



7 Conditions

- Clear Vision & Delivery Strategy
- Digital Enablement to Support the Vision
- Trusted, Empowered and Engaged Workforce
- Appetite to Invest in People, Outcomes & Accept Risk
- Closer Collaboration with Staff, Members, Citizens & Partners
- Simple & Effective Governance
- Open Mindset that will drive forward Transformation & Change

6 Outcomes

1. A trusted empowered workforce who are accountable. **Lead - Tim Rignall/Gary Smith**
2. An organisation where it's encouraged to try new things and where learning is shared, valued and put into practice. **Lead - Lysanne Eddy/Richard Meads**
3. A highly collaborative workforce focused on delivering outcomes for the people of Southend-on-Sea. **Lead - Ellen Butler/Louisa Robinson**
4. Excellent people managers leading an agile workforce, enabled by modern technology. **Leads - Mike Bennett and Sue Putt**
5. Everyone understands our shared ambition and their role in delivering it. **Leads - Tracy Nicola and Lorraine Goldsmith**
6. A business like and commercial mindset delivering outcomes for the people of Southend on Sea. **Leads - Giles Gilbert and Lee White**

Rosemary Pennington

3. We have invested in protecting and nurturing our coastline, which continues to be our much best used asset. **Leads – Krishna Ramkhelawon and Amanda Champ**
4. Our streets and public spaces are clean and inviting. **Leads – Emma Cooney and Paul Je**

By 2050 people in Southend-on-Sea feel safe in all aspects of their lives and are well enough to live fulfilling lives. By 2023:

1. People in all parts of the borough feel safe and secure at all times. **Leads – Erin Brennan- and Simon Ford**
2. Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives. **Leads – Range and Caroline McCarron**
3. We are well on our way to ensuring that everyone has a home that meets their needs. **Leads – Halksworth and Ian Ambrose**
4. We are all effective at protecting and improving the quality of life for the most vulnerable in our community. **Leads – Jacqui Lansley and Cathy Braun**
5. We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, transport and recycling. **Leads – Andrew Barnes and Lizzie Georgeou**

By 2050 we have a thriving, active and involved community that feel invested in our city. By 2023:

1. Even more Southenders agree that people from different backgrounds are valued and get on together. **Leads – Kamil Pachalko and Colin Gamble**
2. The benefits of community connection are evident as more people come together to help, support and spend time with each other. **Leads – Sarah Baker and Nick Faint**
3. Public services are routinely designed, and sometimes delivered, with their users to best meet their needs. **Leads – Scott Dolling and Julie Painter**
4. A range of initiatives help communities come together to enhance their neighbourhood and environment. **Leads – Nick Faint and Carl Robinson**
5. More people have active lifestyles and there are significantly fewer people who do not engage in physical activity. **Leads – Lee Watson and Krithika Ramesh**

By 2050 Southend-on-Sea is a successful city and we share our prosperity amongst all our people. By 2023:

1. The Local Plan is setting an exciting planning framework for the Borough. **Leads – Carol O'Connell and Mark Sheppard**
2. We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, cafes, culture and leisure opportunities. **Leads – Peter Geraghty and Bridgette Cowley**
3. Our children are school and life ready and our workforce is skilled and job ready. **Leads – Eileen Martin and Sharon Wheeler**
4. Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough. **Leads – Peter Dowler and Alan Richards**
5. Southend is a place that is renowned for its creative industries, where new businesses thrive alongside where established employers and others invest for the long term. **Leads – Chris Burr and Paul Dixon**

By 2050 people can easily get in, out and around our borough and we have a world class infrastructure. By 2023: