

# Southend-on-Sea Borough Council

## Report of Chief Executive

to

Cabinet

on

16<sup>th</sup> June 2020 Report prepared by:

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Data & Insights Analysts

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**Southend 2050: Outcome Success Measures Report January-March 2020**

**& Annual Place Based Report 2019/20**

**Cabinet Member: Councillor Gilbert**

**All Scrutiny Committees**

**A Part 1 Public Agenda Item**

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### 1. Purpose of Report

- 1.1 To present achievements towards the Southend 2050 Ambition through the periodic Outcome Success Measures report (OSMR) alongside the Annual Place-based Report.

### 2. Recommendations

- 2.1 That the OSMR for Period 4, January-March 2020 be noted;
- 2.2 The Annual Place Based Report be noted; and
- 2.3 The reporting schedule for outcome success measures and progress on roadmap milestones and joint administration priorities for 2020/21 be agreed.

### 3. Background

- 3.1 Southend-on-Sea Borough Council (the Council)'s Corporate Performance Framework provides robust and transparent performance management to drive the delivery of the Southend 2050 ambition. Corporate Performance consists of three different functions, to enable the Council to robustly monitor and measure the progression of the desired outcomes against the five themes, which are outlined in the Southend 2050 Road Map.
- The Corporate Performance Dashboard which is reported monthly and visible to the Corporate Management Team (CMT), Senior Leadership Network (SLN), Cabinet Members and Performance and Service Leads.
  - The OSMR which is reported periodically.
  - The Southend Annual Place-based Report, which is reported annually, reviewing the Council's performance as well as other place-based

information, such unemployment figures and average house prices.

#### **4. OSMR - Period 4, January-March 2020**

- 4.1 The Southend 2050 OSMR provides a high level summary of the Council's corporate performance and progression over the subsequent period on the high level strategic priorities, and a snapshot of key place data which is updated as available throughout the year.
- 4.2 This period's OSMR includes data, key insights and Road Map narratives and progress updates for the period of 1st January to 31st March 2020.
- 4.3 The coronavirus outbreak and consequent response activities since late-March 2020 have led to:
  - some data updates for the OSMR being unavailable at the time of collection; data was collected during the first two weeks of April 2020
  - some planned activities relating to the progression of Roadmap milestones have been paused, reprioritised or rescheduled; this has clearly been marked against the relevant Roadmap milestone.

#### **5. Annual Place-based Report 2019/20**

- 5.1 The Annual Place-based Report celebrates our successes and achievements from 2019/20, providing an opportunity for strategic reflection and peer accountability at partnership level. The report gives a high-level overview of how the Council has performed against its delivery of the outcomes for Southend 2050.
- 5.2 The council have remained strong despite recent challenging times, losing 64% of funding from government, whilst dealing with the political and economic uncertainty of Brexit and the more recent global pandemic of Covid-19. Much of our focus recently has been responding to the pandemic and building an investment focused approach to recovery.
- 5.3 The report also presents a visual journey of the Council's achievements through the milestones outlined on the 2050 Road Map and other key priorities for the Council, with the current status for each milestone; noting any which have been affected by the Covid-19 outbreak.
- 5.4 It is important to reflect on the work we have done and that the report highlights the progress we have made during 2019/20; the report showcases a number of our priorities for the coming year and how our Southend 2050 Outcomes and Roadmap are the vehicle for Southend's recovery. It is more important than ever that at the heart of our work we remain collaborative, inclusive, honest, and proud.

#### **6. Reporting Schedule for the OSMR 2020/21 & Annual Place Based Report**

6.1 The proposed reporting schedule is as follows:

	<b>Data and narratives from:</b>	<b>To be presented to Cabinet:</b>
Period 1	April-June 2020	September 2020
Period 2	July-August 2020	November 2020
Period 3	September-December 2020	January 2021
Period 4	January-April 2021	June 2021
	Annual Place Based Report	June 2021

## **7. Reasons for Recommendation**

To drive the delivery of the Southend 2050 ambition through robust and strategic performance management arrangements.

## **8. Corporate Implications**

Contribution to the Council's Ambition & corporate priorities:

To strategically monitor the Council's corporate performance and achievements against the 2050 Road Maps and 23 Outcomes.

## **9. Financial Implications**

There are no financial implications.

## **10. Legal Implications**

There are no legal implications.

## **11. People Implications**

People implications are included in the monitoring of performance relating to the Council's resources where these relate to the Council's priorities.

## **12. Consultation**

The Southend 2050 Performance Framework and measures to be included in future performance reporting are included in the Strategic Delivery Plans which were developed through extensive consultation and engagement to articulate the Southend 2050 ambition.

As part of the Southend 2050 journey, the Council has been actively engaging with its residents, businesses, stakeholders and partners, to ensure the Southend ambition is agreed.

In the autumn of 2019, the Council undertook a Residents' Perception Survey.

### **13. Equalities Impact Assessment**

The priorities and outcomes contained with the Southend 2050 Ambition are based upon the needs of Southend's communities. This has included feedback from consultation and needs analyses.

### **14. Risk Assessment**

The Corporate Risk Management Framework is managed by the Internal Audit team. The Southend 2050 outcomes and milestones which are outlined on the 2050 Road Map will be reviewed as a result of the impact of the coronavirus outbreak and the Council's response to consequent events.

### **15. Value for Money**

Value for Money continues to be a key consideration of the Southend 2050 Performance Framework, which includes outcome-based investment work as well as complimenting the Council's new Financial Sustainability Strategy.

### **16. Community Safety Implications**

Performance Indicators relating to community safety are included in the Strategic Delivery Plans, OSMRs, and the monthly Corporate Performance Dashboards.

### **17. Background Papers & dashboards**

- Southend 2050 Performance Framework
- The monthly Corporate Performance Dashboards (presented on Pentana Risk)
- OSMRs from Periods 1-3 2019/20

### **18. Appendices:**

- Appendix 1: Outcome Success Measures Report, Period 4, January-March 2020
- Appendix 2: Annual Place-based Report 2019/20



