

OUR
SHARED
AMBITION

SOUTHEND
2050
it all starts here

Outcomes Success Measures Report
1 April - 30 June 2019

Southend 2050: Five Themes and 23 Outcomes for 2023

Pride & Joy

PJ 01 - There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.

PJ 02 - The variety and quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors.

PJ 03 - We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.

PJ 04 - Our streets and public spaces are clean and inviting.

Safe & Well

SW 01 - People in all parts of the borough feel safe and secure at all times.

SW 02 - Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.

SW 03 - We are well on our way to ensuring that everyone has a home that meets their needs.

SW 04 - We are all effective at protecting and improving the quality of life for the most vulnerable in our community.

SW 05 - We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.

Active & Involved

AI 01 - Even more Southenders agree that people from different backgrounds are valued and get on well together.

AI 02 - The benefits of community connection are evident as more people come together to help, support and spend time with each other.

AI 03 - Public services are routinely designed, and sometimes delivered, with their users to best meet their needs.

AI 04 - A range of initiatives help communities come together to enhance their neighbourhood and environment.

AI 05 - More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity.

Opportunity & Prosperity

OP 01 - The Local Plan is setting an exciting planning framework for the Borough.

OP 02 - We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.

OP 03 - Our children are school and life ready and our workforce is skilled and job ready. Leads

OP 04 - Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the Borough.

OP 05 - 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.

Connected & Smart

CS 01 - It is easier for residents, visitors and people who work here to get around the borough.

CS 02 - People have a wide choice of transport options.

CS 03 - We are leading the way in making public and private travel smart, clean and green.

CS 04 - Southend is a leading digital city with world class infrastructure.

Annual Information

Unemployment
3,200 - 3.4%
(April 2018 - March 2019)

4,400 4.6%
(April 2017 - March 2018)

£280,350.00
Average House Price Southend

£245,817.00
Average House Price England
(May 2019)

182,500
Mid-year Population Estimate
for Southend
(Nomis July 2018)

1,035
New businesses (2017/18)
1,115
Businesses closed (2017/18)

Teenage conception for under
18's rate of 24.3 per 1,000
(number 70)
(2017)

Transport

75% of people found it
easy to get around
the borough
(2018/19)

63% of people with a
disability found it
easy to get around
the borough
(2018/19)

72% of people who do
not have a car
found it easy to get
around the borough
(2018/19)

88.1% of children in good or
outstanding schools
(June 2019)

Early Years Foundation Stage
Profile
Achieving a Good Level of
Development
74.0%

Trees

Figures do not include whips

In 2016/17 we planted 322
trees and removed 310

In 2017/18 we planted 279
trees and removed 373

In 2018/19 we planted 384
trees and removed 412

56% Agree people from different
backgrounds get on well
together*

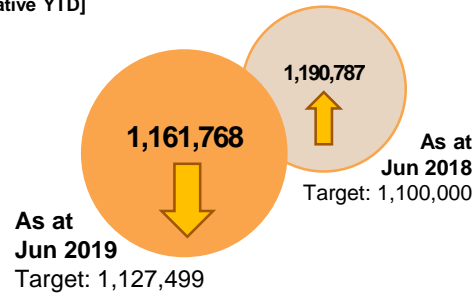
75% Satisfied with local area
as a place to live*

*2018 residents' perception survey, sample 1239 Southend residents

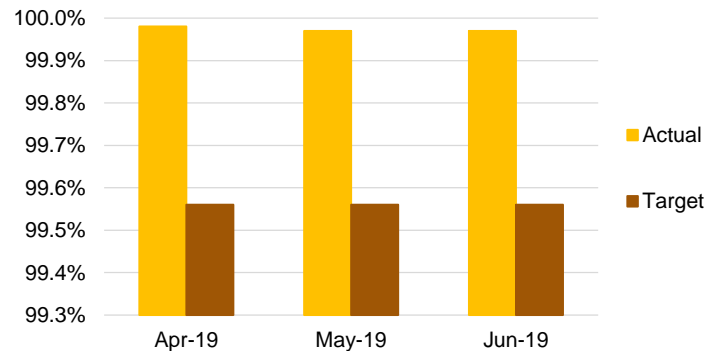


Participation and attendance at Council owned / affiliated cultural and sporting activities and events and the Pier

[Cumulative YTD]

