buildings; re-crossing the railway and rising up the embankment

to include the tree belts across and south of Ditton Court Road. The return boundary would follow that of the defined Study Area along the rear of property boundaries on the western side of Ditton Court Road and northern side to meet the boundary of the presently proposed designated area. For convenience I have termed this a 'Composite Conservation Area', which I submit for consideration in the present consultation period. Below I set out how this might strengthen the Borough's strategy for preservation and enhancement.

A Future for Preservation and Enhancement in my proposal for a Composite Conservation Area

A15. One of the consequences of successive Covid lockdowns is that the future of 'commercial high streets' in their pre-2020 form is uncertain, exacerbating a trend already under way since the turn of the century/millennium, with the increase in on-line shopping, from existing supermarkets and, particularly from on-line only traders. It is possible that existing traders, particularly those whose turnover has been sharply depleted against unavoidable outgoings, may wish to dispose of their properties, and consequent changes of use, for example to local businesses or residential use, could present opportunities for building and environmental enhancement. This has already occurred through a national decision to close the premises of the former Capital and Counties Bank, and change of use to a restaurant to what is now a 'locally listed building' (see para A8 above). Also a building of merit on the eastern side of Hamlet Court Road was undergoing conversion to a hotel at the time of survey in 2020, another example of local enterprise (CAA p. 56 Map 1: Building uses).

A16. Designation of what I have defined as a 'Unitary Conservation area' within the proposed boundaries as described in para A14 above would, I consider, provide the Council with

greater negotiating strength for holistic area enhancement. The underlying historic interest of the area as a whole is strengthened by factors such as the consistency of age of building (Map H, p.38 of CAA) and the incidence of surviving trees and landscape elements (CAA Appendix C p.150 'Further Townscape analysis of the Setting') are potential strengths in both the lower (southern) section of Hamlet Court Road and particularly in Ditton Court Road, as illustrated in the CAA by photographs on pp. 67, 68 and 70. For example, further tree planting opportunities might be explored in restoring some of the avenue planting in Ditton Court Road and in the middle reach of Hamlet Court Road. UPVC double glazing does not have an indefinite life, and changes of residential property ownership in Ditton Court Road might present the possibility of negotiating more sensitively designed replacements. The southern entry to Hamlet Court Road from the railway bridge, CAA p.63, is presently stark, but opportunities for additional planting or creation of a 'gateway feature' might be explored, to complement the mature planting shown in the northward and southward views on the same page. See attached Map of suggested 'Composite Area'.

A17. Finally, I confirm that this document has, to date, been circulated only to Southend Borough Council through the terms of their consultation procedure, and not to any other individual or organisation, which may have an interest in the proposed conservation area designation, nor has it been discussed externally. I am pleased to submit this document for discussion and consideration.

Appendix 5: Previous Representations from Hamlet Court Conservation Forum
Response from Hamlet Court Conservation Forum of January 2020

**A report into the Conservation Area designation potential for
The Hamlet Court area of Westcliff-on-Sea**

by Hamlet Court Conservation Forum (HCCF)
report prepared by Andy Atkinson MSc FRSA Historical Building Consultant

January 2020



1.0 This report is submitted in response to the Chief Executive and Deputy Chief Executive's Report to Cabinet of 16th January 2020 in consideration of Hamlet Court Road for conservation area designation (the 'Council Report') and the related report by Purcell (October 2019).

2.0 For the purpose of this report Hamlet Court Road (HCR) means the main high street road from the London Road to Westcliff-on-Sea railway station. For clarity the road is identified as 'upper HCR' from London Road to St Helen's Road and 'lower HCR' from St Helen's Road to Westcliff Station.

3.0 Conclusion

- HCCF supports the Conservation Area designation for upper Hamlet Court Road
- HCCF requests that public consultation includes the 'Wider Study Area' with a view to assisting the determination of the Conservation Area boundary

4.0 Support for the designation of upper HCR

The Purcell report recommends conservation area designation to **upper HCR** and we fully and warmly support this recommendation. HCCF have been working towards conservation area designation for over 3 years and we believe that there has never been a more important time for this to happen. National figures just released have again shown how difficult trade has been in our high streets and as an historic road, heritage can play its role.

HCR can only receive heritage funding if it is designated as a conservation area. This has been evidenced recently by our application for £1.8m in funding from the Government's High Street Heritage Action Zone programme which failed on the ground of non-designation. The Architectural Heritage Fund have also offered funding opportunities but only on the basis that the area is first designated. It is clear that conservation designation has to happen to access heritage funds.

Whilst we support the protection of our heritage we see conservation area designation as the forerunner to **heritage led regeneration**. This is *not* about nostalgic conservation. We firmly want to see the special identity of Westcliff protected and enhanced.

Please note that throughout this report we have added to but not unnecessarily replicated Purcell's report. We support their report content but as supplemented here.

5.0 The Council's own Character Study

The road was identified in the 'Southend Borough wide Character Study' of 2011 as part of the Local Plan documentation of the time. This stated that 'This [area] would benefit from a greater level of protection to promote preservation and enhancement of the buildings and may merit consideration as a conservation area'. This recognition was important in 2011 and even more important in 2020.

6.0 Regeneration and the Community

It is surprising that the Council Report says nothing about regeneration and appears to be written from a planning perspective only. It does not describe the potential for regeneration offered by conservation area designation, a progressive management plan and involvement of the community. Designation could dramatically help Westcliff and the centre of our town. Regeneration attempts have not worked in the past, perhaps due to the various pressures on local high streets being too great. HCR has continued to struggle, most recently evidenced by the key loss of Havens store. So this is a key opportunity for our town, an idea whose time has surely come. The current high street failure problem is complex with various contributory factors that have received wide public comment. Yet now central Government through its Future High Street Fund, retail professionals Bill Grimsey ([The Grimsey Report 2](#)) and Sir John Timpson ([The High Street Report](#)) and The Institute for Place Management ([High Street 2030: Achieving Change](#)) recognise the importance of heritage and the community in achieving the regeneration of roads such as HCR.

Conservation area designation has to be understood for its wider, inclusive community, town regeneration potential and not just as a town planning matter.

7.0 Special Architectural and Historical Interest

Special architectural and historical interest are the main determinants for designation as required by the Planning (Listed Building and Conservation Area) Act 1990.

HCR has demonstrable special architectural and historical interest resulting from the history of the area which rapidly expanded following the opening of Westcliff Railway Station in 1895, and the creation of a flourishing retail high street. Today this history survives in the form of exuberant and decorative Edwardian Flourish and later Art Deco architecture. This exuberance shows itself in the very long expanse of revival Romanesque arcading, echoing a link to our main High Street, the wider connection to the London arcades and even international references such as Galleria Vittorio Emanuele in Milan, 20 years before Hamlet Court Road (something that would have been aware to Edwardian urban designers). Here there is an identifiable link between the arcade and retail, creating a *retail heritage*. In particular the architecture is largely intact in terms of wall and roof elements with most of the erosion of the fabric limited to degradable elements (such as timberwork, roof finishes) which can be suitably repaired or replaced over time. Shop fronts show the most erosion but again, we consider these elements perfectly replaceable over time.

There are strong arguments for a balanced future management plan and policy that supports both well designed historic shop fronts and well designed modern alternatives, exactly how retail heritage has evolved during the C20.

8.0 'Negative' factors considered

For all the positives that conservation designation can bring (e.g. management plan guidance and assistance, access to heritage funds, repair and reclamation of property over time, a sense of place restored and civic pride in an area) there can be perceived negative factors. One is described in the officers' Council Report, that stricter controls mean higher costs. The following should be considered:

- **Conservation designation is not retrospective** – it cannot require changes and improvements. Yes, it will encourage improvements but there is no obligation on property owners to upgrade their buildings.

- **Like-for-like replacement.** This has been practiced over many years in Southend-on-Sea, as elsewhere. If a property in a designated area has a non-original concrete tile roof or non-original uPVC or aluminium windows there has not been any requirement to reinstate original fabric. In other words, a new modern material can replace an existing modern material. Reinstatement of historically correct fabric (which is usually more expensive) would be encouraged but there is no obligation on property owners to carry this out where it already has a modern substitute, prior to designation.
- **Loss of historic building fabric.** It is often claimed that loss of historic fabric mitigates against designation. But it has to be understood that there are two types of building fabric, degradable and 'permanent' fabric. Timber windows and other features (such as barge boards, balustrades etc.) and roof finishes are the most evident degradable elements and these can all be reinstated, as required. 'Permanent' fabric, such as brickwork and stone, degrade very slowly (especially given that the Edwardian era was only 100 or so years ago) and are mostly intact in the HCR area. But where missing, even 'permanent' fabric can be reinstated.
- **Shop front replacement.** This represents the biggest area of historical erosion in HCR with many poor quality shop fronts and signage. Yet we advocate a balanced management plan where both traditional, wooden shop fronts (typically more expensive) and modern, aluminium or stone clad shop fronts may well work, side by side. We simply want these all built to good design standards which does not imply additional costs.
- **Larger projects.** In some areas there has been larger loss of 'permanent' fabric or modern alteration, detracting from the historic significance. 157 Hamlet Court Road is an example of this with a modern frontage replacing the historic frontage. These instances can be helped with heritage funding assistance and are the types of project HCCF or building preservation trusts can assist.

9.0 'Wider Study Area'

The Purcell report calls for further study in a 'Wider Study Area' including **lower HCR**, Preston Road, Ditton Court Road and parts of Canewdon Road and Cossington Road. We do not understand why this has not been looked at during this Local Plan review?

The ideal time for this work is now so we have therefore undertaken this further study and report on this below. The work includes a crucial finding and evidential support with regards to Ditton Court Road.

We hope that this information can be used in the public consultation process.

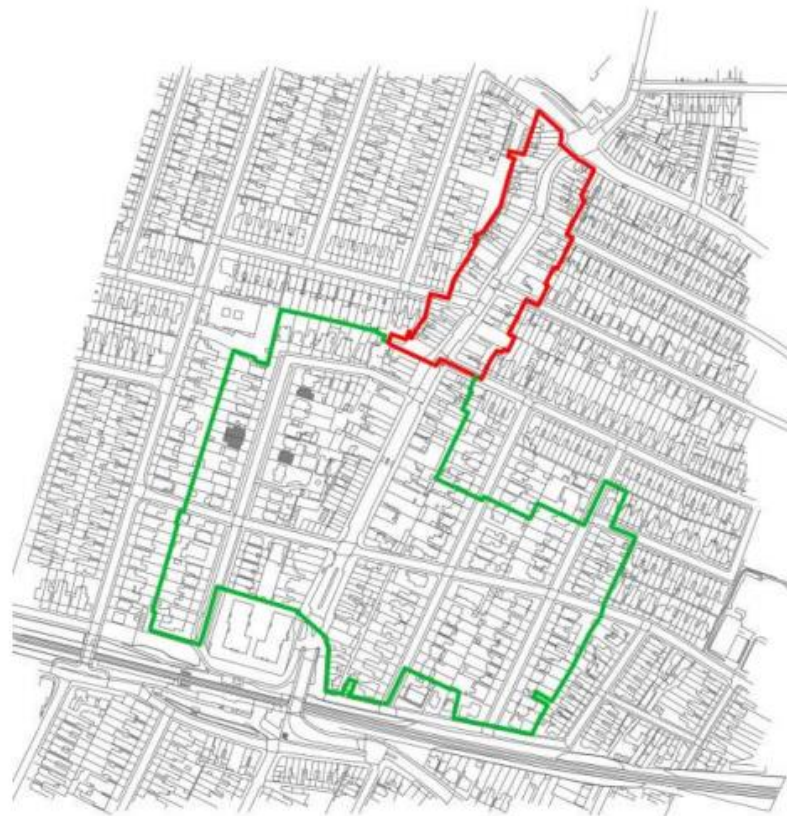
10.0 Public Consultation

The officers' recommendation before you includes reference to public consultation. This is the normal process and clearly appropriate.

As we already identified in Section 3.4 the importance of community involvement is now widely recognised in society. Indeed successful conservation needs the shared engagement of the Community. This is described by both Historic England and the Civic Voice. Good conservation does not happen in isolation as if a red line designation alone can achieve conservation success. This community support is only really achieved with the support of local residents, engaged and committed to their neighbourhood. This is where **upper HCR** (mainly commercial) may need the support of **lower HCR** and the neighbouring roads (mainly residential). This is exactly the case at the comparable Leigh and Leigh Cliff conservation areas, both supporting Leigh Broadway. The support membership profile will

be well known Leigh Society. Without this support, designation of **upper HCR** alone runs the risk of sterility and inaction, perhaps leading to further failure. Therefore, the engaged support of the community will benefit designation.

We are requesting that the public consultation for designation includes all the roads in the 'Wider Study Area' as well as upper HCR, marked A & B on Figure 1.



- Conservation Area Boundary A
- Conservation Area Boundary B
- Non Original Building

Figure 1: Possible Conservation Area Boundaries

11.0 The wider Special Architectural and Historical Interest

Purcell show the origin of Hamlet Court Road, extending from London Road (formerly Leigh Road) to the railway station and the OS map of 1897 shows the origins as an urbanised street with the station and the first properties built in both **upper and lower HCR** – these were parts of the same development in the road. Crucially, Purcell also and correctly describes the importance of the railway station and the role this played in the development of the Hamlet Court area with its vital link to London. In other words, **upper HCR** developed because of the railway, the station and its position in **lower HCR**. This is clearly evidenced in the cover image to this report where the queuing private and ‘for hire’ horse draw coaches wait beside the purpose built coach house – a clear representation of the relative affluence and railway traffic at the time. *This* is the heritage of the whole of **upper and lower HCR**. Their historical significance is one and the same.