**Outcomes Success Measures Report**  
**Period 4 – January to March 2020**

# Southend 2050: Five Themes and 23 Outcomes for 2023

Click the tiles to go straight to each Theme's page

## 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.

## 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.

## 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.

## 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.

## 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.

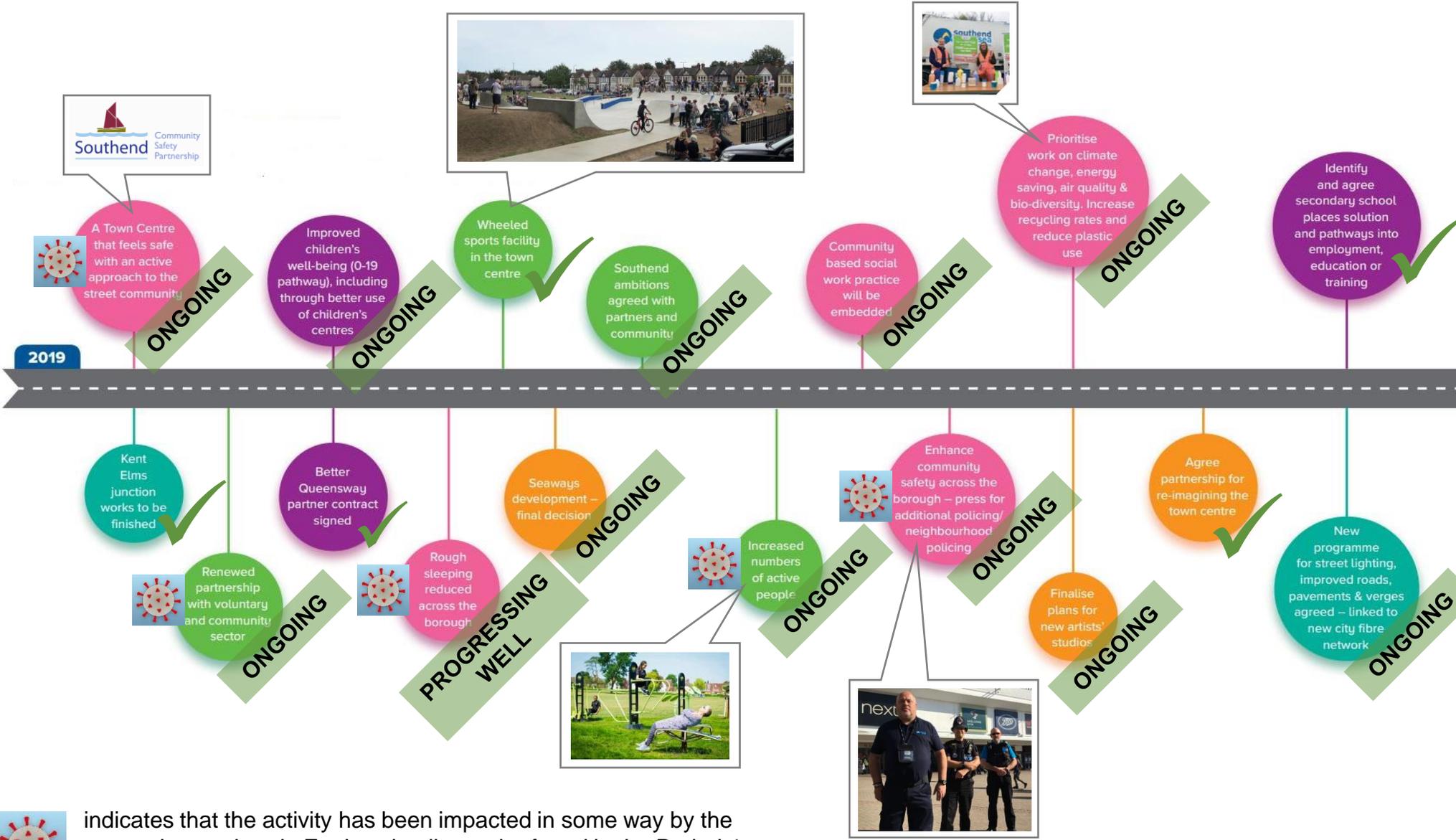
**OP 05** - Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.

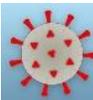
**SOUTHEND-ON-SEA**

*Five Year Roadmap timeline to 2023*

# SOUTHEND-ON-SEA

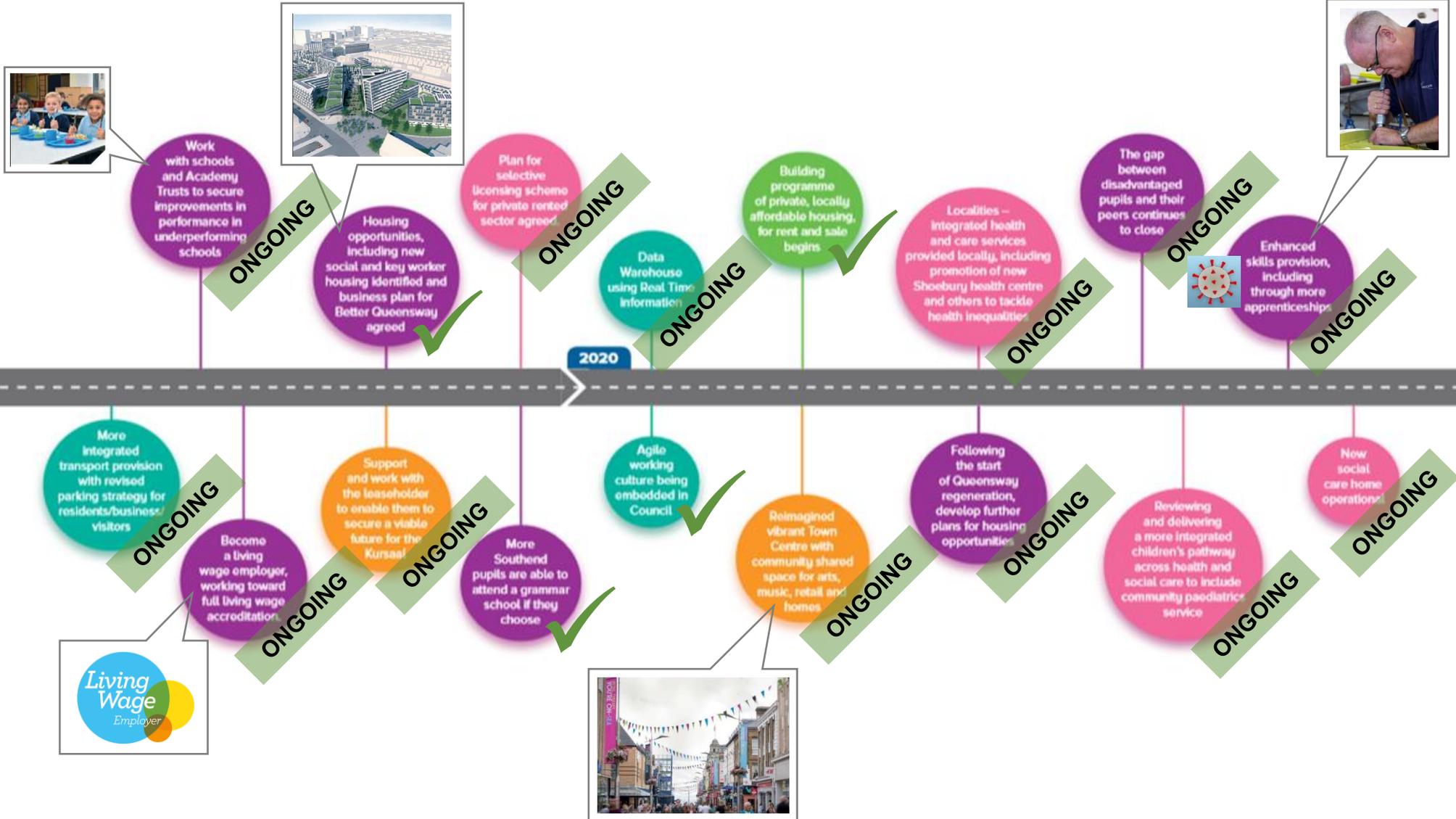
Five Year Roadmap timeline to 2023



 indicates that the activity has been impacted in some way by the coronavirus outbreak. Further details can be found in the Period 4 update sections for each 2050 theme.

