

Appendix 1

Town Centre Scrutiny Project – Summary table of actions and progress to date

Theme	Recommendations	Short	Med - Long	Update December 2019
Outcome 1 – The town centre is animated by day and by evening				
Active & Involved	1.1 That the events application process is reviewed with a view to simplification	✓		<p>The events application process is being reviewed and has already engaged users as well as internal teams with a view to streamlining it. To date the application forms have been shortened and amended drawing on experience of internal and external parties. The ability to access this via MySouthend is being explored and will include testing by event organisers to ascertain its effectiveness. The events Safety Advisory Group (SAG) set-up is also being reviewed to make it more accessible.</p> <p>A generic event plan is being prepared for the space outside the Forum. If this is successful will speed up event applications and can be trialled for use elsewhere.</p>
Active & Involved	1.2 That an approach to actively managing and curating busking is explored	✓		<p>There is currently a Busking Code of Practice on the Council's website with signposting to busking pitches. These pitches are not actively managed or promoted. This will be reviewed.</p>
Pride & Joy	1.3 That dedicated performance space(s) are explored with the option for them to be curated by local arts organisations. This should		✓	<p>There are currently 6 town centre event spaces/pitches for hire for events and other activities. These areas are well</p>

	include a covered piazza for year-round activity			<p>used and attract income. Applications are via the special events application process. The event spaces are:</p> <ul style="list-style-type: none"> • Victoria Circus • Outside McDonalds at the top of the High Street • Outside Halifax • Outside the 99p Store (just south of the railway bridge) • Outside Lloyds Bank • Royal Square <p>And further information can be found on the Council's website here: https://www.southend.gov.uk/info/200381/hosting_an_event/214/hosting_an_event_on_council_land</p> <p>Using external funding which has been secured there is the potential to create a space in Victoria Circus where space can be booked and professional buskers could have access to PA systems. The recent public 'vote' about as to priorities for that area showed that 17% of respondents indicated a desire for a live event space at Victoria Circus with a further 19% requesting a flexible space with seating and events. This will inform designs for the space.</p>
<p>Opportunity & Prosperity</p>	<p>1.4 That the ends of the side streets, where they meet the High Street, are pedestrianised (where they aren't already), covered and given an identity with pop-up cafes, entertainment space etc</p>		<p>✓</p>	<p>Through the TRIPs project more planting (trees), seating and lighting, increased footway space and a standardised layouts for parking/loading and taxis will be implemented on some of the side streets.</p> <p>The Sunrise project identified greening and seating as key requirements for the</p>

				area of London Road where it meets the High Street. Work is due to start early 2020 to deliver pedestrianisation of this area, greening and the opportunity for outside seating.
Pride & Joy	1.5	That a broad range of public art is used innovatively to animate space on a temporary or permanent basis (which could include digital, sound, light, use of blank walls) and s106 and CIL contributions explored to (co)fund this		<p>✓</p> <p>The S-CATS project may involve interactive lighting as well as increased lighting on London Road and the top end of the High Street. Exploration of lighting options is underway.</p> <p>The LGF Town Centre project includes wayfinding signage outside Southend Victoria. The exact nature of this is to be determined but options will include digital artwork at the back of New Look/Odeon to highlight the route to the High Street.</p> <p>In the Sunrise public vote only 8% ranked public art as their first choice for the Victoria Circus area and did not distinguish between permanent, temporary or digital art.</p> <p>Focal Point Gallery is planning to commission a temporary artwork for the Railway Bridge again next summer.</p> <p>The BID continues to commission art around the town.</p>
Opportunity & Prosperity	1.6	That temporary and permanent use of vacant buildings is explored for use such as a comedy store, arts and entertainment venue, digital 'supervenue' and/or maker spaces		<p>✓</p> <p>The LGF town centre project project includes a number of measures to encourage the use of vacant buildings including specifically promoting this type of use in empty properties with the aim of driving up footfall.</p> <p>The project will also potentially provide</p>