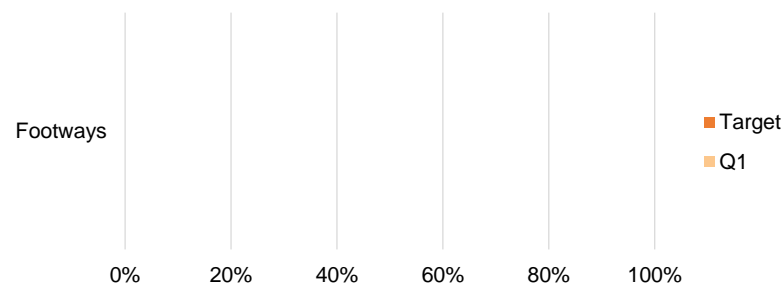


Waste collections success rate



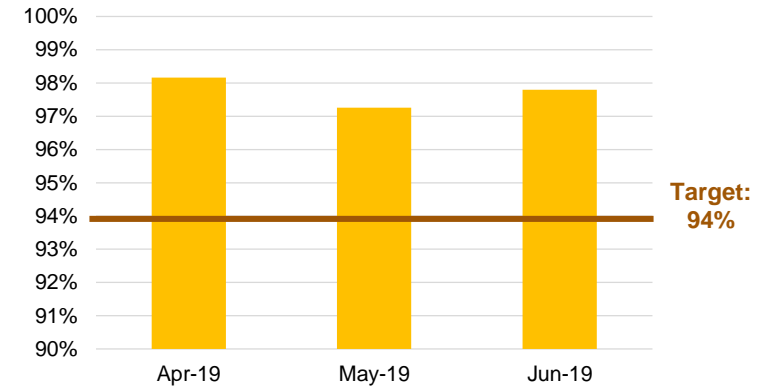
Safety Inspections completed on time

[Awaiting data]

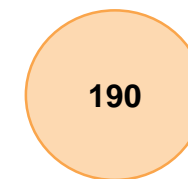


Acceptable standard of cleanliness: litter

[Cumulative YTD]



Social Media Campaigns



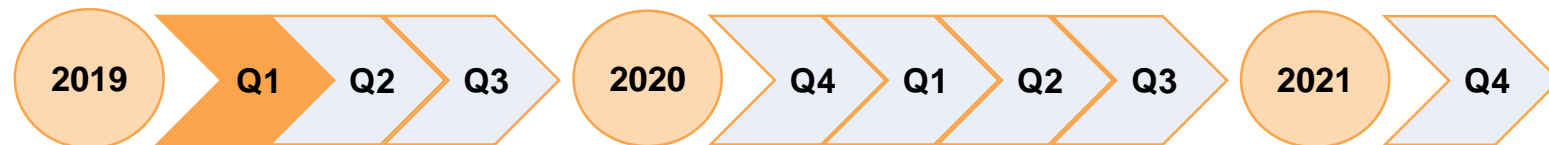
Number of Instagram photos tagging the Council
As at June 2019



Skate park – number of votes on name
As at June 2019

Key insights:

- Instagram reach: 9,906. Other social media channels: 72,658 = Total: 82,564
- Pier numbers: 38,370 (June admissions) and 6,853 attended in the last weekend of June alone
- Veolia carry out over 1.8m waste collections across the borough every month, equating to a collections success rate of **99.97%**
- Litter: **97.79%** against the target of 94%



Quarter 1: Update

The Council and Veolia supported a number of volunteer activities in relation to beach cleaning litter picks, approx. 300 street champions, of which 104 were recruited in this quarter. Additional street washing has taken place in high footfall areas and, as part of a spring clean campaign in the High Street, a visual media campaign "my street is your street" has continued.

Various amendments on the Seaway Development were agreed at Cabinet in January 2019. The relevant documentation has been completed with Turnstone and the planning application continues to go through the planning process, which will be heard at the Development Control Committee in the autumn.

Discussions have been had with the fund manager and property agent for the Kursaal to understand the issues and their plans for the property.

Work between the property team and Focal Point Gallery in partnership with South Essex College continued to complete the internal layout and finishes of the spaces to complete to RIBA stage 4, ready to be submitted to full planning consent. The development will see Focal Point Gallery expand its offer and launch digital art production spaces and studios to support the creative community. Facilities will include editing and sound recording suites, green screen and photographic studios and significant creative workspace.

The #PrideAndJoy campaign has been very popular on several social media channels. With the objective to flood the internet with positive images of Southend-on-Sea at its best, and to spread the sense of pride and joy in the borough. Through Instagram alone the number of people who have seen the material and photos is 9,906 people; and other social media channels such as Facebook and Twitter was seen by over 72,000 people. In the short time, this campaign is already starting to flood social media with positive images on the borough, enabling and encouraging people to visually 'talk-up' Southend.

The Council also held a competition for naming the new skate park, now named Skatey McSkateface. Various channels of engagement were done through social media, media and PR and new signage in key locations. As a result there was wide spread media coverage from the BBC and local and national newspapers.

Future milestones

Additional beach litter bins will be placed out to support summer cleaning activities, accompanied by a "my beach is your beach" campaign. Work will also take place to highlight the need to avoid litter and plastics ending up in the marine environment, building a fish sculpture that visitors can fill with litter to publicise the issue. 20 new cigarette bins will be placed out in the High Street and Veolia will continue to deploy additional seasonal resources, including putting out a call for more volunteers.

Dialogue is to continue with an open-door for the discussion of options and initiatives with the Council regarding securing a viable future for the Kursaal.

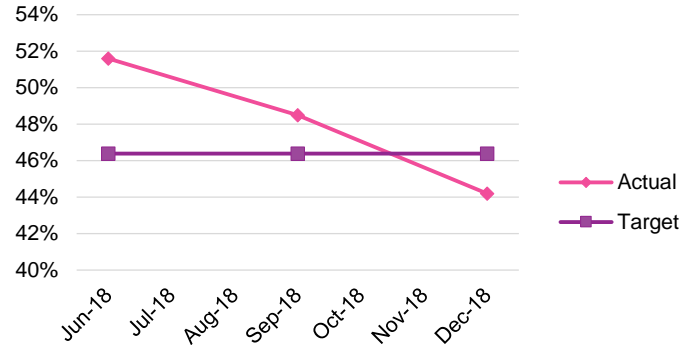
SAFE & WELL

Key insights:

- A total of **406** street begging / vagrancy / rough sleeping engagements and **179** Anti-Social Behaviour (ASB) Incidents were attended to by the Council's Community Safety Unit team
- Q3 2018/19 household waste and recycling was 44.20% (DEFRA dataset) – this has fallen due to the dry summer last year
- The rate of households per 1000 households in temporary accommodation has increased to 2.51, up 0.78 compared to a rate of 1.78 in June 2018
- 65.8% (132/202) successfully completed Looked After Children health assessments. 7% (15) children refused and 17% (36) were over the age of 15
- 102 new affordable homes added in 2019/20 to Southend, building the new housing supply
- The LAC child's voice case note is now live on Liquid Logic and a survey of LAC and care leavers was carried out in June 2019, with analysis of results being completed
- 318 LAC under 18 years old as at June 2019

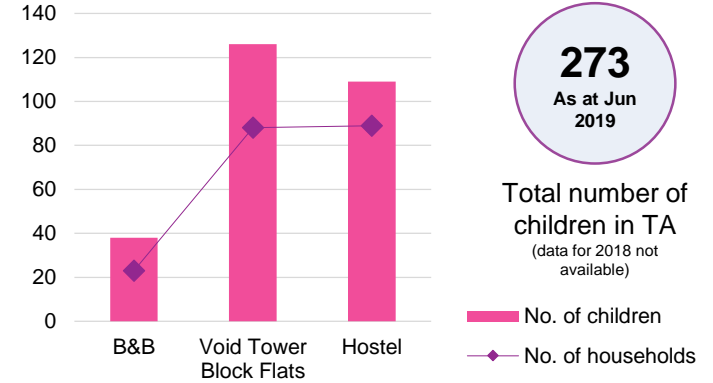
Percentage of household waste sent for reuse, recycling and composting

[Cumulative YTD]



Temporary Accommodation

As at June 2019

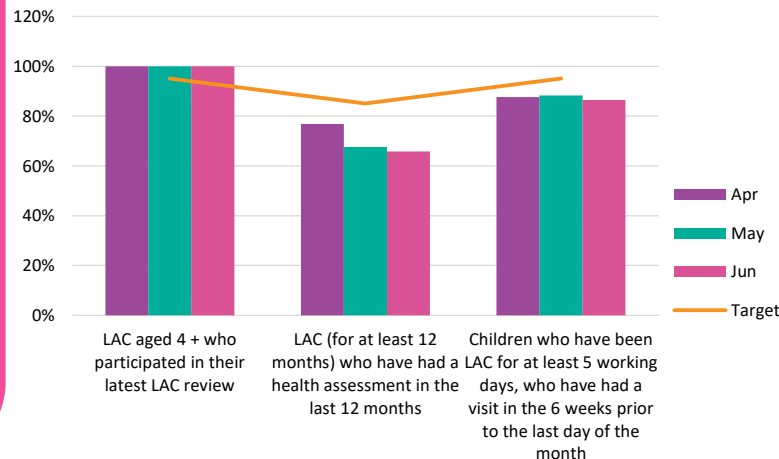


New Education Health Care plans issued within 20 weeks excluding exception cases (SEND)

Total plans issued: 47
Period: Q1 2019
Target: 96%

100%

Looked After Children (LAC)



Mental Health

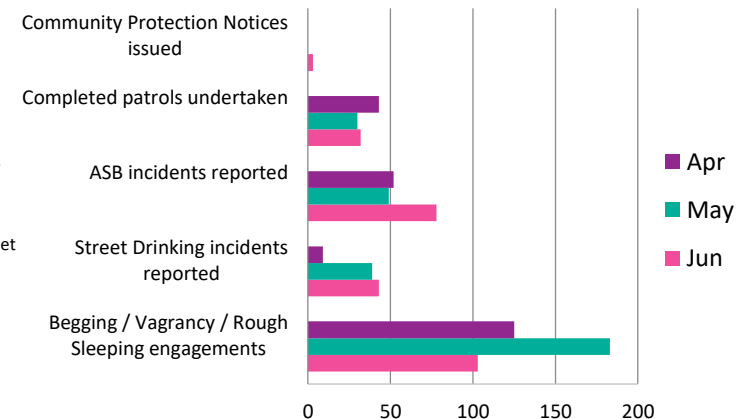
83.3%
May 2018

71.9%
May 2019

Proportion of adults in contact with secondary mental health services who live independently with or without support (EPUT)
2019/20 target: 74%

The Council's Community Safety Unit activity

This dataset does not include data from the Police or other agencies





Quarter 1: Update

Plans are underway to introduce a specific community hub in York Road and undertake a feasibility study on introducing an intelligence or operation hub within the CCTV centre. Work to embed social work in the community continues, with seventeen GP practices having increased their level of Social Worker presence this quarter. This equates to coverage of approximately 78% of the patient population.

Specialist LD Hubs pilots have started in the Attic Café and Mencap offices, and Trust Links launched their Mental Health and Wellbeing Hub at Growing Together Westcliff.

The Rough Sleeper Initiative secured a second year of Ministry of Housing, Communities & Local Government grant for 2019/20, which will continue to fund various Rough Sleeper-focused services. Newly acquired Rapid Rehousing Pathway funding will be used to develop the Council's tenancy sustainment offer. Recent bimonthly counts of rough sleepers have shown an increase from the winter months, and active partnership with Community Safety teams and others is allowing the Council to develop a more seasonally responsive approach as a result.