Furthermore, the road actually derives its name from Hamlet Court - located in **lower HCR**. As the road was straightened (see Purcell), giving land to Hamlet Court this property retained importance in the road, being the only remaining original property right up until the late 1930’s, whilst all around it the area became infilled and developed. This is historically significant and is clearly seen today in the style of the later properties occupying this site.

Purcell’s recommended area for designation may contain the area’s most flamboyant and readily observed decorative buildings but the history is just as much evidenced in **lower HCR**.

Lower HCR and the neighbouring streets repeatedly exhibit clear architectural and historical special interest, from the railway station position, relationship to the seafront, the ranges of Edwardian and later buildings, to the good number of individual properties, all echoing the Edwardian, Arts & Crafts and Art Deco styles throughout the area. Purcell describes these buildings as typical of the period and of elsewhere in Southend. We will show in detail in Section 10 where these properties are particular to the Hamlet Court area, indeed unusual in Southend, and underpin the local special interest.

Exceptionally, we will also show how Ditton Court Road has a rare and evident connection to the **Garden City Movement**, unique and important in Southend-on-Sea.

12.0 Equivalent Value Assessment

The Planning (Listed Building and Conservation Area Act) 1990 requires the Council to consider ‘which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance’. In the first instance this describes how conservation lives and can accommodate both preservation and enhancement. In doing this the Council will need to adopt assessment values that are equivalent to those used in the past, to ensure appropriate future designation and to maintain appropriate past designations. No less should happen in the HCR area and it is appropriate that assessment is comparable with Leigh and Leigh Cliff, designated in 1971 and 1981 respectively, almost 50 & 40 years ago. Only these conservation areas in Southend-on-Sea include a commercial high street, exactly the same as HCR. Section 10 will show where the HCR area can be seen to at least meet and in some ways exceed the special interest of Leigh. In other words the designation of the HCR area would add to the heritage profile and quality of our town.

13.0 Character assessment of the lower HCR area

This assessment includes Ditton Court Road, Preston Road and parts of Canewdon Road and Cossington Road. Please refer to the street plan at Figure 1 which suggests a similar boundary to that suggested by Purcell. At this stage our research is not exhaustive and further historical information on all properties will follow.

13.1 Lower HCR

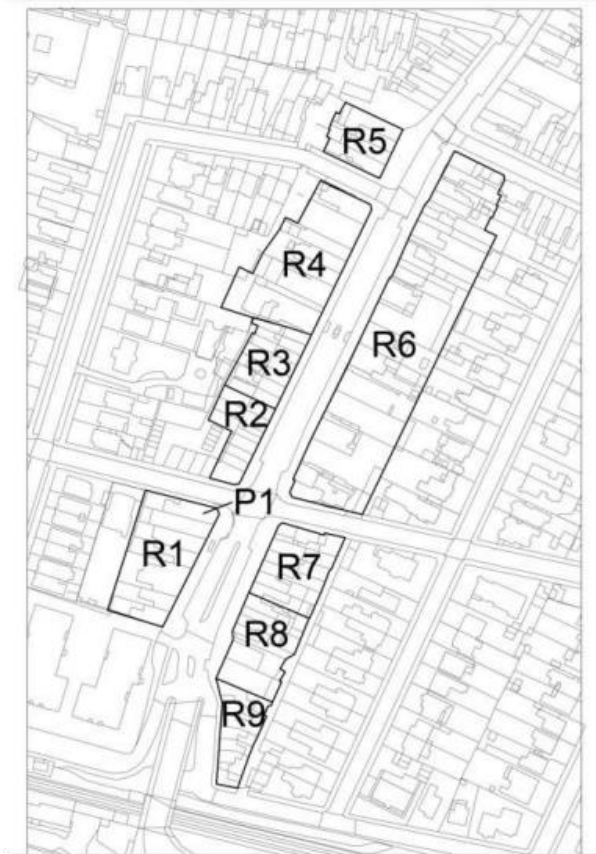


Figure 2: Building Ranges Identified at R1-R9
Property identified at P1

Range R1 is a fine red brick and stone dressed row of 7 similar three storey Edwardian buildings that notably step down with the fall of the road to the south. This range projects a strong urban identity. Probably circa 1901-05. Each building facade includes a twin and a single, two pane window with stone surround and scrolled pediments. Original sash windows are now replaced with uPVC/aluminium but these could be reinstated over time. Photographs show this range to be generally intact above first floor level. A stone pilaster former bank front to two of the properties probably dates from the inter-war years. All other shop fronts are modern but original stone consoles survive. Good photographic record of original shop fronts for historical replacement potential.

Property P1 stands at the northern end of range R1. This 'Bank Baroque' styled former Capital and Counties bank (1901-02 by Greenhalgh and Brockbank), already recognised for its architectural quality in its local listing. This is a decorative and imposing landmark building of red brick and stone dressings to give a banded effect, with a stone and stucco ground floor. Striking corner turret with cupola and Dutch gables with multi-pane windows and polychrome arched heads. The main entrance at the corner comprises a decorative segmental pediment with crested cartouche, supported upon brackets and blocked columns.

Range R2 is a three storey red brick and stucco block, circa 1938, in a reductive Art Deco style with articulated facade including two storey bay windows and brick or stucco pilasters. The parapet includes a Roman tile coping, echoing that at the neighbouring Sunray House. At the parapet two of these terminate in charming and decorative arched waterfall details. Windows are generally modern uPVC but one set of timber French doors with fanlight retains what appears to be the original coloured glass lead lights in an Arts & Crafts style. The building stands on the site of the grounds to the former Hamlet Court.

Range R3 is a three storey red and brown brick block, circa 1938, in a simple brick panel and plaster design with a projecting central block, soldier course lintols, panel heads and brick sills. Pitched clay tile roof. Non-original windows. All shops are modern but all consoles and dividing pilasters are intact. The building stands on the site of the grounds to the former Hamlet Court.

Range R4 comprises three set-back, two storey villas with ground floor shops projected to the street line. These include, first, a twin gabled, twin bay window villa with heavy timber dentil detailing at the overhanging eaves and gable roof. Two shops to the front apparently have original decorative shop fronts generally concealed behind modern roller shutters. The two shops are bridged at roof level by an ornamental clock mounted onto a timber segmental pediment. Either side the original consoles survive. Second, a similar but much less ornamented double bay window villa with a modern concrete tile roof. The shop to the front is modern. Thirdly, three shops retain a unifying rendered coping with decorative raised central section. There then follows a modern infill alteration at Sainsbury's. Finally and on the corner of Ditton Court Road, a corner turreted and gabled two storey villa in red brick and stone window surrounds, column and head details. The original red clay tile roof is decorative and the gable wall presents a decorative cement swag. The roof has an obtrusive and later dormer window. The shop is modern.

Range R5 appears to be a circa 1910-20 two storey row of 4 buildings that are rendered and altered. One building retains its original decorative 7 paned (with fanlights) bay window and fully glazed shop front below.

Range R6 is described as extending from St Helen's Road to Canewdon Road. In the main the range includes two storey, semi-detached Edwardian villas of varying designs in red brick or stucco, with original bay windows, gables and roof forms intact. Most of the buildings have dormer windows. Few original window frames survive. The shop fronts were added later when these residencies were converted to retail use and the original front

gardens were lost. Whilst there is significant erosion to the original buildings there appears to be sufficient original form to allow practical restoration over time.

Range R7, south of Canewdon road is a terrace of six, two storey, red brick buildings with uniform bay and dormer windows, echoing upper HCR. Slate roofs are divided with fire break parapet party walls. At the corner of Canewdon Road the bay has been enlarged to wrap around the corner, allowing space for a second dormer facing onto Canewdon Road. This building has also been enlarged in width to allow an addition single window into the main facade, with a third, small dormer above. This has allowed separation to create a small additional shop below. No original window frames survive but there is sufficient original form to allow practical restoration.

Range R8 comprises a two storey semi-detached Edwardian building, the remaining half of what appears to be a further two storey semi-detached Edwardian building and a later, 1930's intervention, mimicking the style of the Havens building in upper HCR. The complete semi-detached pair appear to be in their original form with paired gables and bay windows. A corner window is original but with a modern frame. Both fronts have been rendered and window frames are modern. To the north is a small infill extension. At ground level one shop remains but is modern and elsewhere the ground floor rooms have been recently converted to residential use. The remaining half semi-detached has two bay windows and roof alterations including the addition of 4 dormer windows, all modern. This origins of this building are difficult to read. However, at ground level there is a bank styled, red brick facade with decorative stone pilasters, a brick arched entrance doorway with decorative capitals and three brick arched windows with stone sills. The 1930's intervention is Art Deco in style with faience cladding, three main bays divided by pilasters with entablature with central segmental arch pediment and parapet. Decorative ground floor consoles are intact. Otherwise the shop front and first floor windows are modern.

Range R9 three 3 storey blocks and four 2 storey buildings. The first 3 storey block has four two pane windows at first floor, repeated at second floor. A further bay of windows returns at the northern end. At ground floor level are later added windows. The entrance door has a simple timber pediment supported on pilasters. The building is rendered and the windows are modern. The first and second floor windows have modern balconies. From photographic records this was originally a red brick building with decorative stone or rendered window heads, sliding sash windows (6 panes over 1 pane). The original shops are now lost to residential conversion. The second double fronted and third single fronted 3 storey buildings are later 1930's alterations to the original Edwardian buildings and present 2 storey high curve fronted bay windows with modern frames. Both buildings have a parapet with reductive pediments. The double front building has an articulated frieze and Roman tile coping, mimicking the neighbouring style. One shop front (non-original) remains and otherwise the ground floor has been converted to residential use. Below these buildings are two terraced Edwardian houses with rendered facades and dormer windows (now altered). The windows and doors are now all non-original but there remains evidence of the original shop fascias and the right hand of the two building retains its decorative consoles and pilasters. Finally the range ends with two cottages, one of exceptionally narrow frontage. The narrow frontage is painted brickwork and the other frontage rendered. Whilst windows at first floor appear to be the original openings, all window frames are modern. The narrow house retains a decorative moulding over the original window and door openings.

13.2 Ditton Court Road

The Buildings

Ditton Court Road was laid down in the first years of the C20 although the grounds of Hamlet Court were not infilled until around 1938. This gives the road a mix of mainly

Edwardian detached and semi-detached, two storey villas and a few later buildings, one reflecting the Arts & Crafts movement and others C20 Tudor Revival. Of the Edwardian buildings typical in the road are red brick, pebble dash render and vertical clay tiling; bay windows; some stone window surrounds; hipped and gabled clay tiled roofs with chimney stacks; half-timbered gable fronts; arched windows and doorways; sliding sash and casement windows; ornamental balconies. Some elements show clear echoes of HCR.

Only four properties in the road are not original. Two of these were created when a very fine house by H. Leon Cabuche of c.1902 was demolished in 2014. Although the two new properties are reasonably well designed this highlights the role that conservation designation can play.

Most of the main original building fabric including building form, walls, roofs, bays, window and door openings is intact. Typically, some of the degradable fabric has been lost but these elements are recoverable and replaceable, where such an approach is desirable to the building owner. Other local conservation areas have seen these elements slowly reinstated over time. The degradable elements include many of the window frames and roof finishes. A good number of original front doors and some other decorative features, such as balcony rails, survive.

A representative number of the houses are identified as follows:



8-10 Ditton Court Road: two semi-detached houses with original balconies and front doors



18 Ditton Court Road: a detached villa with emphasised arched entrance. Note repeat of door type to previous image



30-26 Ditton Court Road: variation in Edwardian design illustrating the compatible individualism employed by differing building contractors. [38 by architect H. Leon Cabuche]



19 Ditton Court Road: two substantial semi-detached houses with embellished bay windows and arched doorways



27 Ditton Court Road: a substantial house c.1938 recalling the Arts & Crafts of Voysey, Mackintosh, Lutyens and Baillie Scott



Corner of Ditton Court Road and Canewdon Road : a dramatic Edwardian corner turret building and a clear ascension of window hierarchy facing DCR



46 Ditton Court Road: an Edwardian bungalow with bay windows, lunette window and tapering chimney stacks



The above property as originally built and with references in Hamlet Court Road



Westcliff Towers 58-56 Ditton Court Road: an imposing semi-detached pair of Edwardian houses with multiple references to HCR

- the corner turret
- elaborate arched entrances
- domer windows
- tripartite window hierarchy

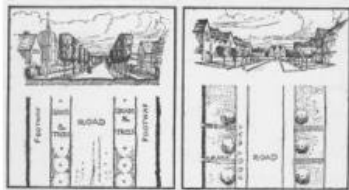


69/67 & 71/73 Ditton Court Road: Two of an impressive row of Edwardian houses built as maisonettes on the east side of the road with dominant bay and dormer windows, echoing others in the road

The Urban Landscaping

Ditton Court Road was laid out as the earliest known residential example of planted verges in Southend-on-Sea. This is very significant in the history of our town and this treatment pre-dates the Chalkwell, West Leigh and Thorpe Bay estates by some 30 years. The road was constructed c.1904 by Tapp Jones & Son and is very well documented in a series of photographs of the time (in itself significant). The planting is very particular with trees spaced very closely at $3\frac{1}{2}$ to 4 to the road width as opposed to the more usual urban tree spacing, approximately equal to the road width. This spacing suggests a raised hedge feature rather than the usual tree avenue. Post and chain edging was used. Today the planted verges survive together with a good number of the original *Ilex aquifolium* (Holly) trees.

At the early part of the C20 this treatment can be identified to Raymond Unwin and the Garden City Movement and although research has not yet established a direct connection this is most historically significant. This has been recognised by Dr M Miller, a leading international authority on the Garden City Movement (see Appendix A). These verges need to be protected and this is a major reason for the conservation designation of Ditton Court Road. Perhaps planting restoration might one day be possible and HCCF would certainly be willing to investigate the feasibility of such a project.