				<p>'pop up' space for performances – comedy, etc.</p> <p>Focal Point Gallery is seeking to use an empty retail unit on the High Street as part of its summer exhibition “To Dream Effectively.” This may be accompanied by community workshops, subject to funding.</p>	
Pride & Joy	1.7	That a suitably experienced and qualified organisation is commissioned to work with the Council and Southend BID to plan and implement a coordinated approach to animating the town centre and its entrance to the north	✓		This will be explored early in the new financial year.
Pride & Joy	1.8	That greater emphasis is given to historic architecture through lighting, trails and addressing buildings which detract from it	✓	✓	<p>Through the TRIPs project the installation of some spot lighting to highlight specific architecture is being explored.</p> <p>The LGF Town Centre project will build on the work of TRIPs and introduce lighting and wayfinding signage.</p>
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Outcome 2 – The town centre offers a range of experiences and reasons to stay					
Opportunity & Prosperity	1.9	That opportunities for more and better quality employment space (non-retail) are actively pursued and integrated into the town centre		✓	The LGF Town Centre project will provide 0% loans so that one or more empty units can be brought into use as employment space. There is also the opportunity to provide grant support for key projects.

Safe & Well	1.10	That the Council's policies and financial roadmap actively support more housing in the town centre through the development of new buildings, repurposing of existing and the introduction of further floors above current buildings	✓	✓	The LGF Town Centre Project will provide 0% loan funding to encourage properties to be brought back into use. This includes the use of upper floors for either residential or leisure uses.
Pride & Joy	1.11	That existing retail is supported through initiatives such as a shop front scheme	✓		The LGF Town Centre Project will provide grant funding to secure improvements to shop frontages. It will also introduce 0% loan funding to allow shop units to be improved or changed.
Connected & Smart	1.12	That Southend's digital capacity is exploited to try to attract retailers trialling concept stores using new technology	✓		The City Fibre project is already well underway and much of the infrastructure is in place that will allow us to transform the town's digital capacity. Engagement with retailers and agents as to how this could be exploited in the town centre will be the next steps.
Pride & Joy	1.13	That culture and leisure are key occupiers for new and existing space in the town centre, including the potential for the Thames Estuary Experience		✓	The second phase of the Forum will be focussed on cultural and creative industries. Focal Point Gallery is undertaking a service co-design approach to developing the cultural engagement activities that will be offered in the new building. The gallery is also seeking to improve awareness and use of the Forum creative 'quarter', to establish this more effectively as an integral part of the Town Centre offer.
Pride & Joy	1.14	That the opportunities offered by big screens are exploited with more programmed for the existing screen and sites for further screen explored	✓	✓	Big Screen Southend is already used for promotion of community and Southend 2050 initiatives such as the Pride and Joy campaign. There is potential for it to be used more for cultural events programming once the Forum 'quarter' is complete.


				The Forum Management Board is supportive of developing more events linked to the big screen.
Pride & Joy	1.15 That the principle of creating a 'Cultural Development Zone' in the town centre is explored as an area where policy is supportive of temporary and permanent cultural space, normal restrictions relaxed and investment is targeted	✓	✓	Existing flexible permitted development rights are in place which could be used for meanwhile uses such as exhibitions, art gallery etc, these will continue to be promoted. Through the development of the new cultural vision this has been discussed. Connections are being made through these networks and will feed through to the developing cultural vision In the medium term London's Creative Enterprise Zones and other comparable examples will be explored to better understand what this might look like in Southend.
Active & Involved	1.16 That the public realm of the town centre is redesigned with seating / space to dwell designed-in and anti-social behaviour designed-out	✓	✓	Through a suite of externally funded projects work is underway to explore a standard seating style which will include built in lighting and the addition of planting (trees where applicable)
Active & Involved	1.17 That a unit is taken-on on a trial basis in the High Street as part of the Civic/public sector campus for front-facing and some back-office services	✓	✓	Through the 2050 outcome business case process there is work underway to investigate what a visible presence in the town centre might look like, the needs it could meet and how it could be funded.
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			Long		
Outcome 3 – The town centre provides an environment where people want to be					
Connected & Smart	1.18	That a new approach to public realm is employed and invested in which uses quality materials of a resilient and easily maintainable nature and which enhance the side streets to the High Street drawing people down them	✓	✓	Through TRIPs/S-CATS – materials will be matched to the existing locations off of the High Street and will be made from easily obtainable materials. Information about these materials is being shared with the Better Queensway joint venture to be able to look at the town centre as a whole.
Active & Involved	1.19	That arrival in Southend is made more welcoming with improved wayfinding, including in car parks, and the areas outside Southend Central and Southend Victoria being improved and with clearer direction to the High Street	✓		The LGF Town Centre project will introduce improved way finding from Southend Victoria and Southend Central stations.
Pride & Joy	1.20	That the coastal identity of Southend is reflected in the public realm with the introduction of water features, fountains, play space, public art or other form		✓	In the Sunrise Public vote 12% of respondents requested a water feature in Victoria Circus. The results of the vote will be taken into account in designs for the area.
Active & Involved	1.21	That more green space which is well maintained is introduced to the town centre, exploring the potential for a linear park, public square and green walls		✓	The TRIP/S-CATS projects will increase green space on and off of the High Street.
Active & Involved	1.22	That innovative space to play, both physically and cognitively, is prioritised in the public realm, public art and developments in the town centre		✓	A trial bouldering scheme for a town centre location is being explored led by public health in conjunction with Town Centre Management and the BID.
Connected & Smart	1.23	That routes and permeability for sustainable travel are further integrated into the town centre including walking, cycling and electric and emerging technology		✓	The TRIP/S-CATS projects will increase cycle parking in and around the High Street with new Green Cycle Parking to be installed in Victoria Circus in

				early 2020.
Connected & Smart	1.24	That digital technology is an overt and accessible part of the offer of the town centre	✓	Focal Point Gallery is in discussion to develop a digital art commission, which could also draw attention to Southend's unique heritage.
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Outcome 4 – The town centre is understood and well communicated				
Opportunity & Prosperity	1.25	That the future of the town centre is predicated on housing, community and experience rather than retail-led regeneration while continuing to support the retail sector		✓
Pride & Joy	1.26	That a unique selling point which is authentic to Southend is established and used at the heart of a campaign to promote the town	✓	Work to develop a place narrative and branding for the Borough has started, with a procurement process underway to select an agency to support and develop this work
Opportunity & Prosperity	1.27	That a 'heatmapping' exercise is undertaken to better understand people flows and use of the town centre	✓	The LGF Town centre project will fund footfall cameras to the town centre which will provide analytics about how the town centre is used.
Opportunity & Prosperity	1.28	That a baseline and approach to implementation be established		✓
Opportunity & Prosperity	1.29	That a zoning approach is taken to the town centre through planning policy, asset management and development and that this should incorporate the side streets as well and the High Street		✓
				The LGF Town Centre Project supports the housing aspiration through 0% loan to activate unused space above street level shops.
				The Southend Central Area Action Plan (2018) identifies a number of policy areas including the High Street and adjoining areas. The New Local Plan will review how these link together to promote a cohesive town centre offer. In particular there is a need to explore what a zoning approach could offer in terms of high

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Outcome 5 – The Council leads in relationship				
Opportunity & Prosperity	1.30 That the Council leases and purchases key buildings as appropriate and employs its CPO powers as necessary to create the space for an evolved town centre		✓	To date there has not been a need to do this however it will continue to be considered as an option where appropriate.
Opportunity & Prosperity	1.31 That a landlord and agent forum is established as the arena for discussion about strategic development and partnerships	✓		This will be explored through the town centre strategic group in the first instance
Opportunity & Prosperity	1.32 That the Council leads and brokers conversations in relation to co-investment, match-funding and new partnerships		✓	This will be explored through the town centre strategic group in the first instance. An application, supported by a wide range of stakeholders, was made to the Future High Streets Fund but was not successful. Other funding opportunities will continue to be sought.
Pride & Joy	1.33 That an individual is identified as a cultural ambassador for the town to open new conversations and promote the town's offer	✓		An independent chair for the strategic town centre group is in place and while not a cultural ambassador but is already having conversations to champion the town.
Opportunity & Prosperity	1.34 That the baseline and heatmapping data are used as the basis for a conversation with town centre retailers about opening hours and responding to demand	✓		Funding bid for the footfall cameras has been secured. Also through the Southend 2050 outcome business cases resources are being sought to undertake other survey work in the town centre to understand more about how it's used so as to be able to support these conversations.
Active &	1.35 That more opportunities for volunteering in the	✓		Through Make Southend Sparkle a

<p>Involved</p>	<p>town centre are identified through existing partnerships</p>		<p>number of new volunteer schemes are currently under development including the introduction of new litter picking/plogging sessions. This campaign will focus on health benefits whilst simultaneously improving and enhancing the environment. The campaign will include regular sessions in the town centre, will be targeted at local residents and businesses and will be launched in partnership with South Essex Community Hub and Southend BID.</p>
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A  in both columns indicates an ongoing or phased approach which starts in the short term but with delivery in the medium to long term