A Housing Allocations policy consultation has been undertaken, with changes to the existing approach being accepted by Council in July 2019. The proposed changes are now subject to further consultation and include a proposal to provide enhanced support for young people, up to the age of 25, to whom the Council has acted as a corporate parent. The Homelessness Reduction Act continues to be implemented, with the Housing team working closely with Children's Services to jointly assess and support Looked After Children to access suitable and appropriate accommodation.

A community paediatric transformation programme has begun, made up of eleven interlinked projects. A Joint Paediatric Clinic in East Central locality is being tested, with feedback having been very positive to date. Approval has been received to implement a new Cow's Milk Protein Allergy pathway from September 2019 onwards (subject to governance processes). Two pilots are in train with the voluntary sector to support Family Action at three Children's Centres. Overall, figures show increased use under the current arrangements.

Funding sources have been identified to undertake retro-fitting works to the Council's buildings. The EU-funded "Cool Towns" project aims to manage overheating in urban areas, with pilot sites having been identified in the High Street and the skate park, tree pits and solar water bench.

Southend's reduction in conception rates has plateaued since 2013 and is not falling in comparison with rates for the East of England region and England that are 16 and 17.8 per 1000 respectively. As national teenage pregnancy statistics have a significant lag time and do not reflect the full teenage age group, a local data dashboard is being explored to see how we can look at the local data differently. A Family Nurse Partnership qualitative review of 38 cases was undertaken to understand the lived experience and journey of the teenage parents to date,

Future milestones:

Begin a consultation that will include local young people on introducing a Cadet Scheme in Southend.

Two further GP surgeries will be approached to increase their social worker presence in Q2, which (if achieved) will increase the percentage of the patient population that can access community-embedded social work practitioners to 86%.

The next phase of the specialist LD Hubs pilots will be a review of the pilots and development of a strategic approach to community hub development.

The Selective Licensing project has started, with a draft position paper being considered by Cabinet in the autumn. A wider report is now being drafted that will incorporate a broader range of other interventions that could be pursued to improve the private rented sector in the borough.

Six paediatric pathway "Task and Finish" groups to be established to focus on asthma, allergies, constipation / incontinence, Down's Syndrome, Cerebral Palsy and Epilepsy.

The "Climate Resilient Urban Nexus Choices" project, exploring how the links between food, water and energy can be exploited to make urban environments more resilient and sustainable in the face of climate change, is focused on "Urban Living Labs" in six cities around the world in Europe, Taiwan, USA and here in Southend-on-Sea.

A new Young Parents pathway is being explored between ABSS and Public Health for the universal health service provision, with a planned stakeholder event in the autumn and a deep dive scheduled for December 2019 to inform the JSNA.

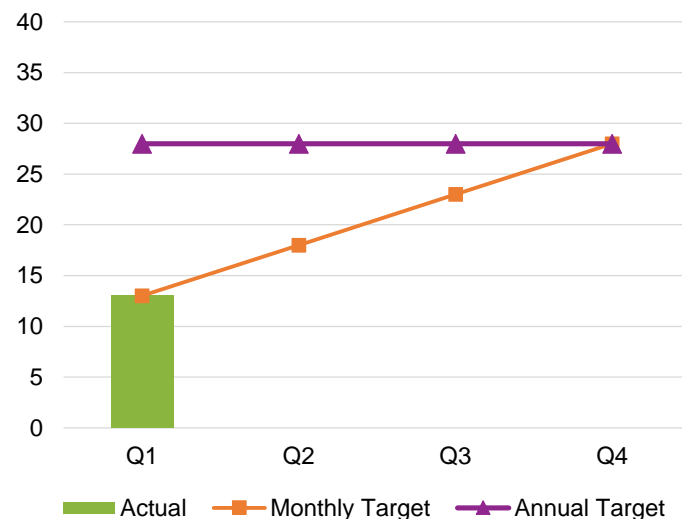


Organisations signed up to Physical Activity-related pledges of the Public Health Responsibility Deal (PHRD)

Total organisations signed up to PHRD: 16

8 Quarter 1 2019/20
-33%
 vs Quarter 1 2018/19

Number of schools signed up for the Daily Mile Programme or equivalent



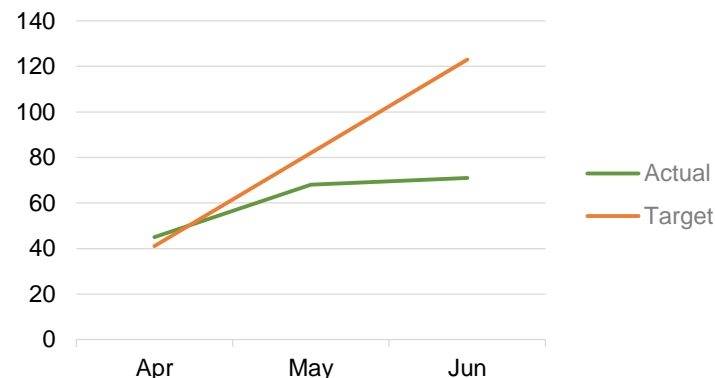
Falls Prevention activity

~12,520 individuals aged 65+ at risk of falling annually in Southend

151

individuals starting 36 week strength and balance programme to date during 2019/20