Plan. 261—Example of lighter building roads and drives as used at Kewston, Lockwood, and Broomfield



Extract from Unwin's 'Town Planning in Practice' showing, on the left, the close planting of a raised hedge, as used in Ditton Court Road and the surviving Holly trees



Ditton Court Road looking north from Canewdon Road. Note the post and chain edging widely used at Hampstead Garden Suburb



Ditton Court Road looking north east and showing the open site of Hamlet Court. Note the particularly close spacing of the trees



Ditton Court Road looking south showing the planting and post and chain edging



A further image of Ditton Court Road looking south

13.3 Preston Road

The Buildings

Preston Road was laid down in the first years of the C20. The road contains a mix of mainly Edwardian detached and semi-detached, two storey villas. Of the Edwardian buildings typical in the road are red brick, pebble dash render and vertical clay tiling; bay windows; some stone window surrounds; hipped and gabled clay tiled roofs with chimney stacks; half-timbered gable fronts; arched windows and doorways; sliding sash and casement windows; ornamental balconies, generally matching Ditton Court Road.

All properties within the identified part of the road are original.

Most of the main original building fabric including building form, walls, roofs, bays, window and door openings is intact. Typically, some of the degradable fabric has been lost but these elements are recoverable and replaceable, where such an approach is desirable to the building owner. Other local conservation areas have seen these elements slowly reinstated over time. The perishable elements include many of the window frames and roof finishes. A good number of original front doors and some other decorative features, such as balcony rails, survive.

A representative number of the houses are identified as follows:



42 Preston Road: Edwardian semi-detached with fine roof form and paired gables and bracketed bay windows and decorative balustraded porch canopy. Simple lunette dormer window (referencing DCR). Familiar Edwardian window design of multi-pane over single pane (albeit modern replacements)



35 Preston Road: Red brick and rendered early C20 Arts & Crafts house with two storey decorative bay and multi-pane windows, echoing the former HSBC building in HCR



30 Preston Road: An Edwardian semi-detached pair of highly decorated houses with elaborate and individual half-timbered gables and half hipped roofs, swept down over decorative balconies, bay windows, arched openings and numerous decorative features

33 Preston Road: A double fronted Edwardian red brick villa with decorative bays and familiar multi-pane over single pane windows



23 Preston Road: A large Edwardian villa with half-timbered gabled bay exposed decorative rafter feet, balcony making canopied entrance. Brick pier boundary wall. This property is now renovated



5-7 Preston Road: Semi-detached pair of large houses with dormer windows and windows in half-timbered gable windows, bay windows, arched entrance porches with unusual angled windows above



21 Preston Road: A modest Edwardian villa with large half-timbered gable over bay windows and decorative arched entrance porch



Preston Road has one of the finest avenues of Edwardian trees in the borough which makes an important contribution to the urban quality of the road

13.4 Cossington Road

The Buildings

Cossington Road is identified by Purcell as a road for wider study. There is no doubt that the road does not contain as many quality Edwardian buildings, nor such clear linkage to Hamlet Court Road, nor does it have the landscaped heritage of Preston Road. However, the road does contain a number of interesting Edwardian buildings which, as in Preston Road, are a mix of Edwardian detached and semi-detached, two storey villas, typical of the neighbourhood. Of the Edwardian buildings typical in the road are red brick, pebble dash render and vertical clay tiling; bay windows; some stone window surrounds; hipped and gabled clay tiled roofs with chimney stacks; half-timbered gable fronts; arched windows and doorways; sliding sash and casement windows; ornamental balconies, generally similar to Preston Road.

All properties within the identified part of the road are original.

Most of the main original building fabric including building form, walls, roofs, bays, window and door openings is intact. Typically, some of the degradable fabric has been lost but these elements are recoverable and replaceable, where such an approach is desirable to the building owner. Other local conservation areas have seen these elements slowly reinstated over time. The perishable elements include many of the window frames and roof finishes. A good number of original front doors and some other decorative features, such as balcony rails, survive.

A representative number of the houses are identified as follows:



32 Cossington Road: A detached corner property with a dominant corner facing bay and half-timbered gable. A second decorated gablet elevates the flank which also has a decorative balcony and entry porch



26-24 Cossington Road: A semi-detached pair of Edwardian villas with centrally paired gables with bull's eye windows, full width balconies creating entrance porches and ground floor bay windows



7-9 Cossington Road: A dramatic pair of half-timbered detached Edwardian villas with heavy timber detailing. No. 7 is not in good repair but is repairable. No. 7 appears to retain most of its original windows as multi-pane lights over Casements. At ground floor are bay windows



3 Cossington Road: A substantial red brick double fronted villa with square and angled bay windows to either side, a framed, arched and pediment entrance, balcony and decorative tripartite window above, all topped with a turret cupola



1 Cossington Road: A substantial red brick double fronted villa with identical twin bays with decorative gables including ornamental barge boards, bull's eye windows and insignia swags. Ornamental column entrance with segmental arch pediment and similarly decorated window above

13.5 Canewdon Road

The Buildings

Canewdon Road runs at right angles to Ditton Court, Preston Roads and Cossington Road. It contains one major property described below. Sunray House is an important example of Art Deco architecture in Westcliff and together with other local buildings including the substantial Argyll House to the south and Havens to the north creates an important local axis of Art Deco influence.



Sunray House: This is a white rendered Art Deco block of flats with two curve fronted bays with what appears to be the original horizontal Crittal windows intact and a bold central bay with chevron glazed vertical light, contrasting black entrance with coloured light motive. The top floor is a modern addition.

Appendix A – please note paragraph 7 in particular

[REDACTED]

[REDACTED]

Original Representation: Significance of the layout of Ditton Court Road, Westcliff-on-sea and possible linkage to Garden City planning practice and Raymond Unwin

For the attention of the Hamlet Court Conservation Forum, Southend-on-Sea Borough Council Officers and Purcell Consultants

1. I have exchanged correspondence with [REDACTED] Chairman of the Hamlet Court Conservation Forum [HCCF], about the historical significance of Ditton Court Road [DCR], Westcliff-on-Sea, its property development and avenue landscaping, and the possibility of its protection as a designated heritage asset. I understand that The Council's Consultants, Purcell, have included DCR as an area warranting further examination rather than immediate designation.
2. As an architect, town planner and historian, I have spent over 45 years researching and recording the history of the Garden City movement and the contribution of the practice of Barry Parker and Raymond Unwin to Arts and Crafts housing design, and specifically (Sir) Raymond Unwin's influence on the evolution of statutory town planning, from the Housing and Town Planning Act, 1909, to his death in 1940. I have published the histories of Letchworth Garden City and Hampstead Garden Suburb and an English Heritage book, *Introducing English Garden Cities*. I am recognised as an international authority on the Garden City movement, having contributed conference papers and seminars worldwide over the past 30 years.
3. In October 1903, at the invitation of the developers of Letchworth, First Garden City Ltd., Unwin spent three weeks on site and in conjunction with Parker prepared the layout plan, which was approved in April 1904, after which development commenced, subject to design control drafted by Parker and Unwin. In 1904-5 Unwin was appointed by the emergent Hampstead Garden Suburb Trust to plan its new garden suburb. Development commenced after the land was formally conveyed to the HGS Trust in May 1907, upon a refined layout plan by Unwin.
4. Barry Parker (1867-1947) and Raymond Unwin (1863-1940) had joined in practice in 1896 in Buxton, Derbyshire. They were well-aware of the procedure of the ground landlord imposing restrictive covenants to preserve amenity under leases to developers or individuals. Local authorities imposed byelaws under public health legislation. Parker and Unwin initially designed Arts and Crafts houses: although Unwin was committed to reform of working class housing this was largely theoretical until 1902-3 when he designed cottage groups for the initial phase of development for Rowntree workers at New Earswick north of York, codified under the Joseph Rowntree Village Trust in 1904. Cottage estates at Letchworth Garden City and Hampstead Garden Suburb followed until the 1919 Housing and Town Planning Act created the exchequer subsidies for local authority council housing.

Appendix A – please note paragraph 7 in particular

5. Individual houses by Parker and Unwin spanned a range, an important constituent of which was 'the smaller middle-class house for a socially-enlightened client'. Two of these were commissioned by doctors living in suburban Southend-on-Sea and were built in 1902-04: no.60 Leighcliff Road, Leigh-on-Sea for Dr Gallie Fraser and 'Ozone Cottage, no.20 Pembury Road, Westcliff-on-Sea for Dr Valentine Knaggs. Correspondence preserved in the Essex Record Office appear to indicate that these houses were principally 'Unwin projects', that Unwin had visited the area, and was familiar with the byelaw requirements.

6. Residential development of Westcliff-on-Sea was stimulated by the opening of the railway station in 1895. The land embracing Ditton Court Road was in pole position curving round to approach the station at one end. The intrinsic qualities of the development are manifest in a series of historic postcards in which HCCF state that it has identified 'Garden City landscaping characteristics' in the avenue planting alongside DCR, which correspond to an illustration in Raymond Unwin's book 'Town Planning in Practice' (1909) (Illus. 228 'Examples of lighter building roads and drives as used at Earswick, Letchworth and Hampstead'). Andy Atkinson has stated that he considers that there is a link 'to Raymond Unwin's design influence at the time'.

7. While recognising and setting out above confirmation of Raymond Unwin's presence in Westcliff-on-Sea in 1902-04, at which time a document prepared by the Ground Landlord offering leases for plots along what became DCR, might have been available for inspection to assess potential for further P&U projects. I understand from [REDACTED] that DCR was laid out in 1904-6 with the avenue planting implemented at that time, and it registers impressively on the postcards. This is a matter of significance related to the urgency of formulating an appropriate conservation policy to ensure its survival, and enhancement as an exemplar of the high standards demanded, an objective which I wholeheartedly endorse. However, I have concluded that a specific link to Raymond Unwin remains unproven and coincidental.

8. Finally, there was no statutory town planning procedure in 1904-6. Early development at both Letchworth and Hampstead Garden Suburb represented a broadening of the Ground Landlord powers to embrace communal benefits. Demonstration of these matters at Letchworth, and, particularly, Hampstead Garden Suburb paved the way for the emergence of statutory planning in 1909 in the Housing and Town Planning Act (a landmark which publication of Unwin's book was intended to commemorate as a practical manual).

[REDACTED], 2nd January 2020

[REDACTED]

Email from Hamlet Court Conservation Forum dated 20/9/20

Dear [REDACTED]

Thank you for this invitation. It was a great pity that we were not invited to this Environment & Planning Working Party and that we have been given so little time to consider the lengthy appraisal document. We cannot be exhaustive in our comments but wish to state the following.

First and foremost we warmly support the recommendation in respect of the northern part of Hamlet Court Road (HCR). That Leigh Broadway of similar historical but far less architectural significance was designated conservation area status in 1971 and 1981 and Hamlet Court Road remains undesignated in 2020 is nothing short of a shame on our town. It can only be a political reflection on the past Councillors that have been elected and the past officers that have served over these years. However, to now be at the point of designation for upper HCR is a triumph for the local community mobilisation in seeking designation and putting forward the repeated papers and arguments, but also, notably, for the support given by the current administration. This support must be both recognised and recorded for posterity and we are particularly thankful. To see a new conservation area created in Westcliff will be a wonderful thing for our town.

However, from the outset we have recognised the great need for the wider designation of lower HCR, Ditton Court Road, Preston Road, Cossington Road and Canewdon Road. First and foremost these do have both historical and architectural significance as we have shown and now Purcell show in their appraisal narrative. In the case of lower HCR the architectural significance is clearly less than that of the decorative upper HCR but nonetheless the local of the source of the historical development, the railway station, the former Hamlet Court with the Lord Brassey family influence throughout the Hamlet estate (the wider designation area), the many fine Edwardian buildings, the self evident Arts & Crafts influence, the strongest Art Deco axis in our town and the Garden Suburb significance of Ditton Court Road (and to a lesser extent the landscape design of Preston Road), all contribute to make this a special area for protection. It is a great shame that at a meeting some months ago with Councillor Mulronev and Andy Lewis we were told that the upper designation was 'all that was going to happen' did suggest that decisions had already been made and the community would be fighting a losing battle, come what may.

But then the Council's own public consultation recommending upper HCR designation failed with just 8 respondents. Our community survey succeeded with 125 respondents (now over 200) giving 91.5% support for wider designation. If public consultation is to mean anything we request that Members reflect on this when assessing the merits of the designation boundary.

We then have to consider a huge question? Why has economic regeneration almost entirely not featured in consideration of this project? We have referred the Council to this previously but will now do so again. In August 2020 the Royal Society of Arts in conjunction with The British Council published 'Heritage For Inclusive Growth' see here: <https://www.thersa.org/discover/publications-and-articles/reports/heritage-inclusive-growth>. You'll see that the website states '*Heritage policymaking and economic policymaking have usually taken place separately. This is a big missed opportunity.*' This is exactly what we have been saying for 3 years – not recognising the related economic regeneration potential is a massive missed opportunity. Conservation Designation should not be looked at as it has been by the Council officers here, as a stand alone

concept from the last century. It has to be looked at in the wider, all rounded sense and we would like to think that this was consistent with the town's 2050 vision. And this is not just theoretical. It is exactly what the people on the street and the traders are calling for if the Council took time to actually talk to them as we have, many, many times. [REDACTED] responded to my last question at Full Council referring to the actual traders in the road and their investment in the future by actually saying that 'designation, needs to be taken only on the basis of conservation and heritage'. This is very clear and may be correct in lawful terms. But it is outdated and incorrect in terms of a practical, sustainable and regenerative designation. If our town is to move on we simply must have better, wider thinking inside the Council.

We have warned from very long experience (and see point 6.3.13 below) how a conservation designation could easily fail without community inclusion and the Council suggested designation area (upper HCR only) has no residents. How does that work when community involvement is so central to all funding bids these days?