# SOUTHEND-ON-SEA

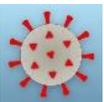
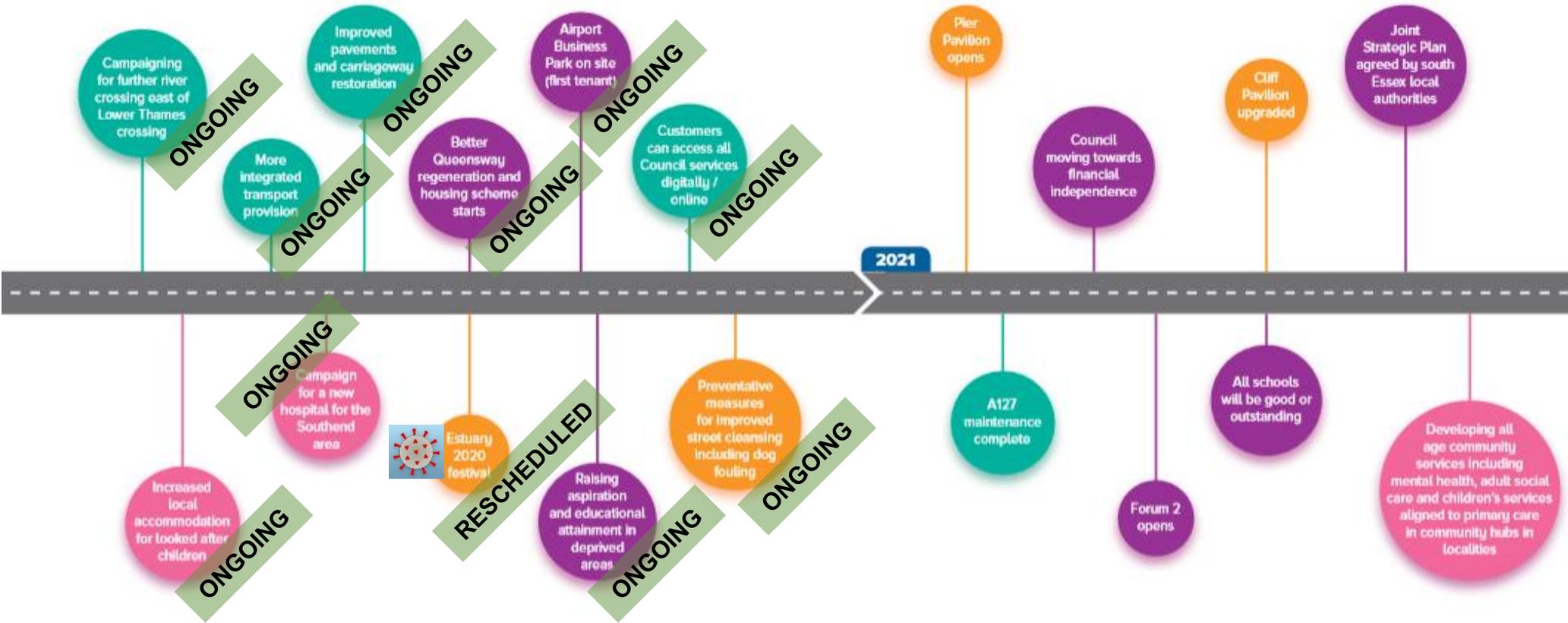
## Five Year Roadmap timeline to 2023



 indicates that the activity has been impacted in some way by the coronavirus outbreak. Further details can be found in the Period 4 update sections for each 2050 theme.

# SOUTHEND-ON-SEA

## Five Year Roadmap timeline to 2023



indicates that the activity has been impacted in some way by the coronavirus outbreak. Further details can be found in the Period 4 update sections for each 2050 theme.

# Annual Information for 2019/20

Unemployment  
Out of Work Benefit Claimants

4,425- 4.0%  
(March 2020)

£285,337.00  
Average House Price Southend-on-Sea

£308,908.00  
Average House Price in Essex

£247,355.00  
Average House Price in England

182,500

Mid-Year Population Estimate  
for Southend  
(Nomis July 2018)

1,035

New businesses (2017/18)

1,115

Businesses closed (2017/18)

Under-18's conception rate of  
21.4 per 1,000 women in age group  
(number 60) (2018)  
Decrease of 11.9% compared  
to 2017

## Transport

National Highways and Transport (NHT)  
Public Statistics Survey (2019)

75%

of people found it  
easy to get around  
the borough

60%

of people with a  
disability found it  
easy to get around  
the borough

69%

of people who do  
not have a car  
found it easy to get  
around the borough

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

## Trees

Figures do not include whips

Early Years Foundation Stage Profile  
Achieving a Good Level of  
Development  
2018/19

74.0%

59,465  
People signed up for a  
MySouthend online  
account

91,683  
Service requests  
received online

58%

Agree people from different  
backgrounds get on well  
together\*

74%

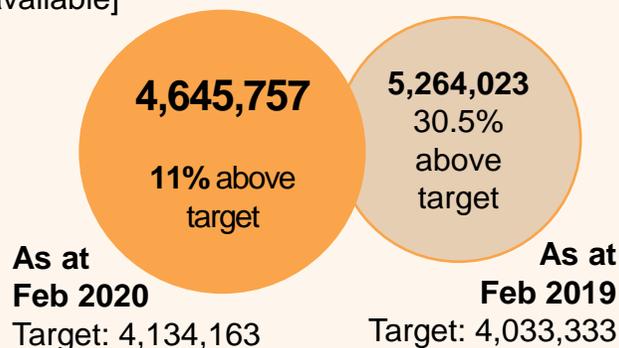
Satisfied with their local area  
as a place to live\*

\*2019 residents' perception survey



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

[Cumulative YTD] [Data for Mar '20 not available]



### Key insights

- At Feb '20, over 500k more people had attended cultural and sporting places, events and activities vs. the annual cumulative target
- The annual target of 99.56% on-schedule waste collections has been met for 2019/20 with the total number of missed collections being 7,627 for the year
- 910 out of 916 safety inspections of pavements and roads completed within required timescales
- 16,818 visitors to the Pier in Jan '20, the busiest Jan on record since 2006; 7,971 visitors in Feb '20, the effect of storms Ciara, Dennis and Jorge

## On-schedule waste collections per month



## Safety inspections of pavements and roads completed on time



## Acceptable standard of cleanliness: litter Sep 2019 – Mar 2020 [Cumulative YTD]



\*2019 Residents' Perception Survey

## Social Media Campaigns

906

link clicks to Southend Energy campaign, driving residents to get a quote online to potentially save money on energy bills

1,384

Link clicks to Warmer Homes Scheme campaign, driving requests from those eligible for free central heating

3,540

new subscribers to as a result of e-newsletter campaign

24,312

reached by Pier Train Replacement campaign, driving votes for the public's favourite design and colour



An option for the Pier Train Replacement campaign's competition

## Period 4 Update

**Sea defence** works are being undertaken on a risk assessed basis to ensure only essential works are being undertaken.

The **Town Centre** "Engine Room" group held its second meeting in Feb '20 and considered activity already underway in the town centre (such as the SUNRISE project (funded by Civitas, a Horizon 2020 strand of European funding)) and the Local Plan. It agreed to consider which two to three major interventions might be needed to support the town centre and how to reach them. Work is underway to implement the town centre interventions project, for things such as shop front grants and 0% loans for activating vacant space. This is supported through funding provided by the Local Growth Fund. The potential of a community hub approach is being considered.

The council's Cabinet has agreed to maintain support for the proposed development of the **Seaway** car park. The planning application for the proposed development is a separate matter, and will be determined by the Secretary of State.

Officers remain in contact with the owners of the **Kursaal** and their agents and have visited the property with Councillors.\*

The second phase of the Forum will provide space for digital artist studios; this is now expected to be delivered in Spring 2022. Continuing project work in the town centre may also identify additional artist studio space if the demand remains following the coronavirus outbreak.

A review of the Environmental Care Team is underway to ensure they remain effective and are deployed in priority areas. A review of enforcement signage is being done which will be supported by Keep Britain Tidy Campaigns on **anti-litter / dog fouling**.\*

The **Estuary 2020 festival** has been postponed due to the coronavirus outbreak. Plans to upgrade the museums offer and incorporate the **Thames Estuary** themes are being progressed; the "Princely Finds" exhibit is open along with a "Wild Estuary" exhibit in Central Museum.\*



### Period 4 Update cont....

Funding is being sought for the monitoring of **air quality** including around school sites, and the purchase of the council's own mobile real-time monitoring equipment. The outcome of the council's DEFRA grant application is due. Three remote Air Quality (AQ) sensors have been installed for initial calibration and will then be relocated at various traffic hot spots. The sensors are being trialled for six months.

A review of the current **waste collection and disposal** service and high level timetable is underway, including consideration of all service delivery models and collection methods, with customer feedback at the heart of the work.\*

### Future milestones

The **Estuary festival** will now be held in spring 2021, as it has been rescheduled in light of the coronavirus outbreak.

The masterplan for the **City Beach 2** project is to be reviewed, and a revised project brief created.

Community engagement on the **Pier Pavilion** proposal along with other options of developing the visitor offer will be taking place during 2020 to inform decisions and ensure a sound case is made.

A call for wider community and stakeholder involvement in the **Strategic Town Centre Group** is planned for early 2020. Various groups will be approached to ensure that a diverse mix of residents, partners and stakeholders are involved.

A series of **preventative measures for improved street cleansing** are planned regarding including installing new bins in High Street, social media campaigns on anti-litter in priority areas such as the seafront and encouraging more volunteers to carry out cleaning activities (this will include provision of tools and equipment).

*\*indicates end of period update has been delayed due to the coronavirus outbreak*



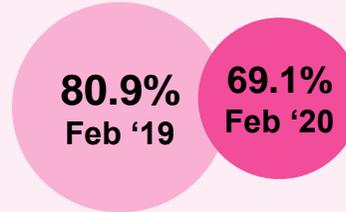
### Education, Health and Care Plans (EHCPs) completed within 20 weeks [Cumulative YTD] [excluding SEN exception cases]

95.6%

Total plans issued (YTD): 136  
Period: as at Mar '20  
Target: 96%

### Mental Health

Adults in contact with secondary mental health services who live independently with or without support

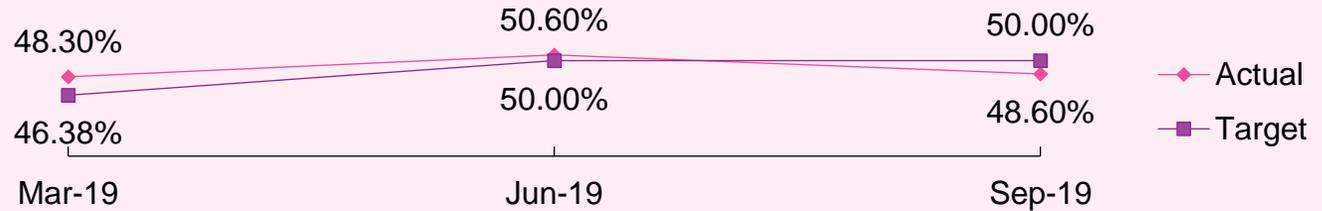


2019/20 target: 74% [Data is reported a month in arrears; data for Mar '20 unavailable]

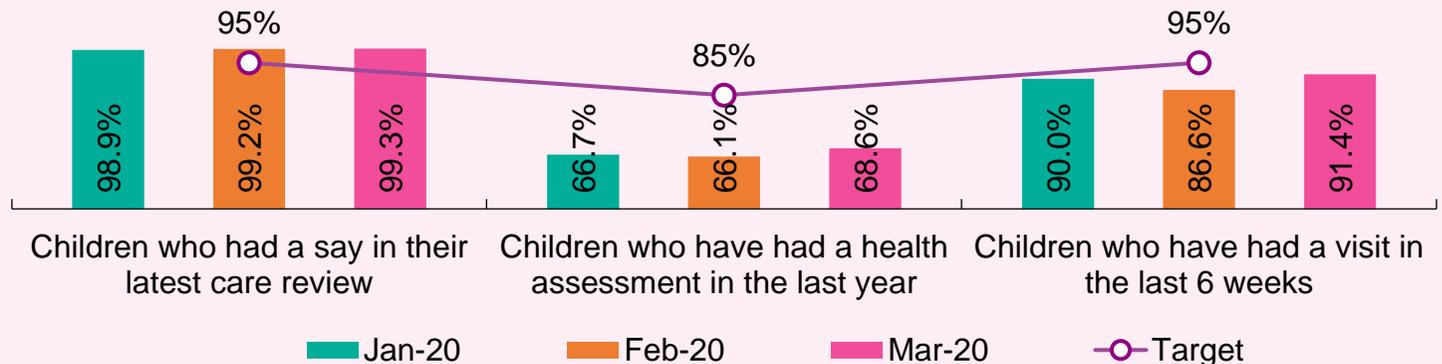
### Key insights

- Four EHCPs issued outside timescale in Mar '20 due to disrupted work arrangements; Govt. advice awaited re: exceptions policy