Number of individuals completing 12 weeks of the Exercise Referral Programme



Number of hours of volunteering within Culture, Tourism and Property (inc. Pier and Foreshore events)

[Cumulative YTD]

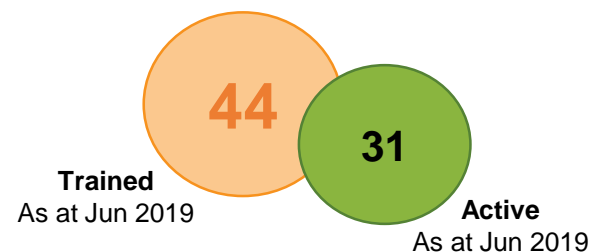


Jun 2019
Actual: 5003
 Target: 4875



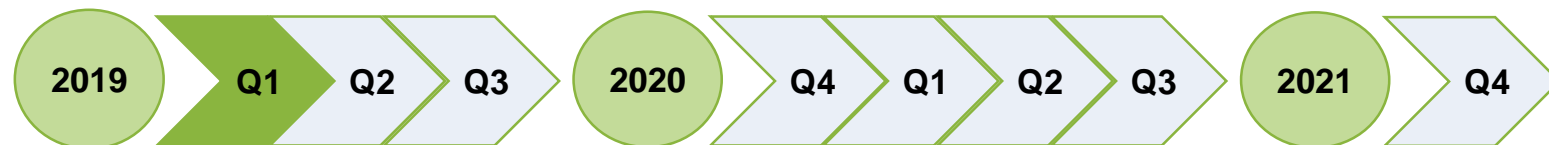
Jun 2018
Actual: 4229
 Target: 4875

A Better Start Parent Champions



Key insights:

- 5003 volunteering hours (208 days) delivered within Culture. Increase in library, Bookstart and music event volunteers, decrease in Cliff Lift and Focal Point Gallery volunteers.
- Make Southend Sparkle - 96 volunteering hours.
- Average of 260 runners per week participating in Southend Park Runs
- New organisations signing up to the PHRD has reduced as we are now in Year 3 of the programme, meaning that the number of businesses to recruit from in the borough reduces. There is a particular focus on engaging SME businesses for 2019/20
- Not all of the ~12,520 individuals would be appropriate for community based strength and balance programmes but the cohort that could benefit from these programmes is significant. However the Council's programme is running at very close to full capacity with current model / resources.



Quarter 1: Update

People were asked to put forward their suggestions for names for the new wheeled sports facility in the town centre. "Skatey McSkateface" was completed in time for the summer holidays and opened to the public on 19th July 2019, with an official launch event taking place on 3rd August 2019. The new facility is already encouraging engagement in the area and has received great comments.

Integrated Design Teams continue to meet to develop Locality approaches and integrated working, for example Regular Multi-Disciplinary Team working across each Locality (fortnightly), the development of the 'hub' concept and closer collaboration with Children's Centres across the borough.

May 2019 saw the completion of the Council's affordable housing development in Rochford Road, which comprised of twelve two-bedroom flats and three three-bedroom houses. The ground floor flats were built to wheelchair user dwelling standards and have been allocated via the nominations panel. The Council is pushing ahead with its affordable development programme, which includes two further phases and a Modern Methods of Construction Pilot. Site investigation works have been undertaken, and procurement of the requisite professionals is underway. Estuary Housing Association will be completing their latest affordable housing scheme, Hammond Court in Sutton Road, in August 2019 which will see the provision of 44 dwellings with 26 of these being affordable rent and 18 shared ownership.

Following a major Southend 2050 stakeholder discussion event in February 2019, a follow up session occurred with the business community at the Southend Business Partnership (SBP) briefing in June 2019, resulting in various connections and pledges for participation. A workshop for the West Central locality design took place in June 2019, which involved residents and stakeholders, and a second workshop is being run in August 2019.

Utilising existing data and insight the Council has created a Southend Joint Strategic Needs Assessment product for Physical Activity. 40 physical activity-related projects were run during 2018/19, engaging almost 3000 individuals, 1146 of whom self-assessed as inactive at the start their engagement with a programme. Further development of the Council's settings-based approaches to increase physical activity include: engaging 11 businesses in physical activity interventions through the Public Health Responsibility Deal, delivery of Early Years workforce training on physical activity in partnership with Active Essex, supporting schools to improve their physical activity offer through the Healthy Schools programme and encouraging schools to deliver the Daily Mile or equivalent activities on a regular basis.

Work undertaken as part of the West Central Locality to develop an Action Plan to support population health and wellbeing has strong features of bringing people of diverse backgrounds together to be involved and valued who would work together on issues of shared importance. Through workshops the Council has brought together staff interested or already working in areas aligned to the outcome; it commenced to reach out to the voluntary and community sector to include them in this important conversation and action around diversity, being valued and getting on well together.

Future milestones

The SEE Locality Partnership Group is planning the development of the locality plan, starting with West Central, creation of locality dashboards and the development of SEE Dementia Navigators within a Locality setting.

The Council has proposed to bring together key relevant contacts to explore greater co-ordination to the diverse range of community 'hubs' across the borough.

In Q2 further workshops to support population health and wellbeing are planned, with the next one in August 2019, working with health and community sector colleagues on joined-up communications regarding Living Well in South Essex.