[REDACTED]

[REDACTED] We have had one single walkabout with yourself and Purcell where basically the writer pointed out features of historical and architectural interest and one online meeting with yourself and another Purcell representative where we were able to put our points of view across. Whilst we have sincerely appreciated these opportunities the report suggests multiple and ongoing 'conversations' which has very definitely not been the case and misrepresents our involvement.

Regarding consultation we reiterate how poor the responses were to the Council run public consultation. This was very badly drafted, largely in terms of obligations and questioning participants willingness to financial commitment. It had a negative outlook, unlikely to garner support. The online link to the accompanying report did not work. We suspect the so-called drop in sessions were non-events but please could you provide the reports of these sessions for our information? We would also respectfully request publication of the consultation responses? At the same time our community consultation had gathered the responses referred to above - 91.5% support for wider conservation designation, including lower Hamlet Court Road and the adjacent residential roads.

Regarding the draft Purcell appraisal we do generally and respectfully recognise that this is well put together. But it is not all expert and we set out below points that we wish to make. Most notably the report takes time to describe many of the surrounding areas of architectural and historical significance, in the wider area outside upper HCR. It then includes a number of errors and omissions. When these are factored in we maintain that the wider area has significance which allows designation.

Para 1.3.1 sets the background but refers to only to the 'original late Victorian retail character' which is incorrect analysis and shows misunderstanding. The retail character of the road is Edwardian depicting mainly Edwardian Freestyle architecture with very little late Victorian architecture existing (Purcell's own plans actually confirm this).

Para 2.1.1 states that Hamlet Court and Hamlet Lodge 'were the source of its current name'. This is incorrect. Hamlet Court was in fact earlier called 'Hamlet House' but of far more significance is that the name Hamlet derives from the local area. Hamlet Mill to the east precedes all buildings in the Hamlet Court Road area as evidenced by Chapman and Andre 1777. It is not known by us exactly when the mill took up the name Hamlet Mill but it is indicative that the area was significant, perhaps as the Hamlet of Prittlewell, Milton or of the emerging Southend. The local area became known as the Hamlet Estate. So it is incorrect to simply attribute the source of the name to Hamlet Court although no doubt there was a progression from Hamlet Court to Hamlet Court Road.

Para 2.1.2 appears to confuse three historical retail centres with two district centres.

Para 4.2.8 should include reference to 'Piccadilly Steps' leading down to the seafront and the former Piccadilly, now Holland Road at the south end of Hamlet Court Road. This is evidenced at Essex Record Office as we have already reported and is further evidence of the public aspirations at the time.

Para 4.2.18 refers to the development of areas such as Thorpe Bay from the 1910s yet does not recognise that these residential roads were all without verges which appeared much later. This increases the historical significance of Ditton Court Road in Southend. This is still an exceptional road with some of the original planting surviving and is recognised [REDACTED] as significant and worthy of protection. You appear to ignore [REDACTED].

Section 5.3 omits to cover the significance of the railway station as the focal point for the main Edwardian period historical development of all of Hamlet Court Road. This is the single most important point of historical significance in the area. The image of queuing Edwardian coaches that we have submitted is wonderful evidence of this.

Para 5.4.11 is challenged. There is no other part of the borough depicting Arts & Crafts influences so clearly in the residential buildings. This is why the area has architectural and historical significance. Most of the permanent elements of the buildings are intact. Please could you tell us where in the borough there is a comparison?

Para 6.3.13 invites local communities to seek grants. This is a key point that we have raised consistently. If a conservation area is designated in an area without any residents (the north end of HCR) which of the community are likely to seek these grants? It is almost certain that the community will not do this and the conservation area future is jeopardised from the outset. This is why a wider conservation area with inclusive residential roads is most viable.

Para 6.3.66 is challenged. Preston Road retains one of the finest avenues of original trees in the borough. Why is this not recorded?

Para 6.3.68 describes properties at the corner of London Road for exclusion in the proposed conservation area. We wish this to be reconsidered as the building concerned for part of the corner range and are in original condition above first floor level, save for the recent uPVC

windows where timber windows could easily be replaced at some point in the future within the scope of the management plan and perhaps assisting funding.

We remain hopeful of wider conservation area designation and the related future economic regeneration of all of Hamlet Court Road.

Yours sincerely,

[REDACTED]
Hamlet Court Conservation Forum

www.hamletcourt.org | <https://www.facebook.com/groups/HamletCourt> | Twitter @hamlet_court

Email from Hamlet Court Conservation Forum dated 22/9/20

Dear Amy,

We are just going to expand on our Para 4.2.18 comments given on the 20th September. This is because this is such an important area of appraisal and we are, perhaps, more concerned that our earlier comments suggested. [REDACTED] is now appropriate that we also copy this particular email to Purcell, to make them directly aware.

[REDACTED] state 'It follows a pattern also used in other affluent neighbourhoods developed in Southend in the 1910s, such as Thorpe Bay'. This is factually incorrect and needs referral back to Purcell. It also appears to shed light on a misunderstanding of the significance of the landscaping in Ditton Court Road and the Garden City/Suburb Movement.

We know from repeated primary evidence of the photographs (see attached) and highways record held at Essex Record Office that Ditton Court Road was laid down in 1904-5, to a comprehensive design with particularly close and unusual tree spacing. This was some 20 years earlier than places like the Chapmanlord Estate (1920s) which did, later, follow the Garden City methods used at Letchworth (1909), Hampstead (1907), Earswick (1902-04) and various others. Verges to residential roads were also not used elsewhere in the borough until later, not in West Leigh, Thorpe Bay nor Chalkwell. Chapmanlord is similar to many other verged and unified Garden Suburb developments around the country. This, of course, rightly deserves its conservation designation status but it is both later and different to Ditton Court Road.

Therefore, Ditton Court Road is not only the first and earliest example of a Garden City/Suburb approach by many years in Southend-on-Sea but also one of the first in England generally. This is significant and must be appropriately recorded in the appraisal document.

We have put forward the proposition that the particular road layout design employed, clearly visible from the photographic record, is identical to a design described by Raymond Unwin in his writing (Town Planning in Practice: Illus 228). We know that Raymond Unwin was in the town at the time, designing and building Ozone Cottage (and another house in Leigh) and that he was known to Lord Brassey (from Hampstead Garden Suburb records), owner with his family of most of the Hamlet Estate. The Ditton Court Road layout is clearly and self evidently similar to Unwin's Garden City designs and with the known relationships present in the town at the time it is a reasonable proposition that the design of Ditton Court Road was influenced by the early Garden City Movement. The converse position would be absurd – that somehow the extra wide street and verge design, the tree spacing with underplanting and the use of post and chain (widely adopted *later* in Hampstead) in 1904-5 was somehow unrelated to this movement and thinking.

We have yet to find a direct connection as we have said all along but the influence is, with respect, unmistakeable. Perhaps Ditton Court Road was an early, incidental trial of the ideas of the time, explored by an eminent landowner familiar with the housing movement of the time?

Furthermore and admittedly with reservations **Dr Mervyn Miller, who we understand is known to Purcell directors** has supported our call for the conservation area protection of this road. Protection that could lead to restoration.

The photographs themselves are incredible evidence and the fact that so many were taken is, we suggest, evidence alone of significance.

We hope this gets the recognition it deserves and clearly we believe that this should lead to the balance of consideration tilting in favour of wider local conservation designation.

As you know we are desirous of this outcome for the good of the area but moreover we absolutely insist that proper and full recognition is given to the history of the area. **Our concerns with Council process in this regard have led to a submitted Freedom of Information request that you will be aware about** I will just say here that this is absolutely no reflection upon you personally and we have confidence in your work. But we have wider council process concerns.

We hope to see the draft appraisal corrected and designation considerations reviewed. We will also now bring this to the attention of Historic England.

Yours sincerely,

Andy Atkinson MSc FRSA
Chairman

Hamlet Court Conservation Forum

www.hamletcourt.org | <https://www.facebook.com/groups/HamletCourt> | Twitter @hamlet_court





Email from Hamlet Court Conservation Forum dated 23/9/90

██████████

We apologise for sending a third part to our response to Purcell's draft appraisal but this is as a result of the shortage of time we have been afforded. We think that this will complete our comments at this stage but given the content we are also copying this into Purcell and Historic England.

We want to address the crucial issue of assessment values in determining special interest and what is included within the proposed designation boundary as described in the Hamlet Court Road (HCR) draft appraisal.

Purcell have used comparison in their document where they say 'elsewhere in the borough'. Similarly we have done the same regarding Ditton Court Road but also, in the past, on a wider basis. Given that Purcell are assessing all conservation areas in the borough under the 1990 Act and the NPPF we have no doubt that they will be using comparison as they have in the draft appraisal. It is obviously useful in understanding consistent assessment values across neighbouring or related areas and within one local planning authority.

Leigh and Leigh Cliff conservation areas are the only other two conservation areas in the borough that contain a commercial high street. Broadway and the other commercial roads have many similarities to Hamlet Court Road and its development from Victorian times is similar. In this respect they are useful for comparison. Indeed it would seem perverse if they were not to be used for comparison. There are notable differences in that a higher proportion of the historical properties are Victorian although there are notable later ranges. Hamlet Court Road has a far higher representation of Edwardian Freestyle, Art Deco and Arts & Crafts architecture. And the Edwardian retail explosion gave HCR a greater retail identity, of course, giving rise to the historic local colloquialism 'The Bond Street' of the east.

Looking at some comparisons we would draw your attention to the following images. It is important to look more closely at these buildings than these screen grab photographs allow in considering comparable special interest.



Range 1 Lower Hamlet Court Road

Range 1 is a charming red brick range at the lower part of HCR. Above first floor level the entire elevation, the window openings with scrolled pediment details, brick masonry with stone banding, interesting stepped relationship to the local topography and the shop pilasters and

consoles all survive. Yes, there has been loss of most of the original shop fronts as is almost universal across England (with the few exceptions of the most historically significant high streets). If this range were located at the top of HCR or in Leigh Broadway it would certainly be within Purcell's described conservation area boundary. It begs the question, why not here?

At this point we will say something about uPVC windows because these are often cited, quite rightly, as examples of degradation of special interest. Again this particular problem is universal across England in high street situations. But we have pointed out that these are all components capable of replacement with the right encouragement and, perhaps, funding assistance. It is not difficult to see such windows being successfully replaced in future, over time, with historically correct components and in so doing helping to restore the wider range of buildings and protect our heritage. As custodians of such buildings (the council and the community) and as advisers (the professional consultants) we suggest that it is our duty to help see this happen. This is applicable here.



Range 2 Lower Hamlet Court Road (west side)



Range 3 Leigh Broadway

Range 2 (Westcliff) is contemporaneous with Ranges 3, 4 and 5 (Leigh). The Leigh ranges are within conservation areas. Why not the Westcliff range which is at least the equal of Ranges 3 and 4 and of far more special interest than Range 5?



Range 4 Leigh Broadway West



Range 5 Leigh Broadway West



Range 6 Lower Hamlet Court



Range 7 Leigh Broadway

And is Range 6 (Westcliff) of less special interest than Range 7, part of Leigh Conservation area? Clearly it is not, given any reasonable historical building assessment. Architecturally it almost certainly has greater special interest and should be protected. Historically, Range 6 has special interest in the conversion of the former residences to shops, a clear representation of the rapid retail expansion of the time.

These images are snap shots but the generality of all of HCR south of the London Road (with the exception of a few properties close to the Sainsbury's site) is at least the equal of the Broadway parts of the Leigh and Leigh Cliff conservation areas.

It is also clear that the residential roads Preston Road, Cossington Road and Ditton Court Road are comparable with later parts of Milton Conservation Area, including the entire centre ground, where Southend Park was formerly located.

We appreciate that comparison only plays part of historical building assessment and ultimately an area is assessed on it's own merits. But comparison does beg a question at this review time: are Purcell to recommend the de-designation of the commercial part of Leigh Broadway and the centre of Milton Conservation area? We suggest not as we all try to work to bring about greater informed protection, not less.

Therefore, we are asking for the special interest of the Hamlet Court area to be fully and fairly assessed so that the wider Hamlet Court area might become a conservation area supported by professionals, the Council and the local community together, a future case study for all the right reasons.

We formally request further review by Purcell and Council officers.