### Household waste sent for reuse, recycling and composting [Cumulative YTD]



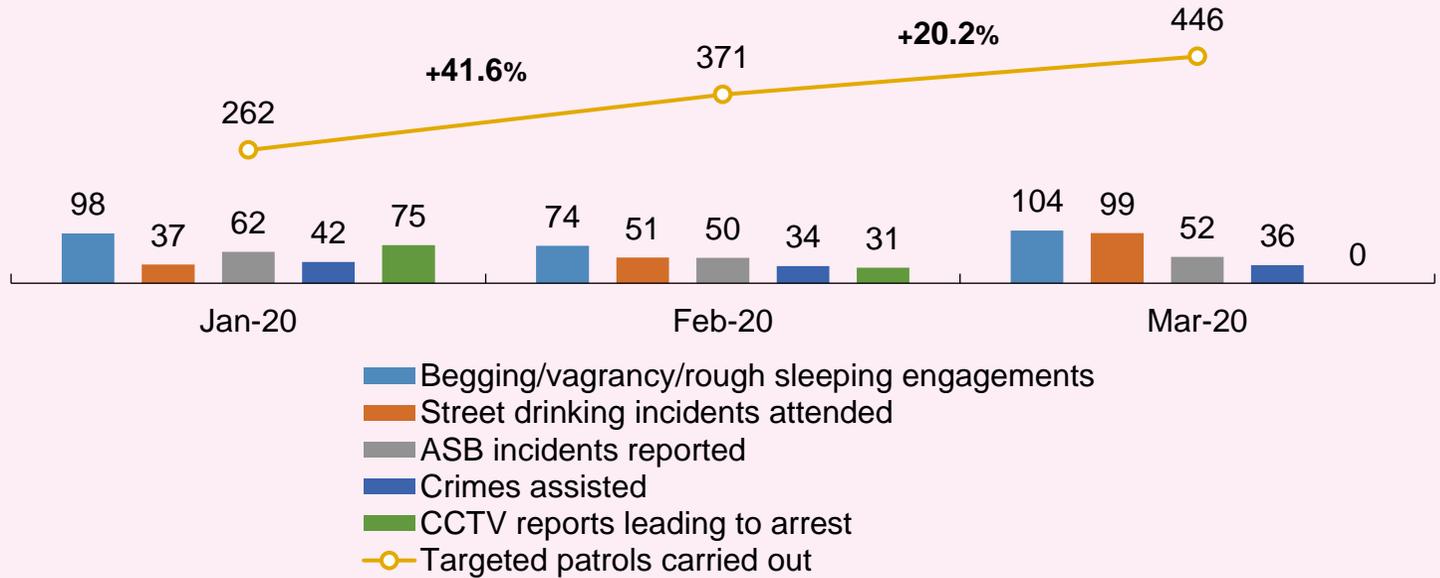
### Looked After Children





## Community Safety Unit (CSU) activity

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



## Key insights

- CSU figures provided have not been ratified by Essex Police Analyst unit and should be used as a guide; figures will be updated with ratified data once received

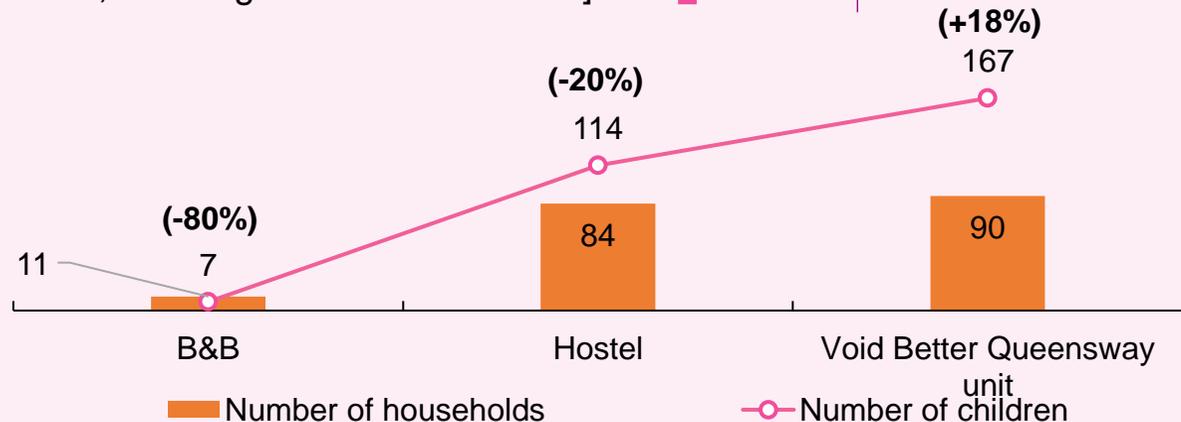
- 103 rough sleepers placed into TA in Mar '20 as a result of the Coronavirus outbreak initiative, with the response model created within Southend being copied across the rest of the county due to its effectiveness

## Use of Temporary Accommodation (TA)

[as at Mar '20, showing variance to Dec '19]

↑ 3.69

Rate of households in TA per 1000 households





*\*indicates end of period update has been delayed due to the coronavirus outbreak*

CGI from Better Queensway transformation consultation

### Period 4 Update

Porters Place Southend-on-Sea LLP released a revised vision of the transformation of the **Queensway** estate in Feb '20, in response to clear direction received from residents and local stakeholders during the first round of consultation in Oct '19.

The **Energy team** is exploring pyrolysis (the use of heat inside a pressurised container in the absence of oxygen to reduce most waste into carbon dust) as an alternative method of producing energy from waste, in line with changes in government policy. Two water systems (at York Road and the end of the Pier) are being installed to convert water from the air into drinking or irrigation water, as part of the Cool Towns project. A single electric vehicle charge point operator across the borough is being established, and the team is invigorating the Car Club scheme. The council's EU projects (2Impresz, NSCiti2S, SARCC, Cool Towns, EMPOWER) are progressing well, and the Green Forum continues to raise awareness and try to improve environmental behaviours within the council.

The rate of **households residing in temporary accommodation** has increased by 49% due to 103 **rough sleepers** being placed into bed and breakfasts (B&Bs) as a result of the council's successful coronavirus outbreak initiative to accommodate all rough sleepers during Mar '20. Consequently the number of children residing in temporary B&B accommodation has reduced by 80%. Whilst this is a great achievement the real success will come if the council can assist homeless households and rough sleepers into settled accommodation with appropriate support in place to maintain new tenancies. The considerable pressure this will place on the housing service will be managed by using flexible, collaborative and responsive resourcing from across the council. The number of in-house fostering households for **looked after children** has increased from 112 in Apr '19 to 125 in Feb '20 (an increase of 12%), with the number of in-house fostering households (excluding kinship carers) rising from 88 to 94 over the same period (an increase of 7%). The development of a residential unit in Southend is well underway and a potential site has been identified; this development is being undertaken in partnership with the voluntary sector.

Council officers are looking at the appropriate models and sites which could accommodate (in whole or part) new schemes including **supported living / extra care accommodation**. This review of sheltered accommodation forms part of the overall work, and provision of extra care still continues at the council's Westwood and Longmans housing schemes.

Work is ongoing across council departments on planning for a proposed **Selective Licensing scheme** in the borough. A company has been procured to undertake data analysis with a view to issuing recommendations in 2020/21.



*\*indicates end of period update has been delayed due to the coronavirus outbreak*

Estuary's Hammond Court development  
(credit: [www.hammondcourt.co.uk](http://www.hammondcourt.co.uk))

#### Period 4 Update cont....

The development of a comprehensive **community hub** model is being co-produced with the Service Transformation team and residents within the community, whom are using the hub facilities, as well as activity volunteers through the hubs and other venues. Currently, the community hub offers social workers the opportunity to interact and engage with individuals. This is continuing to offer an early and preventative approach to intervention and crisis prevention. In partnerships with hub teams, social workers are supporting the sharing of information and engagement with individuals and families. An example of this is opportunities to provide specialist advice regarding housing options, social care assessments and local provision of support.

The **2019/20 Housing Acquisitions Programme** was successfully completed and the Right to Buy spend target was exceeded, with 26 properties purchased from the open market to be used for council housing. The budget has been agreed for the 1920/21 Housing Acquisitions Programme and works have commenced on identifying and acquiring suitable properties. Work is continuing to bring forward further housing as part of Phases 3 & 4 of the Housing Revenue Account Land Review programme and Modern Methods of Construction pilots; architects have been appointed and the schemes have progressed to the design stage. Estuary's development at Hammond Court and HARP's extension at Ceylon Road, combined with the council's 26 **acquired properties** and new build development at Rochford Road, took the total number of affordable homes built in 2019/20 to 95.

Final discussions are taking place for assessing priority areas for additional **CCTV provision**.\*

Partnership Activity Days continue to be scheduled across all the **town centre** sites in the Borough. The CCTV upgrade will provide enhanced digital vision plus additional cameras in key areas. Southend Community Safety Partnership in its annual Strategic Intelligence Assessment 20/21 made Town Centre crime and disorder a strategic crime priority.

The council's Community Safety Patrol team, along with other key partners continues to offer support and care to the **street community**. Enforcement is always the last option but the team now have new powers to deal with persistent street drinkers.\*

The drive towards **integration of health and social care** stresses the need for place-based approaches, in response to this the South East Essex Alliance Board has been established.\*



### Period 4 Update cont....

“Making the work real” projects happening at a **locality** level include Weekly Art Projects across sheltered housing, Share a Smile, Woodland walk and the Community Hubs. The weekly art projects have been mobilised across three sites and wider networks of intergenerational sessions have developed from the project. Share a Smile is a community based programme for intergenerational activities and sharing stories and experiences. The Woodland Walk provides virtual tours of outside areas for people unable to get out themselves. Development of Locality plans continues; the first Locality will be West Central to test the process and pilot an initial plan, co-design and engagement continues across West Central with a Roadshow held in Feb’20. Evolving the relationship with EPUT (Community & Mental health) to support the development of Localities is ongoing, along with the review and recommissioning of community grant funds.\*

Site clearance and mobilisation for the **new social care home** is complete, with the piling for the foundations in progress. A “New Assessment Facility - Visioning Event” took place in Jan ’20, an interactive day in which all stakeholders had an opportunity to share ideas, develop a shared view of the future service with partners and discuss what needs to be done across the whole system to ensure success.\*

### Future Milestones

In line with national direction, Sustainability and Transformation Partnerships are evolving to form **Integrated Care Systems** by April 2021.

A review of the council’s approach to **enforcement** will be taking place to make sure that existing resources across the council are maximised.

The Energy Team plans to install the **electric vehicle taxi point charges** in Jun ’20; the Office for Low Emission Vehicles has confirmed that the grant due to expire in Mar ’20 will be paid.

Analysis of the outcomes of the West Central Roadshow in Feb’20 will be done, having been delayed due to the coronavirus outbreak.

*\*indicates end of period update has been delayed due to the coronavirus outbreak*



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

31% | no change  
P4 2019/20 | vs. P3 2019/20

### Falls Programme

~12,500 individuals aged 65+ at risk of falling annually in Southend [data for Mar '20 unavailable]

128

Number of people attending the 36 week strength and balance programme as at Feb '20 (data for Mar '20 unavailable)

### Key insights

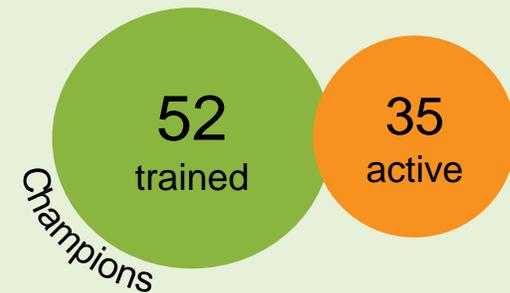
- No Feb and Mar '20 data available for the Exercise Referral and Daily Mile Programmes – both due to the coronavirus outbreak
- Four organisations signed up to PHRD in P4 2019/20 (a cumulative total of 29) with nine organisations in cumulative total making a commitment around physical activity; work continues to try to engage “Small and Medium Enterprise” businesses

### Number of hours of volunteering within Culture, Tourism and Property (inc. Pier and Foreshore events) [Cumulative YTD]



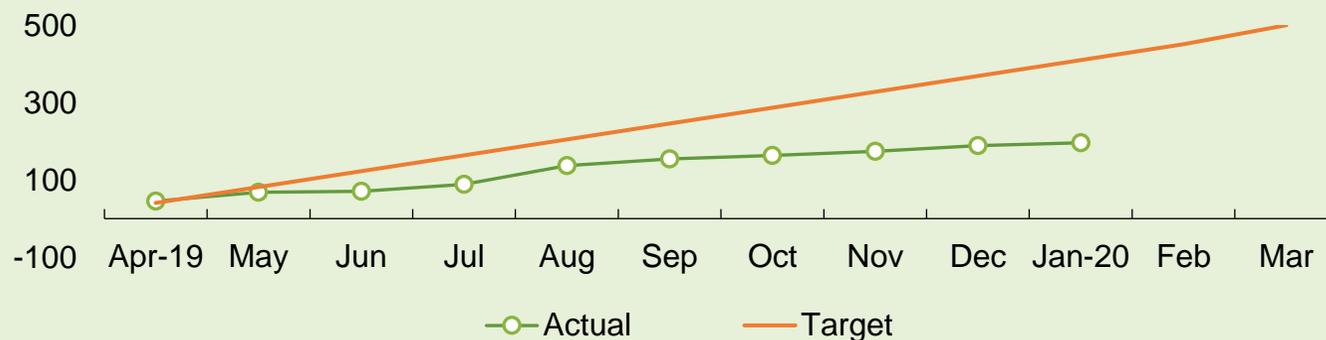
Long trend: ↑

### A Better Start Parent Champions and Ambassadors As at Mar 2020





### Number of people completing 12 weeks of the Exercise Referral Programme [Data for Feb and Mar '20 not available]



#### Key insights

- No Feb and Mar '20 data available for the Exercise Referral and Daily Mile Programmes – both due to the coronavirus outbreak

### Number of schools signed up for the Daily Mile Programme or equivalent [Data for Mar '20 unavailable]





*\*indicates end of period update has been delayed due to the coronavirus outbreak*

credit: ActiveSouthend

## Period 4 Update

The council, Active Essex, Everyone Health and Public Health England and Sport England have been working together to increase **physical activities and health sessions** in the community at existing venues, such as in schools, sheltered housing, the Job Centre, The Forum Library, and parks and other open spaces. A range of ActiveSouthend projects are being run, to encourage people to become more physically active, such as an adult basketball, photography and physical activity, multi sports and rowing aimed at young people, dementia yoga, and adult cycling. Use of the ActiveSouthend website and its social media continues as an efficient way to communicate with residents and partners. The ActiveSouthend website – [www.activesouthend.com](http://www.activesouthend.com) will work in coordination with the Live Well website.

The consultation on the **exercise referral programme** has been completed. The new programme will be called the Wellbeing Referral Programme, comprised of a supervised introduction to physical activity using the gym; swimming and water therapy classes; pulmonary classes; low intensity circuit training; cardiac rehabilitation classes; pain management courses focusing on back pain; low impact body workouts and yogilates. Courses and classes will be delivered at Southend Leisure and Tennis Centre, Belfairs Swim School, Shoeburyness Leisure Centre and Chase Sports and Fitness Centre.

Southend has been identified by the Health Foundation as one of four areas within the UK to be part of a research project to develop a cross cutting approach to **health and wellbeing**, which involves community organisations that are already delivering services to the local community, and which thinks about the longer term through involving providers and members of the public. A sub-group has been set up to develop the research and gather further data on health and wellbeing.

A **Co-production Champion** funded by the council and A Better Start Southend, and employed by SAVS, has been appointed and will be embedded in the local system to support greater participation of residents and service users in Southend 2050. A co-location agreement between SAVS and the councils' Engagement and Participation Team has been drafted with the development of joint ways of working ongoing.\*

A Southend 2050 Test, Learn, Collaborate event was held in Jan '20, where several outcome leads were sourced from the community and the council's partners, who will become part of the joint efforts to realise the ambitions.



Test, Learn, Collaborate event in Jan '20

### Period 4 Update cont....

A Better Start Southend Parent Champions and Ambassadors have been undertaking **co-production and co-design** through attending Governance Meetings, Parent Forums and Ward Panels and the Mental Health Group; carrying out work on the new Community Hub including building furniture, painting a chalkboard, sourcing equipment, being part of the steering group and painting a mural; meeting with Mental Health Commissioners to discuss long term mental health conditions that can be experienced by parents; and supporting two research projects being run by Traverse and Dartington.

The council set up the Southend Coronavirus Action Helpline in 10 days, with its first day of operation being 26 March '20. Well over 4000 inbound and 7000 outbound calls have been received from and made to shielded people to date. Over 2300 support actions have been delivered to over 1000 separate households, including over 500 food parcels, 500 households being helped with shopping and over 500 people having their prescription medications collected and delivered; the helpline has also assisted people with accessing money, with their gas and electric, helped to befriend many people and walked 24 dogs. The helpline has been a true community effort to be proud of, with organisations such as SAVS, South Essex Homes, South Essex Community Hubs, Storehouse, Salvation Army, Everyone Health, Family Action, food retailers and wholesalers (including donations from some), community pharmacists and more besides pulling together to support and deliver the helpline.

### Future Milestones

A number of **affordable housing schemes** are due to progress in 2020/21 including Sanctuary Housing's redevelopment of the former Chalkwell Lodge.

Council officers, members, partners and residents will be collaborating in early 2020/21 to review and update the **2023 Road Map** and agree milestones for the **2028 Road Map**.

A regular **Community of Practice** will be developed in partnership with SAVS in the early part of 2020/21.

*\*indicates end of period update has been delayed due to the coronavirus outbreak*



### Delivery of the Capital Programme [Cumulative YTD]

**83%**  
as at  
Mar 2020

**-8.7%**  
vs.  
Mar 2019

### High street occupancy (BID area only) As at Mar 2020

**82.1%**  
458 businesses listed  
82 premises vacant

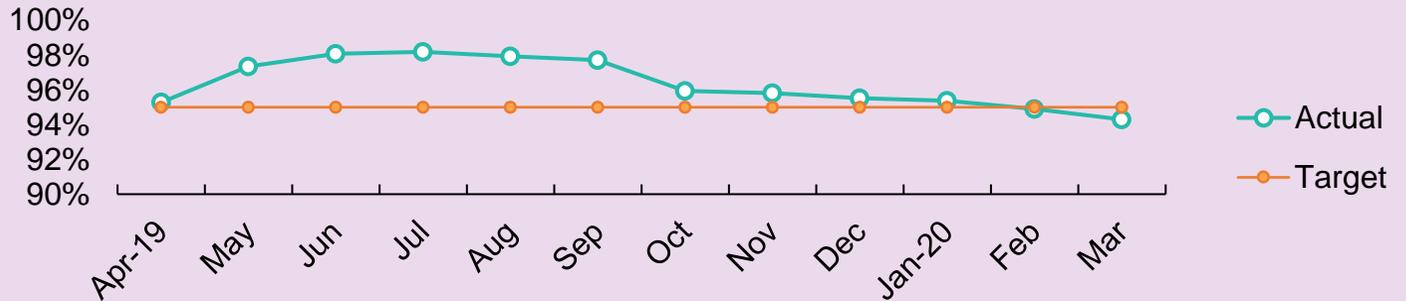
1.5% decrease since Dec 2019

National benchmark: Not yet available

### Key insights

• 93.9% of Primary schools are good or outstanding, compared to 90.9% in Jun '19; 100% of special schools and 75% of secondary schools remaining "good" or "outstanding"