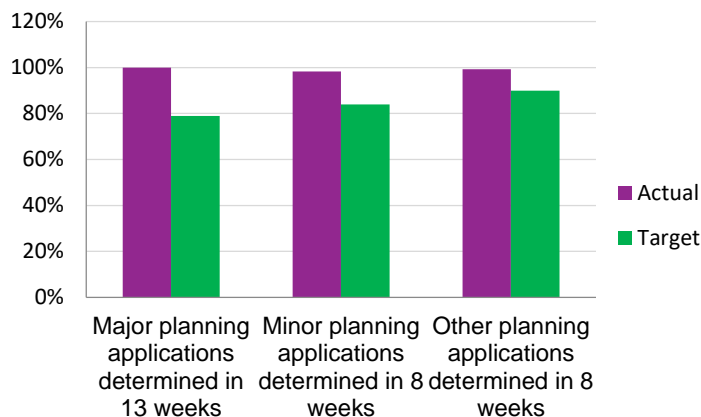
In Q2 further workshops are planned for developing Asset Based Community Development approaches, with targeted workshops to create a shared narrative around strengths and asset-based approaches. Further drop sessions for staff and partners will be held to keep track of internal and external activity, and to enhance collaboration with SAVS and their networks.



Determination of Planning Applications

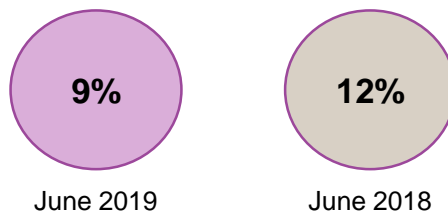
Number of overall planning applications submitted: 558

Success of appeal: 80 against target of 80



Delivery of the Capital Programme

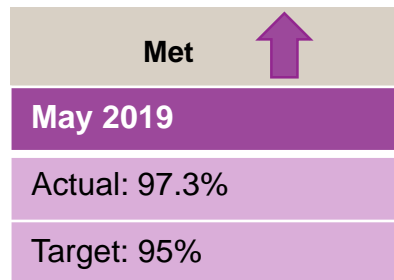
[Cumulative YTD]



Child Development at Two Years Old

[Completions of the ASQ at 2 years 9 months]

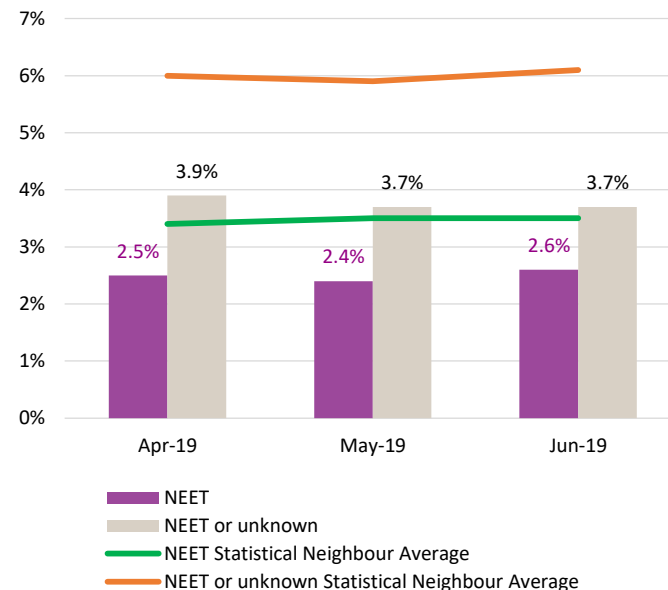
To be developed to include referral outcomes



Percentage of young people Not in Employment, Education or Training (NEET) or whose situation is not known

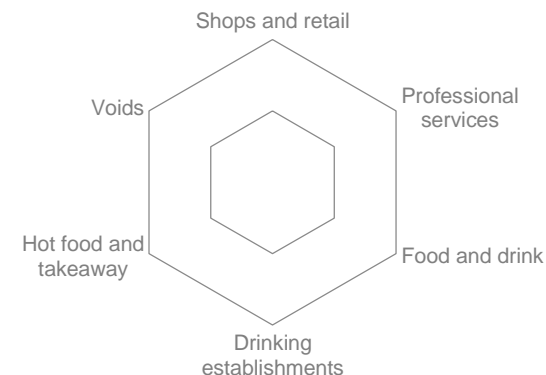
Aim to minimise

Total number of young people in the borough as at Jun 2019: 3953



High street occupancy (BID area only)

[Data to be available as of Q2 2019/20]



Key insights:

- In June 2019 **76** new businesses had opened in the borough, and **18** businesses have expanded and/or opened an additional property

- Six** businesses have relocated within the borough where they required a larger premises or location

- 47** properties transferred into the landlords name as they are now empty

- 96** businesses closed in the borough in June 2019, with an additional **37** properties remaining empty with the landlord liable for the business rates. Nine businesses have relocated within the borough and **six** businesses have liquidated

- Housing stock in Southend has seen an increase compared to last year equalling **521** more dwellings (annual info)

- There are 56 post-16 LAC and care leavers, of which 14 are NEET, 36 are in further education and six are in employment.

- 26 LAC and care leavers in Year 11 intended to: go onto apprenticeships or traineeship (2); continue full time education or training (19); or were undecided (5).



Quarter 1: Update

The Better Queensway contract and partnership agreement was signed in April 2019, thereby confirming Swan Housing Association as the Council's partner and establishing the Porters Place Southend joint venture LLP that will deliver the regeneration project. Cabinet agreed work to develop a regeneration framework and pipeline of housing and regeneration projects as well as an acquisitions programme in June 2019.

With regards to tenants moving into the Airport Business Park, the relevant contracts have been let and the sale of land has been completed simultaneously with a Development Agreement.

The installation of art work to the Railway Bridge at the Cliff Town Road junction is already in progress.

Discussions regarding refreshed wayfinding and signage are underway. Joint working across several of the Council's teams is starting to look at creating an urban park with outdoor activities and refreshments at either end of the High Street, with shared space for the creative arts and events.

An affordable housing acquisitions programme has been agreed in order to utilise receipts from Right to Buy sales. This programme also includes use of HRA capital. A number of properties of different types and in different parts of the borough have been viewed with the intention of purchase.

Current plans to ensure sufficient school places continues, with sufficient Year 7 school places for 2019 being available as a result of expansion in a number of local secondary schools. Projects to meet this demand are currently on track for delivery. Since 2016/17, an additional ~50 Southend residents applied for, sat and passed entrance exams, and subsequently attended a Grammar School of their choice each year, as a result of awareness raising and support promoting the option of choice. Similar awareness raising activity will proceed ahead of the September 2019 application round for an entry in September 2020.

Specific skills related programmes to support career aspirations continue, including a possible extension to the "60 minute mentor" programme. The Connexions Service has been successful in ensuring that more learners continue in Education, Employment and Training (EET) beyond statutory school age, and our measure of success has been impressive in improving our NEET (Not in EET) figures.

Aligned to the work in narrowing the gap and career aspirations, the Connexions service delivers #kickstartmyfuture activities in Southend schools to raise the aspiration of students to think about higher education and offering further support to students from deprived areas that have the ability to move on to Higher Education but choose not to.

Future milestones

The Better Queensway business plan will be considered by the relevant Governance Boards in the autumn.

Cabinet will consider the implications and impact of becoming an accredited real living wage employer at their meeting in September 2019.

Construction will continue along with preparations for the relocation of Westcliff Rugby Club to their new facility.

A "sounding board" is being established to include residents, business owners, landlords, councillors, council employees, students, the Bid, the support sector, etc., to consider key areas for improvement in the Town Centre such as empty properties, safety of the community, the cleanliness of the town centre, homelessness and parking.

Future phases of the HRA land review have been agreed and are being progressed. An Employer's Agent is currently being procured for Phases 3 and 4 of the scheme.

A pilot of Modern Methods of Construction is also up and running with an architect now on board and outline planning is due to be submitted in the autumn.

There are new business plans to support additional resource and enhancement to the Community Officers Scheme, to explore moving the presence for the Council into the High Street with a shift in some resource to the High Street in addition to the support sector.

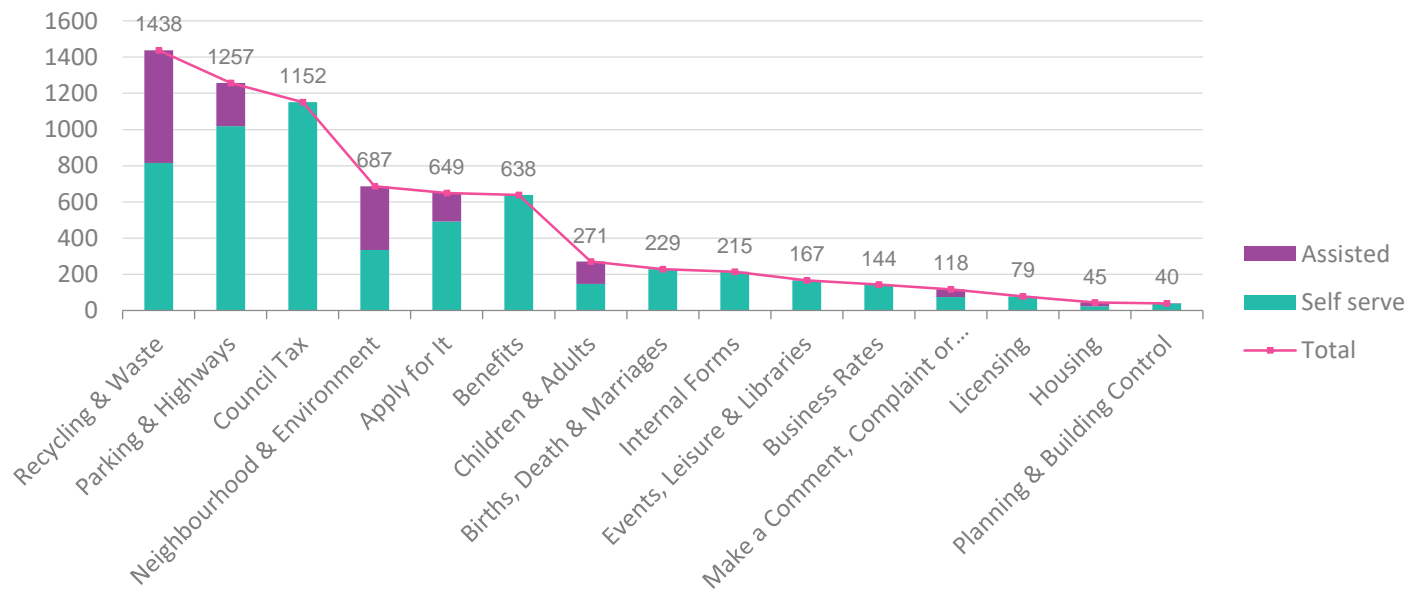
A paper will be going to the new Children and Learning working party proposing options beyond the life of the current expansion programmes. This also includes the possibility of additional funding through a grant by the DfE on top of the basic need allocation.