Yours sincerely,

[REDACTED]

Hamlet Court Conservation Forum

www.hamletcourt.org | <https://www.facebook.com/groups/HamletCourt> | Twitter @hamlet_court

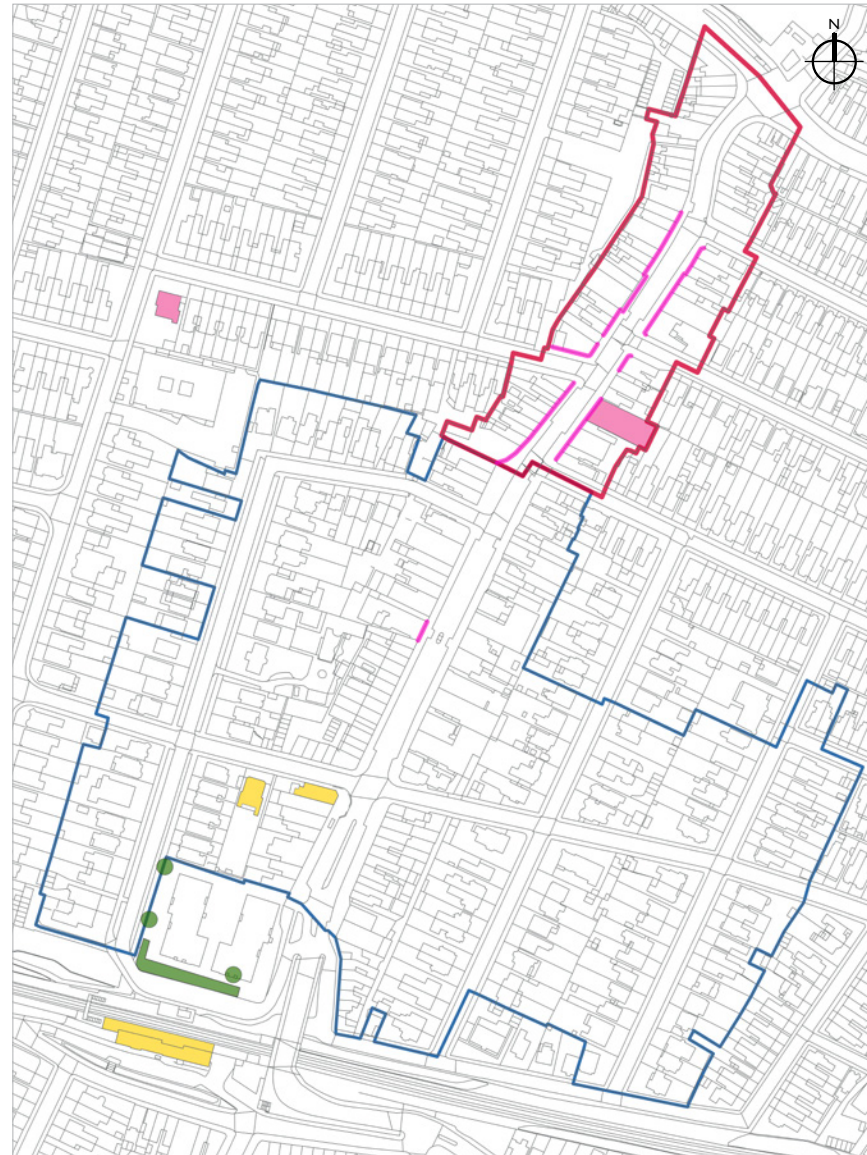
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Map B: Designations

- Proposed Conservation Area
- Wider Study Area
- Grade II
- Locally Listed
- Frontage of Townscape Merit
- Tree Preservation Orders (TPOs)

This map is not to scale

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Southend-on-Sea Borough Council
**Report of Executive Director Neighbourhoods &
Environment**

To
Cabinet
On 27th July 2021

**Agenda
Item No.**

17

Report prepared by: Elizabeth Georgeou, Head of Regulatory
Services

The Official Feed and Food Control Service Plan 2021-2022
Relevant Scrutiny Committee: Place
Portfolio Lead: Councillor Martin Terry
Part 1 Public Agenda item

1. Purpose of Report

To agree the Official Feed and Food Control Service Plan 2021-22 as required by the Food Standards Agency (FSA).

2. Recommendation

That Cabinet agrees the Official Feed and Food Control Service Plan 2021-2022 set out in Appendix 1.

The Cabinet commends the Official Feed and Food Control Service Plan 2021-2022 to Full Council for approval.

3. Background

3.1 The Food Standards Agency Framework Agreement on Local Authority Food Law Enforcement requires the production and publication of a service plan to ensure the highest achievable levels of food control (food safety, standards and feeding stuffs) are maintained throughout the Borough. Every local authority is required to develop an annual food enforcement service plan, which is the basis on which the local authorities are monitored and audited by the FSA.

3.2 The Service Plan recognises that resource may still be required to assist Public Health with pandemic Coronavirus controls, which may be provided by Regulatory Services.

3.3 To ensure local transparency and accountability, it is a requirement that the Official Feed and Food Controls Service Plan is submitted to the relevant Member Forum for approval.

3.4 The Legislative and Regulatory Reform Act 2006 requires Regulators to have regard to the Principles of Good Regulation. This means that our regulatory activities should be carried out in a way that is proportionate, accountable,

consistent, transparent and targeted to situations that need action when we carry out a regulatory function and to have regard to guidance issued. The Statutory Code of Practice for Regulators which will include the provisions contained in the Regulators Code April 2014 contains details of how this should be carried out.

- 3.5 The Food Standards Agency directed the Authority on the areas to be targeted during the pandemic, which included interventions at high risk premises, dealing with complaints, the risk associated with changes in practices, in response to the pandemic, and supporting EU requirements for our businesses.
- 3.6 Regulatory Services completed all the targeted interventions that were required by the Food Standards Agency based on risk factors identified by them.
- 3.7 In line with the Council priority for responding the pandemic Regulatory Services has provided support across the whole town for businesses to assist them to put in place Covid-19 controls. This has included providing additional help when positive cases have been reported in the workplace.
- 3.8 Regulatory Services also supports the economic recovery of businesses from both from the pandemic and the requirements for businesses trading after exiting the EU. This has been, and continues to be, delivered through supporting businesses by encouraging compliance in the first instance. The service also supports businesses to export to the EU, through the inspection of fishing vessels, reviewing controls at exporting premises and the standing up of a certification service to enable goods to move freely across the EU.
- 3.9 The Service Plan for 2021-2022 is attached as **Appendix 1**, forming an integral part of the organisation of the Regulatory Services within Public Protection.
- 3.10 In accordance with the requirements contained within the Framework Agreement, the food service is a mix of enforcement, intelligence based work, investigation, advice and education.
- 3.11 The Food Standards Agency have developed a recovery plan which directs the Local Authority on how the official controls should be prioritised. In line with this plan the Service Plan aims to ensure all resources that were diverted away from the official controls last year are redirected to these controls.

The recovery plan prioritises high risk premises, new premises registrations, change of use and approved premises for interventions, bringing their cycles of inspection back in line with those contained in the Food Law Code of Practice.
- 3.12 Regulatory Services assists businesses to comply with legislation and thereby protect the health of the public from food related illness. Resources will be targeted to ensure a balanced mix of services, which benefit the business sector, consumers and other stakeholders. In accordance with the Food Law Code of Practice and the published Regulatory Services Team Enforcement Policy, the service will continue to focus enforcement action on the poorer performing businesses.
- 3.13 The service has undertaken all inspections of fishing vessels and approved premises. The service has gained the required competency to assist Southend businesses to trade with the EU through the development of an export certification service.
- 3.14 Inspections have resumed with the appropriate controls in place and is in line with the recovery programme.

3.15 Progress through the Service Plan will be monitored on a monthly basis. Resource will be directed to additional contracted inspections where required.

4. Other Options (this section should only be included in Cabinet and Cabinet Committee reports).

4.1 The Food Standards Agency Framework Agreement sets out the statutory duty for Southend-on-Sea Borough Council in developing Service Plan. There is no alternative to the statutory duties.

5. Reasons for Recommendation

5.1 In order for the Council to comply with the Food Standards Agency Framework Agreement, and in line with the Food Standards Agency audit findings, which were agreed by Cabinet on 18 June 2013.

6. Corporate Implications

6.1 Contribution to the Southend 2050 Road Map

6.1.1 The Service Plan contributes to Pride and Joy, Safe and Well and Opportunity and Prosperity. The contribution is through:

- a risk based proactive inspection programme for food businesses which ensures they are providing safe food for residents and for those visiting the Borough; and
- assisting businesses to comply and thrive through the provision of business advice; and
- supporting events across the town which encourages visitors and residents to enjoy safe foods
- enforcing against the least compliant businesses to improve the offering of the town; and
- supporting Public Health in encouraging businesses to offer healthy eating options.

6.2 Financial Implications

6.2.1 The Service Plan for 2021-2022 identifies resources allocated to the Statutory Food and Feed Programme and the budget is set within the Regulatory Services' overall budget. The plan recognises that resource may be diverted to assist with issues arising from the pandemic Coronavirus, and the Service Plan may be altered in response to that demand.

6.2.2 Where funding is available the service will apply to enable surveillance sampling and to be completed.

6.3 Legal Implications

6.3.1 The FSA places a requirement on local authorities to develop and submit a Service Plan. Local Authorities are audited and assessed by the FSA on the basis of their food law enforcement service. The Council's constitution requires the adoption of the official Feed and Food Control Service Plan be reserved to Full Council and is funded from within the existing budget of the service.

6.4 People Implications

6.4.1 The service is currently fully staff but may be required to support the Covid-19 pandemic. Where this is the case arrangements will be made to meet the statutory inspection programme through the use of contracted inspections. The service has a development post for food inspectors which has been recruited to provide resilience to the service.

6.5 **Property Implications**

6.5.1 There are no Property implications.

6.6 **Consultation**

6.6.1 There are no Consultation implications. The Service Plan is developed in line with government guidelines and priorities and is published on the website. Feedback from the public is encouraged. The enforcement element of the Service Plan was consulted on when the Enforcement Policy was reviewed this year.

6.7 **Equalities and Diversity Implications**

6.7.1 Equality and Diversity implications have already been considered in the Regulatory Service Enforcement Policy and as part of the general work in the Service. A further equalities assessment was carried out when the Enforcement Policy was updated in 2021 in line with the updated Regulators Code April 2014 and was undertaken when the Enforcement Policy was reviewed this year.

6.8 **Risk Assessment**

6.8.1 Progress against the plan will be reviewed on a monthly basis and the inspection of high risk premises is assessed.

6.9 **Value for Money**

6.9.1 The Service is delivered within existing budget. The procurement process will continue to be utilised to identify a contractor to deliver a proportion of the food inspection programme.

6.10 **Community Safety Implications**

6.10.1 There are no Community Safety implications.

6.11 **Environmental Impact**

6.11.1 Food related inspections and investigations place controls on commercial food waste which impact on the natural environment.

7. **Background Papers**

- Food Standards Agency Framework Agreement;
- Food Law Code of Practice (England) 2017;
- Feed Law Code of Practice (England) (Issued April 2018);
- Regulatory Service Enforcement Policy 2015;
- Food Standards Agency Audit and Action Plan - Cabinet Report Dated 18/06/13.

8. **Appendices**

8.1 Appendix 1: Official Feed and Food Control Service Plan 2021-2022.

APPENDIX 1

Southend on Sea Borough Council
Department for Neighbourhoods and Environment
Regulatory Services

Official Feed and Food Control Service Plan 2021-22

Elizabeth Georgeou

Head of Regulatory Services

June 2021

Introduction

The Service Plan was compiled by the Regulatory Services team of Southend-on-Sea Borough Council, linking into the Council's 2050 ambition for the future.

The Service Plan is structured in accordance with the service planning guidance contained in the Framework Agreement on Local Authority Food Law Enforcement. Powers to enable the Agency to monitor and audit local authorities are contained in the Food Standards Act 1999. In accordance with this guidance the plan is submitted to the relevant member or senior officer forum for approval to ensure local transparency and accountability.

The purpose of the Service Plan is to ensure that national priorities and standards are addressed and delivered locally in accordance with the relevant codes of practice and guidance. It is intended to ensure transparency and accountability and detail the contribution that Regulatory Services makes to the ambition for the Council.

Last year's Feed and Food Service Plan 2020-21 allowed for the re-direction of resource from the inspection programme to respond to the pandemic. The Food Standards Agency issued guidance in year on what official controls the local authority should deliver. This year they have issued a recovery plan for delivery of official controls and related activities, and this guidance has been taken into account in the development of this plan.

1. Service Aims and Objectives

1.1 Aims and Objectives

The delivery of the plan aims to:

- Ensure that the highest achievable levels of food control (food safety, standards and feeding stuffs) are maintained throughout the Council.

The objectives are to:

- Ensure hygienic conditions in the sale, preparation, manufacture and storage of foodstuffs and feeding stuffs.
- Ensure the wholesomeness and appropriate labelling/composition of foodstuffs and feeding stuffs within the Borough.
- Focus on a risk-based approach to inspections and enforcement activity in accordance with the Council's Enforcement Policy.
- Administer the legislation in compliance with the approved codes of practice and related official guidance.
- Promote a greater knowledge and understanding of food safety and nutrition within Southend-on-Sea Borough Council.
- Continue participation in the Food Hygiene Rating Scheme (FHRS).
- Work with Public Health England (PHE) to deliver improved health outcomes for residents, visitors and those working in Southend.
- Focus on the local enforcement and cross border agencies for the illegal harvesting of shellfish.
- Provide guidance and assistance to local businesses on regulatory compliance and new arrangements now the UK has left the EU.
- Provide guidance and assist local businesses with respect to pandemic coronavirus.

1.2 The Aim of the Service is to support the Council's Aims and Outcomes to:

The Council's 2050 ambitions have been built on conversations that have taken place with those living, working and visiting the Borough. The activities that Regulatory Services undertakes contributes to the aims and outcomes of the 2050 themes for Pride and Joy, Safe and Well, Opportunity and Prosperity and Active and Involved.

The Service Plan shows how the team contributes to a Southend in which people can be proud of with services supporting the safety and wellbeing of those who work, live and visit the town. The service aims to help businesses grow though assisting and supporting these businesses so that they bring prosperity to the town. This will be achieved through reflecting these objectives at staff conversations and integrating the service across the organisation.

2. Background

2.1 Profile of the Area

Southend-on-Sea Borough Council is a unitary authority. It is a seaside town which is a tourist destination with local shopping areas covering 6,785 hectares. It is the closest seaside resort to London and is located within the Thames Gateway region and usually has over 6 million visitors each year. It is anticipated that this year there will be 7.5 million visitors, with 250,000 staying in the area. There are seasonal businesses within the town and the Council actively promotes events in the Borough to support the prosperity of the town.

The total population estimate for 2019 for the Borough was 183,100. The Essex Employment and Skills Board undertook an Evidence Base District Profile for Southend which was completed in 2019 and shows the employees by industry sector.



It is noted that wholesale and retail trade, which will include food business has decreased and those offering accommodation and food services has increased

between 2014 and 2018. There has been no update to this profile since the pandemic and it is possible that the pandemic may have changed the profile within the Borough.

2.2 Organisational Structure

(Annex 1) The Council structure together with details of responsibilities for food and feed.

The Council sends food for microbiological examination to the Public Health Laboratory (PHE) Laboratory at Colindale via a collection service.

<p>Public Health England Food Water and Environmental Microbiology Lab 61 Colindale Avenue London NW9 5EQ 0208 327 6548 /6550 Fax: 020 8327 6542 fwem@phe.gov.uk</p>	<p>Consultant of Communicable Disease Control (CCDC), PHE East of England, Health Protection Team, Second Floor, Goodman House, Station Approach, Harlow CM20 2ET Tel: 0300 303 8537 Fax: 01223 724499 Email: EastofEnglandHPT@phe.gov.uk Secure email mailto:phe.eoehpt@nhs.net</p>	<p>Stool Samples Pathology First Helpdesk Tel 01268-968300 Reports provide by David Marquez Information Manager at Pathology First david.marquez@pathologyfirst.co.uk non-secure emails to david.marquez@synlab.co.uk Specimen Reception Southend University Hospital NHS Foundation Trust Prittlewell Chase, Westcliff-on-Sea, Essex SS0 0RY Tel 01702-385564/ 385411</p>
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The appointed Public Analysts for feed and foods are located at:

<p>Feed Agricultural Analyst – Mr Jonathon David Griffin Kent Scientific Services 8 Abbey Wood Road Kings Hill West Malling ME19 4YT Tel: 03000 41 51 00 kss@kent.gov.uk</p>	<p>Food Public Analyst – Duncan Arthur Public Analyst Scientific Services Limited 154 Business Park Valiant Way Wolverhampton WV9 5GB Tel: +44 (0) 7734 383707 (Direct) +44 (0) 1902 627238 (General)</p>
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2.3 Scope of Regulatory Services

Regulatory Services is part of Public Protection which sits within Neighbourhoods and Environment. The team aligns the delivery of its services to 2050 objectives. This is achieved through supporting those living, working and visiting the Borough to stay safe and well when using the services of businesses throughout the Borough. They also assist businesses to prosper by supporting compliant businesses and targeting resources to the less compliant businesses.

With respect to feed and food the responsibilities of Regulatory Services are to:

- Undertake proactive food safety and standards inspections.
- Undertake proactive feed inspections.
- Deal with imported food and feed matters.
- Investigate complaints about food and feed.
- Investigate complaints about food and feed premises.
- Investigate food poisoning and infectious disease referrals/complaints.
- Deal with health and safety and public health matters at food premises related to drainage, industrial noise nuisance and rubbish.
- Respond to emerging public health issues.
- Respond to reports of illegal shellfish harvesting.
- Provide consultation recommendations on planning, licensing and event applications.
- Assist with the delivery of the PHE priorities with respect to the healthy eating obesity strategy.
- Provide business advice.

2.4 Demands on the Regulatory Services Team

The Service uses Uniform database which is supported by IT and linked to the property gazetteer.

Food Premises profile as at 31st March 2021

Type of Premises	Number
Primary Production	2
Manufacturers / producers* (includes cake makers - home caterers)	112
Distributors	14
Retailers- report incorrect Ang checking FH appearing	419
Restaurants / other caterers	1398
Importers	5
Fishing Vessels	14
Total	1964

Food Hygiene Inspections due:

FSA Category	Frequency Required	Due 2021 – 2022	Overdue
A	Every 6 months	8	0
B	Every 12 months	37	16
C	Every 18 months	84	102
D	Every 24 months	264	280
E	Alternative enforcement or every three years	45	270
Awaiting Inspection, includes overdue*	238		
Not in programme+	93		
Total Inspections due as at 01/04/21	1,344		

*Fluctuation in year as new premises register and are inspected will affect the number of premises due for inspection in year, compared to the start of the year. Last year there were 265 new food registrations throughout the year. The awaiting inspection includes those where risk-based assessments have been carried out.

+Includes premises undertaking very low risk activities e.g. selling pre-packed bars and providing teas and coffees.

Child-minders are not included on the database as they are registered with the Council's Early Years team. There continues to be an arrangement in place for the dissemination of information to Childminders and for the Early Years Team to work with Regulatory Services to undertake interventions where required.

The figures shown also includes Home-caters where we have undertaken information gathering to identify low risk premises and prioritise high-risk interventions.

The Food Law Code of Practice (FLCoP) requires that Category A and B food hygiene, Category A food standards and non-compliant C premises be subject to an inspection, partial inspection or audit at the required interval. Broadly compliant C risk food hygiene premises and broadly compliant B risk food standards can alternate between inspection, partial inspection audit and other Official Controls.

Category D risk premises can only alternate between an intervention which is an Official Control, and an intervention that is not an Official Control, if the potential hazard element at risk assessment is less than 30.

Premises rated E for food hygiene and C for food standards can be subject to an alternative enforcement strategy.

Premises subject to alternative enforcement cannot be risk rated and therefore the date of that intervention cannot be included in the food hygiene rating scheme.

The Food Standards Agency has developed a recovery plan for official interventions which will be detailed in Section 3.

Approved Food Premises:

Types	No. of each Type
Cockle Processing	4
Fishery Products	1
Meat Products	1
Cold Stores	3

Food Standards Inspections:

Not prioritised this year in the Food Standards Agency recovery plan. Section 3 details the priorities for inspection. Regulatory Services will however:

- Inspect all A risk premises.
- All inspections awaiting inspection.
- Undertake food standards inspections where a food hygiene premises is due or overdue.

Feed Premises Inspections:

We have been co-ordinating with other authorities through the National Trading Standards Board (NTSB) and the Food Standards Agency (FSA) to ensure that regionally animal feed enforcement is effective, and there are risk-based controls in place across the Region.

From 1 April 2019, delivery of the NTSB Feed inspection programme, including the role of the lead Feed Officer role has been contracted out to Essex Trading Standards covering the current NTSB funded programme.

The Council had 18 businesses registered under the Feed (Hygiene and Enforcement) Regulations 2005, for feed inspections as at 01/04/2021. These are retail premises, which distribute food on for feed purposes, and one manufacturer of animal feedstuffs.

Feed Premises Profile for 2021/22:

Category of Premises	No.
Pet Food Manufacturers R06	1
Supplier of Surplus Food R07	17
Total	18

The Desktop Exercise for 2021-22 identified that there are no feed inspections to be completed this year.

There is now more certainty regarding EU Exit arrangements and there is still a need for the food and feed service to support businesses. Training has been undertaken to provide health certificates for businesses exporting to the EU, fishing vessels have been inspected. Advice has been provided for businesses who were distributors and now have importer responsibilities because of the removal of the single market arrangements.

Concerns continue to be raised regarding the harvesting of shellfish from the foreshore. The quantities being taken indicate commercial activity and there is a risk with shellfish entering the food chain without the required controls in place.

Regulatory Services will respond to incidents of illegal shellfish harvesting, food fraud, with respect to counterfeit products, and to emerging public health issues. Consideration will be given to whether additional controls could be put in place through the adoption of a public spaces protection order (PSPO) along the foreshore.

Regulatory Services undertakes sampling in accordance with the National Priorities identified in the FSA's Guidance on the food sampling programme. The programme also considers the sampling priorities for the Council and for the priorities identified through the Regional Strategic Assessment and EETSA. The service continues to benefit from the free allocation of microbiological samples from Public Health England. There is no funding available for compositional sampling, where grants are available Regulatory Services will bid for funds to undertake imported food sampling. There is no identified sampling programme for feed this year.

Service Requests:

Regulatory Services will continue to respond to requests for service, including business advice, investigation and management of complaints, management of food incidents and hazards, including outbreaks of foodborne illness.

Regulatory Services will prioritise requests from businesses to assist them with export requirements for food and feed.

Officers are located both in the main Civic Centre, Victoria Avenue and remote working. The service responds to inspections and incidents outside of normal hours. There is a contact centre which can receive emergency calls and is staffed 24 hours.

The Council is a seasonal location with impacts on the transient nature of the businesses in the Borough. The seasonal nature of the town also means that businesses will follow the weather pattern and not necessarily a seasonal pattern

of opening. There is likely to be additional demand in Southend because of staycations, this will be driven by the uncertainty of travel abroad because of the pandemic and risks from variants.

2.5 Enforcement Policy

The Council's Enforcement Policy was approved by the Council in 2021. This policy was developed and consulted on meeting the requirements of the Legislative and Regulatory Reform Act 2006 and the Regulator's Code.

Regulatory Services works with the Growth Hub and across Essex authorities to better understand businesses needs to assist them with compliance.

3. Service Delivery

3.1 Interventions by Regulatory Services Officers for Feed and Foods

Feed

Details of inspections due as at 31 March 2021 for animal feed are listed in 2.4. The Desktop Exercise for 2021-22 identified that there are no feed inspections to be completed this year, unless intelligence suggests that an intervention is required.

Food Hygiene and Food Standards

Details of inspections due as at 31 March 2021 in each category are listed in 2.4. There is a recognition by the Food Standards Agency that inspections due last year were not completed, apart from interventions prioritised by them, which were completed. Interventions for 2021-22 will be prioritised in line with the Food Standards Agency Covid-19 Local Authority Recovery Plan dated 16 June 2021.

The recovery plan is divided into two phases and highlights the principles to be applied to the inspection programme which includes:

- Use of intelligence to target interventions are premises where risks are indicated to have increased.
- Subsequent interventions to be programmed in line with the Codes of Practice.
- Rate premises in accordance with the food hygiene rating, where appropriate.

Regulatory Services will prioritise interventions of premises in accordance with the Recovery Plan and any updates which are made to that Plan by the Agency. The Plan focuses on targeting the interventions of highest risk.

The Recovery Plan covers the period from 1 July 2021 to 2023/24, extending across inspection years. The progress against this plan will be monitored.

Regulatory Services Officers for food and feed are authorised in line with qualification and competency requirements detailed in the respective Codes of Practice. Those inspecting for food are allocated interventions by ward(s) in which they co-ordinate inspections, complaints, planning, event applications and the inspection of new premises, plus utilises the services of contractors to undertake inspections. Co-ordination of feed is through the Lead Feed Officer and the Regulatory Services Officer for Trading Standards.

Officers have access to expertise and peer support through attending local liaison group meetings, detailed in section 3.8.

Suitably qualified and competent Enforcement Officers will support the service where possible.

All high-risk food standards are prioritised for inspection each year. There is no requirement to undertake food standards inspections at those rated B or C, these will usually be completed at the same time the food hygiene inspection is undertaken.

The Food Standards Agency is requiring that all new premises be inspected in year. Where this is not possible those undertaking high risk activities will be prioritised over low risk inspections.

Questionnaires continue to be used to assess Home-caterers to determine the activities being undertaken and the inspection prioritised where high risk activities are being undertaken. Many of this category of caterer register to enable them to utilise the FHRS, rather than a legal requirement to do so. Inspections at premises undertaking lower risk activities will be undertaken where resource is available.

Enforcement Officers will assist in any alternative interventions and sampling programmes.

Regulatory Services Officers who inspect food premises also undertake:

- Health and safety interventions and inspections. Health and safety inspections will be undertaken in line with the Health and Safety Executive priorities for proactive inspections. They will also be undertaken where matters of evident concern are noted.
- Public health and nuisance complaints at food premises.
- Responses to event applications.
- Healthy eating interventions.

Regulatory Services Officers who inspect feed premises also undertake activities relating to:

- Consumer Protection.
- Product Safety.
- Fair Trading.
- Weights and Measures.

To assist Southend fishery businesses the service is offering to provide export health certificates, the aim is to specifically assist Southend businesses but will include other food export certificates.

Regulatory Services supports the Safety Advisory Group process for events to ensure that compliant caterers operate at these events. Caterers at these events will normally be required to be rated 3, 4 and 5 under the FHRS.

Where inspections of mobile traders are carried out at events or markets outcomes will be reported to their registered local authority in line with the FLCoP. Similarly reports from other local authorities regarding mobile traders registered with Southend-on-Sea Borough Council will be used to inform ratings.

Regulatory Services Officers for food safety, standards and health and safety, will determine whether additional pro-active inspections are required at events within their inspection areas.

The Council will continue to participate in the FHRs to promote transparency and enable individuals to make informed choices about where they eat.

The Council will continue to utilise and develop the Uniform database to improve reporting capability.

3.2 Regulatory Services Group Food and Feed Complaints

The demand on the service for 2020-21 is reviewed in Section 6.1. It is anticipated that a similar number of complaints as in previous years will be received.

All food complaints will be allocated in accordance with Officers inspection area and for feed to the Lead Feed Officer. Investigations of service requests/complaints will be based on intelligence and will be proportionate to the risk.

3.3 Primary Authority Partnership and Home Authority Scheme

The Council does not have any formal arrangements in place for food hygiene, food standards or animal feed. The Enforcement Policy requires all Officers to consider any partnerships and formal intervention strategies prior to taking enforcement action. As part of an informal Home Authority arrangement this authority will continue to undertake sampling for examination of the cockle processing establishments in liaison with the City of London Corporation Port Health Authority.

All Officers have access to the Primary Authority Scheme website and will adhere to inspection plans or priorities identified through this scheme.

3.4 Advice to Business

The level of demand from businesses last year is included in section 6.1 but does not take account of advice given during inspection. Advice to businesses will continue to be given particularly in respect of the new trading arrangements, and to our obligations under both the FHRs and the Regulators' Code to assist businesses to grow, and for those within the FHRs to achieve a higher rating.

Ad-hoc advice will be given on request and where necessary businesses will be advised of specialist support that they can obtain for themselves.

Regulatory Services continues to support the Economic Development team (EDT) by providing advice at events organised by EDT. The team will continue to support businesses through bringing attention to grants that are available for business development and energy efficiency.

Details of what to expect during an inspection are included on the reverse of the inspection report, which is left on site following an inspection, together with the officer's contact details. Advice is also given on any further correspondence and will include the officer's contact details.

3.5 Feed and Food Sampling

The food sampling policy prioritisation is detailed in Section 2.4 and the food sampling programme for this year attached as Annex 2. Regulatory Services will continue to participate in the Essex Food Group programme as well as take

samples to support local work. It is planned that sampling will be undertaken in accordance with the sampling plan (Annex 2). Enforcement Officers support this work.

PHE continues to provide a free allocation for microbiological sampling and there is currently no funding available this year from the FSA to support imported foods, which is a national priority. Where resources allow the team will participate in the East of England Trading Standards Association (EETSA) programme undertaking compositional food sampling and standards as well as taking samples in support of local work. The team completed a local project for imported foods last year.

The details for the returns of the sampling information will be uploaded manually where required.

Samples for food examination will be submitted to PHE Laboratory at Colindale and samples for food to Public Analyst Scientific Services Limited. The nominated Agricultural Analyst for feed is the same as Essex Trading Standards (ETS), so that any samples taken on our behalf will be submitted alongside ETS samples.

3.6 Control and Investigation of Outbreaks and Food Related Infectious Disease

The team will continue to respond to demand with respect to pandemic coronavirus, including the proposal of utilising trained officers for contact tracing. If this is required resource will be diverted to assist in pandemic coronavirus activities and backfilled by contracted inspections where possible.

Outside of the pandemic, investigations will be undertaken of outbreaks; other incidents of suspected food poisoning will be monitored and responded to if necessary. The demand for last year is detailed in 6.1 and it is expected to be similar for this year. There are working instructions that detail the responses to be made. The Council has signed up to the Memorandum of Understanding Outbreak Control Plan.

Required responses to pandemic coronavirus has increased the demand on time and the lock-down and the proposed plan by the Food Standards Agency aims to bring the resource that had been diverted to support the pandemic back to the official controls. Progress through the programme will be reviewed monthly.

3.7 Incidents

Regulatory Services continues to respond to incidents of illegal harvesting of shellfish from the foreshore. These products are removed from the food chain where commercial harvesters have been unable to demonstrate that the shellfish will be subject to the correct controls. The team is currently working with the National Fraud Team and other agencies.

Where required by the FSA or the Department for the Environment, Food and Rural Affairs (DEFRA) resources will be provided which will result in a reduction in the pro-active programme.

Resource may also be required to support the Council's emergency control plan and Regulatory Services supports the Council's EU Exit strategy Group.

3.8 Liaison with Other Organisations

The Council will continue to participate locally in liaison arrangements with:

- The Essex Food Liaison Group (including microbiological sampling).
- EETSA Food Group.
- EETSA Feed Group.
- Thames Estuary, Essex and East Suffolk Shellfish Liaison Group.
- Food Hygiene Focus Group.
- Essex Environmental Health Managers Group.
- EETSA Heads of Service.
- Public Health England.
- Planning.

The Council will work with national bodies as appropriate, Food Standards Agency, Chartered Trading Standards Institute, Chartered Institute of Environmental Health, Department for Environmental, Food and Rural Affairs, Department for Business, Energy and Industrial Strategy, Local Government Association.

3.9 Promotional Work and other non-official controls interventions for food and feed

Participation will be as part of a larger exercise organised nationally or through Essex County, these will be evaluated in line with corporate objectives.

Support of initiatives identified through the public health agenda including those identified in action plans for Health and Wellbeing.

Regulatory Services will also participate in:

- Health Promotion Events organised by SBC.
- Targeted events.
- Southend Action Days, targeted activity in specific areas

The team utilises resources to support leisure events across the town, though participating on the Safety Advisory Group and inspecting at events previously identified as higher risk.

4 Resources

4.1 Financial Allocation

	£ Budget 2021-22
Travel and Operational Costs	3,250
Equipment	0 (there would be budget available if required)
IT & Legal (included in management, administration and technical services)	0 (there would be budget available if required)
¹ Sampling Budget	0 (funding stream from grants where available and would be available if required)
*Staffing Costs	230,735
Funding contracted inspections	11,300 (additional spend dependent on backfill requirements for Covid-19)

(¹Microbiological samples are taken as part of our free allocation with PHE.)

4.2 Staffing Allocation

Staff	FTE 2018-19	FTE 2019-20	FTE 2020-21	FTE 2021-22
Management Food and Feed	0.5	0.5	0.5	0.5
Regulatory Services Officers Food* <small>vacancy factor used for Contracted inspections</small>	3.5	3.2	1.8	1.8
Enforcement Officers Food	0.5	0.5	0.6	1.0
Contracted food inspections (includes backfill for Officers undertaking Covid-19 duties)	0.3	0.5	0.8	1.6
Total Officers	4.8	4.7		4.9
Administration	0.6	0.6	0.6	0.6
Regulatory Services Officers Feed	Contracted service out	Contracted out service	Contracted out service	No inspections due this year

4.3 Staff Development Plan

Training will be identified as part of the annual conversations with staff members to meet the needs of the service to be delivered. Registered Environmental Health Practitioners are responsible for managing their own CPD training which will mostly be provided externally and funded by the Council.

Continued assessment of competencies in line with the Code of Practice is undertaken as part of the Council's appraisal system.

Officers who support areas of food, feed, infectious disease and legal processes will receive appropriate training which will be provided both in-house and externally as appropriate.

Officers working to complete their registration as food practitioners will be supported.

4.4 Projected resource required to deliver programme:

Activity (does not include Business Support time)	FTE
Food Hygiene Inspections	1.8
Approved Premises	0.05
Food Standards (if undertaken at time of food hygiene inspection)	0.4
Importer / Exports Certification	0.4
Inspection of Fishing Vessels	0.2
Revisits to check compliance / FHRS	0.3
Service Requests	1.1
Events applications	0.2
Advice to Business	0.2
Formal action	0.1
Co-ordination liaison and Promotional work	0.1

Sampling activities	0.1
Food poisoning (does not take into account outbreak)	0.2
Incidents (including illegal harvesting of shellfish)	0.5
Training for competency (Code of Practice requirement) & internal	0.1
Auditing	0.05
Management of activities (service and improvements)	0.9
Total Food (excluding dedicated administration)	6.1
All Feed Activities	0.09

There is a contract in place to undertake some food inspections to assist with meeting the FLCoP requirements to ensure that high risk interventions are completed in year. Where there are continued recruitment issues or where resource is put into supporting pandemic coronavirus the support from contracted inspections may be increased. There are no feed inspections due so there will be no funding allocation through the EETSA Feed Group this year.

5 Quality Assessment

5.1 Quality Assessment and Internal Monitoring

The Council participated in the Essex Food Group internal audits against the Brand Standard in 2015. An action plan was developed and implemented. Audit procedures were updated to include checks for Brand Standard compliance. The team continues to participate in the data cleansing programmes managed through the FSA.

The FSA undertook a thematic audit of the Council's food enforcement programme in December 2012. An Action Plan was agreed with Council and has been implemented. Progress against the Action Plan has been reported to the FSA. The audit review by the FSA was completed in April 2014 and the service has been signed off as compliant.

A Data Protection Audit took place in November 2012 and there were no issues raised.

There is an internal audit team within the Council who select areas for review on an annual basis. There is also Member scrutiny through the scrutiny process as appropriate. An audit of the Regulatory Services restructure was carried out during 2013 and there is currently a restructure underway to integrate the Private Sector Housing function into the Regulatory Services team.

6 Review

6.1 Review against the Service Plan 2020-21

There is continued support for report writing and there are a range of performance reports available.

Food Safety:

FSA Category	Numbers Due	% Achieved
A	6	100
B	68	76
C	249	41
D	280	16
E	270	0
Unrated (includes changes in year)	50	22

The planned inspection programme was not fully completed because premises closed and officers were on lockdown in response to pandemic coronavirus. Last year the team achieved 100 of A risk premises and 76% of B risk. High risk inspections were targeted but those B that were not inspected were care homes, where access was restricted because of covid controls and premises being closed. In line with the FSA priorities of inspecting non-compliant premises and those restaurants now offering take-away, 41% of C risk inspections were completed.

To support businesses to be ready for exiting the EU, all approved premises were inspected, and fishing vessels were registered and inspected.

In line with the Food Standards Agency direction the team provided guidance to those premises with a poor inspection ratings. Focus was also on those previously only operating as restaurants, who had changed their offering to take-away. Guidance given also included covid-19 controls.

The team has recruited an Assistant Regulatory Services to provide a training route for full competency for food interventions. The team has also recruited an Enforcement Officer to support the delivery of the official food controls. During the year additional contracted inspections were undertaken to assist with the priorities of the programme to back-fill those undertaking contact tracing.

Food Standards:

There was only 1 High Risk inspection due which was completed. In line with our Service Plan food standards inspections were completed at the time the food hygiene inspection was due. There was no requirement to report on food standards inspections completed for 2021-22 because of the pandemic.

Feed Premises Profile as at 31 December 2018 (for the 2020-21 inspection programme):

Category of Premises	No.
Pet Food Manufacturers R06	2
Supplier of Surplus Food R07	16
Total	18

Inspections completed in line with the desk-top study:

Category	No. In category	Due 2020-21	Completed	% Achieved
R7	16	3	3	100
R6				
R5 ¹				

To resolve the time element of the training and enforcement for feed this part of the service has been contracted out.

Enforcement in Food Premises:

	2020-21	2019-20	2018-19	2017-18
<i>Prosecutions</i>	0	0	0	0
<i>Simple Cautions</i>	0	0	0	0
<i>Improvement Notices</i>	0	5	9	7
<i>Prohibitions & Voluntary Closures</i>	1	0	0	3
<i>Seizure and Detentions (including voluntary surrender)</i>	51	47	8	11
<i>Remedial Action and detention notices</i>	0	0	0	0

The team continues to disrupt the illegal harvesting of shellfish and undertakes voluntary surrender of oysters and other shellfish from the seafront. Last year approximately 2558Kg was voluntarily surrendered and destroyed. The team also formally seized, and took to Magistrates Court, 111.1Kg of in-shell oysters and 51 litres of shucked oysters (which would be equivalent to 1.020Kg of live oysters in shell).

The team worked collaboratively with the Gangmasters and Labour Abuse Authority, the Inshore Fisheries and Conservation Authorities, the town centre and marine units of Essex Police, and the charity Justice and Care. There were three weeks of operations supplementing the usual interventions undertaken by Environmental Health in July, August and September. The operations intercepted harvesting groups, individuals and the vehicles used.

Requests

	2020-21	2019-20	2018-19	2017-18
<i>Food Safety and Standards</i>	596	535	555	619
<i>Infectious Disease</i>	137	266	221	254

Sampling

	2020-21	2019-20	2018-19	2017-18
<i>Microbiological Samples Taken</i>	111	210	188	164
<i>Analytical Samples Taken</i>	25	42	0	0

There were reduced numbers of samples taken because of premises being closed through lockdown. The FSA funded an EU imported food sampling project which was completed. There were no samples required to be taken for feed analysis in 2020-21.

Questionnaires continue to be used as a method of assessing the risk of the activities of unrated Home Caterers. This group tends to operate sporadically, utilising their food hygiene rating as a quality standard, rather than as them meeting the criteria for registering. There has been a high number of new registrations this year, where they are catering from home.

The Council has continued to participate in the FHRs.

The Council has continued to use social media, through a Facebook page to inform business of emerging issues, including reinforcing the FHRs; publicising campaigns and informing members of where a business achieves a five under that scheme.

There is continued support of the Safety Advisory Group which provides guidance to event applicants.

The arrangement with Essex County Council for undertaking animal feed inspections has delivered the inspection programme for last year. This arrangement is not required this year as there are no inspections due for animal feed.

6.2 Identification of any Variation from the Service Plan 2020-21

The inspection plan was not completed because of the lock-down for pandemic coronavirus. The team focussed on the priorities identified by the Food Standards Agency. The high risk inspections that were not completed were either in care homes, because of the risk of introducing Covid-19 into the care homes, where intelligence had not suggested an intervention was required or where the premises were closed throughout the pandemic.

6.3 Areas for Improvement

- Continue to improve the use of the database.
- Data cleansing exercise.
- Continued improvement of remote working facilities to integrate paperwork for inspections.

- Improved reporting tools are being developed for performance management purposes.
- Continue to maximise use of Uniform.
- Standardising work where possible and process improvements.
- Continue to vet and prioritise new premises inspections.
- Training of Officers to support work areas and identified competency requirements.
- The recent Uniform update allows the authority to apply an existing rating where an alternative enforcement visits has been undertaken and reschedule for the next intervention in line with the FLCoP. A process will be developed and ensure the mapping in Uniform reflects this.
- Work with businesses to identify service needs.
- Integration with Food Standards Agency food registration service.
- Check processes for issuing of health certificates function once operational.