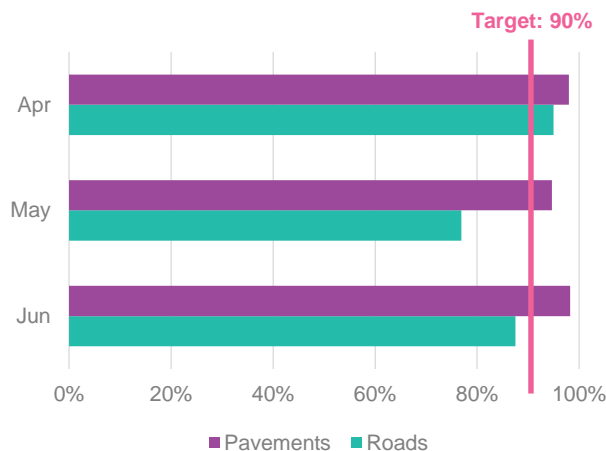
Key insights:

- Total number of registrations for free Wi-Fi: 91,815
- The High Street is the most popular browsing location for access to free Wi-fi followed by Eastern Esplanade, Hamlet Court Road and Leigh Broadway
- Most users are between the ages of **15-24**, with a total of **15,000** people registered
- 1,438 online MySouthend forms regarding Recycling & Waste were completed in June 2019 – and of those, 56.75% were self-serve
- **1,257** online MySouthend forms regarding Parking & Highways were completed in June 2019 and of those **80.99%** were self-serve

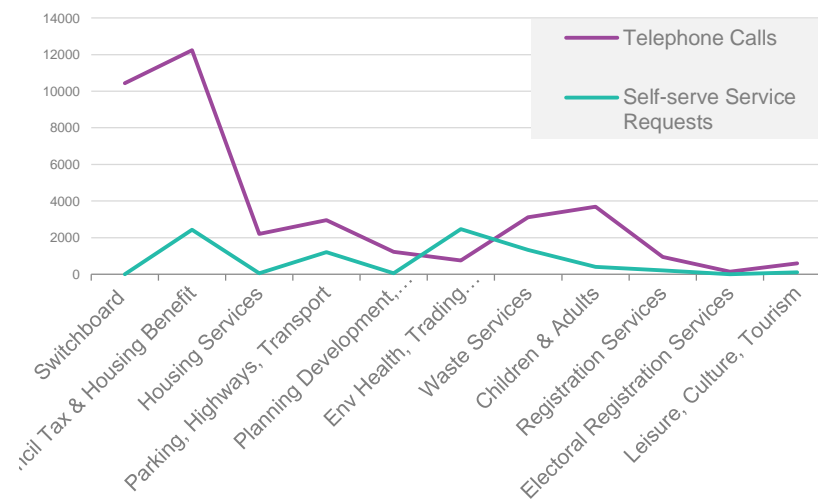
Service Requests submitted via MySouthend



Percentage of CAT1 defects made safe within response times (roads and pavements)



Channel Shift - No. of service requests compared to no. of telephone calls





Quarter 1: Update

Installation of the footbridge at A127 Kent Elms commenced under overnight road closures from 7 May 2019 with the main span installed on 11 May 2019. Installation of the handrail and decking continued. The installation of hard landscaping around Kent Elms Health Centre and Library commenced.

Work continues on establishing a simple and effective method of managing the Council's data that complies with data protection and enables the focus of collective efforts on the things that make a positive difference to the people of Southend. Data requirements are being specified over July and August, using the work already done for the Joint Strategic Needs Assessment (JSNA) as a base. Once complete, the technical solution to collect, store and share this data will be developed.

The Council continues to embed an agile working culture, with 30 agile working volunteers in place. We have established a clear definition and standardised ICT equipment has been agreed. There was further rollout of agile working on Floor 8 of Civic 1 to promote cross-organisation collaboration to support the delivery of Southend 2050

The Council already has in operation a full fibre ring, capable of delivering high speed broadband across the borough geographically. In addition, the planned implementation of Fibre to the Home from CityFibre and Vodafone will increase the existing geographical coverage by providing connectivity to an additional sixty four thousand homes by 2021. Free Wi-Fi exists throughout the High Street and along the seafront as far as Old Leigh and Leigh Broadway.

Future milestones

Project completion of the bridge works and finalisation of the Kent Elms scheme in Q2.

A new project group with a variety of work streams has been established to define and deliver a clear vision of agile working over the coming months.

Work on Floor 10 of Civic 1 to be finished to create an open office environment working area for the Corporate Management Team (CMT). Members of CMT will no longer have individual office spaces.

An innovation area will be created on Floor 2 of Civic 1 to test and design potential agile working solutions, including technology, prior to rollout.