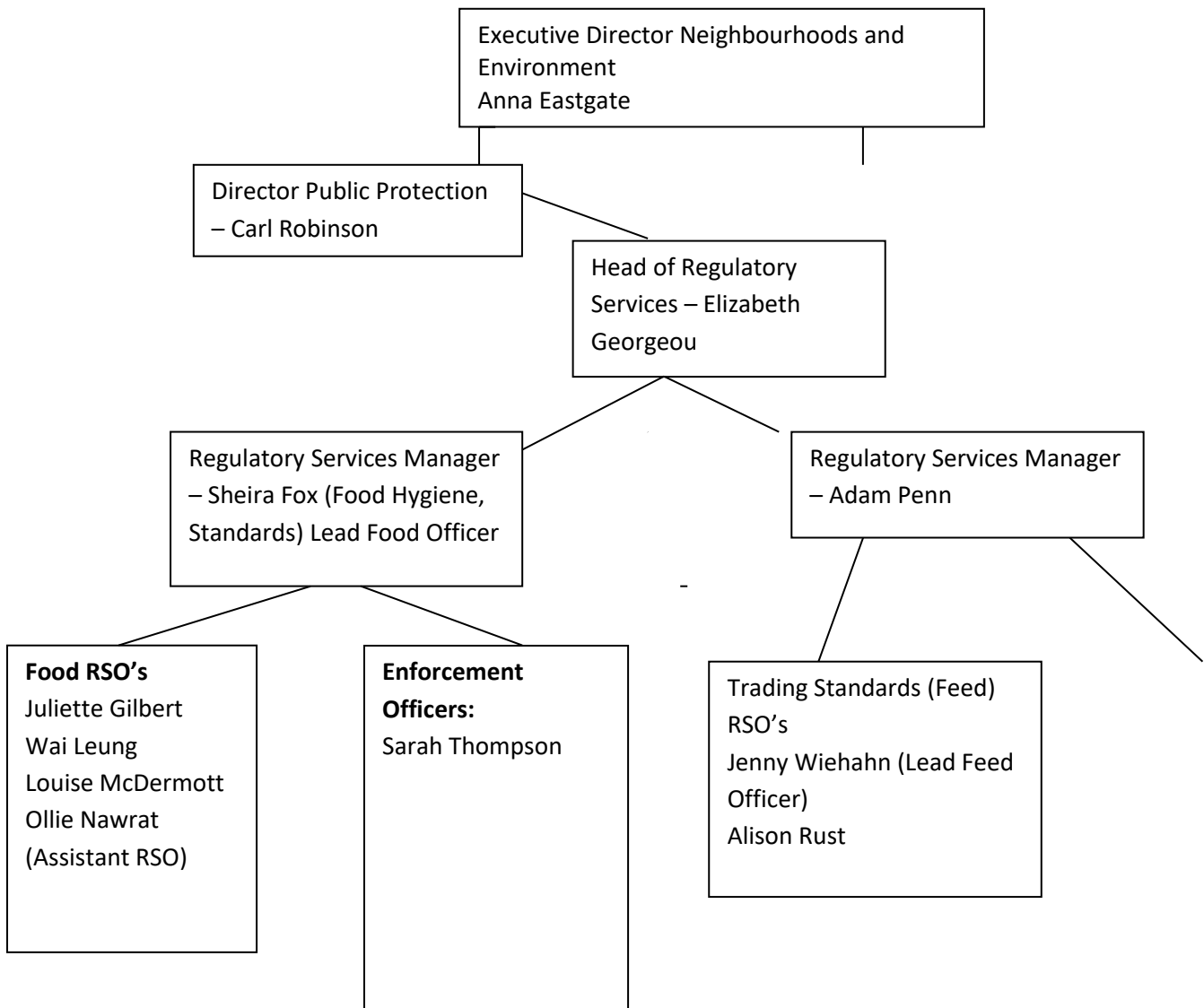
Annex 1

Leader and Cabinet Portfolio for Regulatory Services:

Leader Cllr Ian Gilbert

Public Protection: Cllr Martin Terry

Food Service – Officers undertaking food work only:



SOUTHEND-ON-SEA BOROUGH COUNCIL
SAMPLING PROGRAMME; 13th April 2021 – 30th March 2022

Food Std Sampling Dates	Microbiological Sampling Dates			
	Sampling day: Weds	Sampling Projects In-house, PHE, FSA funded, Eastern Region	Approved/ factory	Cockles (June-Oct)
	14/04/2021	RTE Nut bar (loose nuts) and muesli products – particularly with Brazil nuts		
	28/04/2021	RTE Nut bar (loose nuts) and muesli products – particularly with Brazil nuts		
	12/05/2021	In-house scooped & machine ice cream		
	26/05/2021	In-house scooped & machine ice cream	Y	
	09/06/2021	In-house scooped & machine ice cream		
	23/06/2021	In-house Listeria shopping basket i.e. pate, soft cheese, smoked fish, sandwiches (service stations) / PHE cooked cold chicken		
	07/07/2021	In-house Listeria shopping basket i.e. pate, soft cheese, smoked fish, sandwiches (service stations) / PHE cooked cold chicken		
	21/07/2021	PHE – Post lockdown hygiene survey including dishwasher		
	04/08/2021	PHE – Post lockdown hygiene survey including dishwasher		
	18/08/2021	PHE – Post lockdown hygiene survey including dishwasher	Y	
	01/09/2021	PHE – Post lockdown hygiene survey including dishwasher		
	15/09/2021	PHE – cooked cold chicken survey		
	29/09/2021	PHE – cooked cold chicken survey		
	13/10/2021	In house Covid-19 takeaway premises. i.e. hot holding food from fish and chip shops, sandwiches etc / PHE cooked cold chicken survey		
	27/10/2021	In house Covid-19 takeaway premises. i.e. hot holding food from fish and chip shops, sandwiches etc / PHE cooked cold chicken survey		
	10/11/2021	In house Covid-19 takeaway premises. i.e. hot holding food from fish and chip shops, sandwiches etc / PHE cooked cold chicken survey		

	24/11/2021	In-house organic baby weaning food – microbiological contamination (pharmacies)	Y
	08/12/2021	In-house organic baby weaning food – microbiological contamination (pharmacies)	
NEW YEAR *No sampling activities*			
	19/01/2022	In-house emerging food issues – food alerts / recalls / contamination	
	02/02/2022	In-house emerging food issues – food alerts / recalls / contamination	
	16/02/2022	In-house emerging food issues – food alerts / recalls / contamination	Y
	02/03/2022	In-house microbiological contamination of organic RTE foods	
	16/03/2022	In-house microbiological contamination of organic RTE foods	
	30/03/2022	In-house microbiological contamination of organic RTE foods	

Southend-on-Sea Borough Council

Report of Deputy Chief Executive & Executive Director

To

Cabinet

On

Date 27 July 2021

Report prepared by:

Agenda
Item No.

16

Motion by Steven Reed MP on planning reforms for third parties

Place Scrutiny Committee
Cabinet Member: Councillor Mulroney
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To inform members of the proposed changes to the development control system regarding notification of third parties which would remove the right of neighbours and other interested parties to comment on planning applications when they are submitted in areas zoned for growth or renewal.
- 1.2 Member approval is specifically sought to endorse a cross party motion passed in the House of Commons on 21st June 2021 (**Appendix 1**). This stated that: *“This house believes planning works best when developers and the local community work together to shape local areas and deliver necessary new homes; and therefore calls on the Government to protect the right of communities to object to individual planning applications.”*

2. Recommendation

- 2.1 **Agree to endorse the motion proposed by Steven Reed MP (attached at Appendix 1).**

3. Background

- 3.1 The right of third parties to be notified of planning applications which may affect them dates from 1962 and is a well-established principle within the English planning system. The first person in relation to development control is the applicant, the second being the local authority. ‘Third parties’ are any other person with a view on a planning application. This could be a next-door neighbour, or a local interest group.
- 3.2 The local authority is currently required to place notices and publicise applications. This is done in line with the adopted Southend Statement of Community Involvement 2020.

- 3.3 The Government published a White Paper on planning reform in Summer 2020. An overriding aim of the changes is to speed up the planning system. It proposes to put more emphasis on consultation at the plan making stage and at the same time to “streamline the opportunity for consultation at the planning application stage, because this adds delay to the process and allows a small minority of voices, some from the local area and often some not, to shape outcomes.”
- 3.4 Areas identified as “Growth” areas would automatically be granted outline planning permission for the principle of development, while in “Renewal” areas there would be a faster planning application process. Within “Protected” areas any proposals would come forward using the current planning application process. Such areas would be designated through a local plan, but are likely to cover most of the Borough in combination.
- 3.5 The government is to consider “the most effective means for neighbours and other interested parties to address any issues of concern, where, under this system, the principle of development has been established leaving only detailed matters to be resolved.” Planning notices will be digital rather than a physical site notice.
- 3.6 Steven Reed MP wrote to each local authority on 7th July (**Appendix 1**), reporting that a motion was passed in the House of Commons with support from MPs of all political parties in relation to the proposed reforms. The motion reads:
- “This house believes planning works best when developers and the local community work together to shape local areas and deliver necessary new homes; and therefore calls on the Government to protect the right of communities to object to individual planning applications.”*
- 3.7 Steven Reed MP requests that each Council passes the same motion to show widespread support for the principle of protecting residents’ right to have a say over individual planning applications in their own area.
- 3.8 Whilst the Local Plan would allocate areas into different zones and a proposal may fit with the allocation within that zone as members will be aware there are far more issues involved in planning applications that can make them unsuitable or inappropriate in a given area. It has long been a tenet of planning that each application is dealt with on its merits, this would seem a difficult position to achieve if none of the merits or demerits of a planning application were able to be subject to public scrutiny and comment.

4. Other Options

- 4.1 The alternative option is not to formally endorse the motion passed by the House of Commons.

5. Reasons for Recommendations

- 5.1 The recommendation is proposed to highlight the proposed changes to the development control system and to add the Council’s support to the motion to

retain local residents' right to object to individual planning applications. Without such rights being enshrined, the ability of local communities to shape new development in a manner that best reflects local character and identity will be diminished.

6. Corporate Implications

Contribution to the Southend 2050 Road Map

- 6.1 The removal of long held third party rights which enable people to have their say on planning applications would impinge on the ambition of the Council for local people to have pride in Southend and to be involved in making a difference in their local area.

Climate Change Implications

- 6.3 The climate change implications of removing rights for third parties to comment on planning applications are unknown, but the removal of the ability of local communities to influence their built environment could harm the Council's ambitions on climate change.

Financial Implications

- 6.4 See People Implications below.

Legal Implications

- 6.6 The Planning White Paper proposes changes to existing planning legislation that would remove the rights of third parties to comment on planning applications.

People Implications

- 6.7 There is a human resource involved in notifying third parties. This would be reduced or removed if the reforms were to come into effect. However, this potential saving is balanced against the benefits for the public of having a say in how their neighbourhood develops over time. To continue the *status quo* would involve no additional costs.

Property Implications

- 6.8 There are no obvious property implications for the Council.

Consultation

- 6.9 The proposed changes in the White Paper remove the ability of local residents and other interested persons to comment on planning applications affecting their local area in certain circumstances (as set out in paragraph 3.4)

Equalities and Diversity Implications

- 6.10 The removal of rights to comment on planning applications will have an adverse effect on all sections of the community.

Risk Assessment

- 6.11 The changes to the planning system are being proposed by national government. This report highlights the risk of local engagement in planning decisions being significantly eroded.

Value for Money

- 6.13 As mentioned above there is a cost of staff time processing neighbour notification letters and dealing with correspondence. However, this potential saving must be measured against the erosion of involvement of local residents in the shaping of their communities, contrary to the ambition of 2050.

Community Safety Implications

- 6.14 The recommendation will have a neutral effect on community safety.

7. Background Papers

- 7.1 The Planning and Compulsory Purchase Act 2004 [Planning and Compulsory Purchase Act 2004 \(legislation.gov.uk\)](https://www.legislation.gov.uk)
- 7.2 Planning White Paper – [Planning for the future \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk)
- 7.3 Southend Statement of Community Involvement - localplan.southend.gov.uk/statement-community-involvement

8. Appendices

- 8.1 Appendix 1: Letter from Steven Reed MP



7th July 2021

Dear Councillor,

Re: Planning reforms

The Government has published highly controversial proposals to reform the planning system. One aspect that has raised particular concern is the proposal to remove local residents' right to object to individual planning applications in their own neighbourhood if the area is zoned for growth or renewal.

Last month, the House of Commons called on the Government to protect residents' rights to retain a voice over planning applications, recognizing that the best way to get necessary new homes built is to support communities, councils and developers to work in partnership.

I include below a copy of the motion passed by the House of Commons with support from MPs of all political parties. I urge you to ask your council to pass the same motion so we can show widespread support for the principle of protecting residents' right to a say over individual planning applications in their own area. Many local people have already expressed anger that this long-established democratic right is under threat.

This House believes planning works best when developers and the local community work together to shape local areas and deliver necessary new homes; and therefore calls on the Government to protect the right of communities to object to individual planning applications.

Please let me know if you intend to ask your council to support the motion. I would also welcome other views you may have on the proposed planning reforms and your ideas for how we can best protect the voice of local people and their elected councillors over planning decisions.

Yours sincerely,

A handwritten signature in blue ink that reads "Steve Reed".

Steve Reed MP
Shadow Secretary of State for Communities and Local Government

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CABINET

Tuesday, 27th July, 2021

COUNCIL PROCEDURE RULE 46

The following action taken in accordance with Council Procedure Rule 46 is reported. In consultation with the appropriate Cabinet Member(s):-

1. The Executive Director (Finance and Resources) authorised:

1.1 Community Renewal Fund (CRF) Application for Funding

The endorsement of the work done by the CRF Assessment Panel and the approval, as lead authority, of the submission of the bid to Government. This is grant fund for pilot projects which test ways to help people gain new skills, move into employment, and/or support the renewal of community. Southend has been identified as one of 100 priority places across the UK.

2. The Executive Director (Neighbourhoods and Environment) authorised:

2.1 Permission to commence public consultation on the Council's Statement of Licensing Policy for Gambling

Approval to commence public consultation on the Council's draft Statement of Licensing Policy for Gambling which must be in place by the end of 2021. Unfortunately, due to the extra work required as part of the Council's response to the Covid pandemic this year the timescales for completing the draft policy have been considerably reduced and it has not been possible to submit the draft policy to Cabinet in time to enable consultation to be approved.

The changes to the policy are very minor and are either cosmetic or reflect changes in the gambling environment, such as the impact of the reduction of maximum bets on B2 machines (also known as fixed odds betting terminals.) The Licensing Team carried out a complete overhaul of the policy in 2017 and it has not been significantly tested or challenged since. The Gambling Commission have not changed their guidance to local authorities since the last review of our policy, and there is therefore nothing new to reflect from their point of view.

The final policy will be submitted to Cabinet for approval.

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