### Percentage of 2 to 2 and a half year old reviews completed using Ages & Stages Questionnaire (ASQ-3)



### Percentage of children in good or outstanding schools

2019/20 target:  
86%

85.8%  
Mar 2019

88.2%  
Mar 2020

2.7% increase on same period in 2019

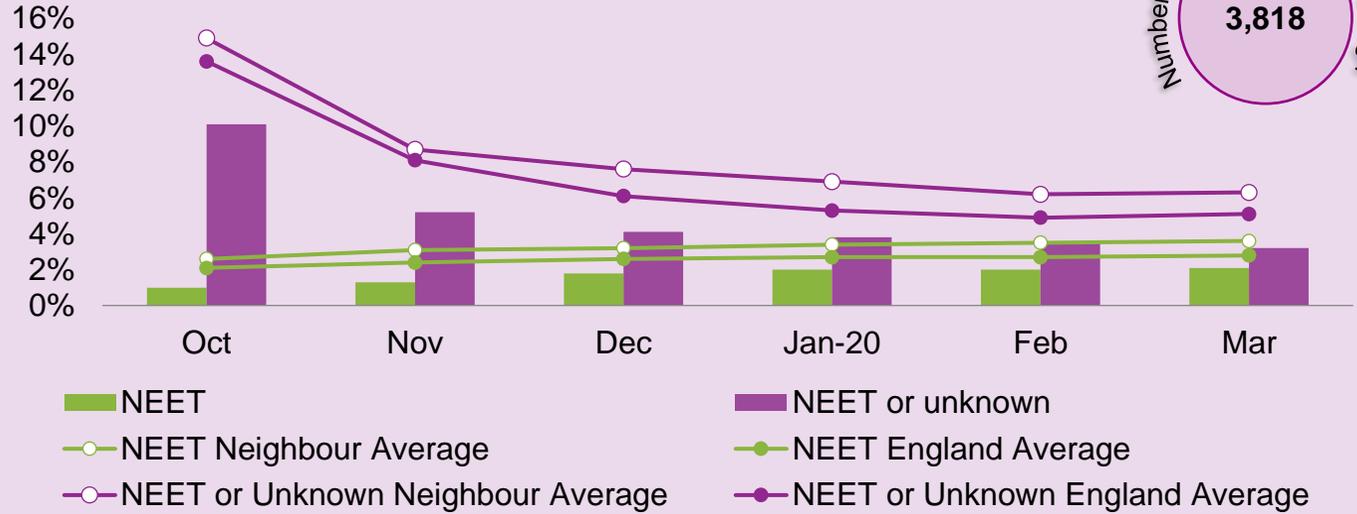


### Key insights

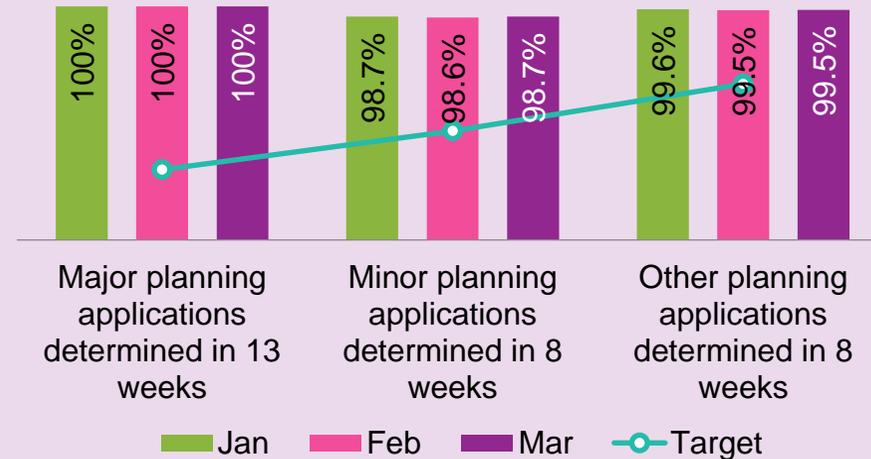
- The success of planning appeals figure represents an almost 30% improvement on the council's appeal success rate compared to the position two years ago
- The council's NEET and Unknown figure has reduced to 3.2% (vs. 3.5% in Period 3), well below the national average of 5.1% and the borough's statistical neighbours average of 6.3%. The borough is now in the 1st Quintile for this measure

### Young people Not in Employment, Education or Training (NEET) or whose situation is Unknown [Aim to minimise]

Number of young people in the Borough  
**3,818**



### Planning Applications



**Number of overall planning applications submitted in 2019/20: 2,288**

**Success of appeals P4 2019/20: 77% dismissed or split against a target range of 65-85%**



Proposed Roots Hall development

### Period 4 Update

Planning officers are meeting virtually with officers in adjoining authorities to continue work on the **Local Plan**.

The council's strategy to ensure **sufficient school places** for its residents is nearing completion. Expansions in several secondary schools are either complete or near completion. One project remains in its early stages.

Out of 2071 applications, 87% of children in Southend-on-Sea will start primary school in Sep '20 at their first-choice primary school, and 96% at one of their top three preferences. Seventy-seven children (4%) received an alternative offer.

Currently 93.9% of **primary schools are good or outstanding** compared to 90.9% in Jun '19. 100% of special schools and 75% of secondary schools remain good or better. The overall figure for the Borough is that 86.8% of pupils attend a good or outstanding school. The disruption to OFSTED's inspection schedule due to the coronavirus outbreak will mean that some schools that were well on their way to becoming "good" may now not have an inspection for some time.

**Southend Adult Community College** has targeted its provision for those that have benefited least from the education system previously, those from the most deprived areas and those from vulnerable and underrepresented groups. Students have reported that learning with the college has increased their confidence, self-esteem and aspirations for the future. Achievement in adults has increased and is above national average in the majority of areas. The provision of English for Speakers of Other Languages is achieving results 20% above national average.

The redevelopment of **Roots Hall** for 502 new homes for rent, and the delivery of a new football stadium, has been agreed. The stadium at **Fossetts Farm** would be enabled by around 800 homes for rent through the agreement with the council, and potentially hundreds more homes through a separate joint venture. All the housing delivered with the council would be for rent including 30% at affordable rent levels. Liaison is continuing with Homes England in regards to the site and Heads of Terms have been agreed with Citizen Housing.



Proposed Better Queensway development

### Period 4 Update cont...

The **Better Queensway** housing programme is progressing and close partnership work is continuing in regards to the housing and decant elements of the project. Work is also ongoing regarding additional rented accommodation on the site.

The contract with Family Action has been extended for a year to allow Members to determine how to meet **ambitions for giving young citizens the best start in life and readiness for school (the 0-19 Pathway)**. During the disruption caused by the coronavirus outbreak, the council has supported all early years providers, including Children's Centres, to continue their work in supporting vulnerable young families.

The Key Stage 2 outcomes in 2019 for **disadvantaged pupils** in Southend reaching the expected standard in reading, writing and maths remains above the national average, placing Southend 66th out of 151 local authorities nationally. The gap between all six Key Stage 4 indicators and disadvantaged and all other pupils has reduced since 2018/19.

The project to support the **Multi Academy Trusts on their journey of improvement** is nearing completion. The disruption to both examinations and inspection schedules may not allow the impact of this work to be evidenced externally.

46.86% of Year 7 – 13 places at **Grammar schools** were taken by Southend pupils as of the October 2019 census, compared to 45.3% and 43.61% for the two previous academic years. The council, in partnership with Grammar School leaders, has provided the "Southend 11+ No Fuss" website. Part of the 11+ campaign activity was scheduled for Apr and May '20, but has been paused due to coronavirus outbreak. The amount of social media advertising for the campaign will be increased to go towards compensating for this.

97.9% of young people aged 16-17 with Special Educational Needs (SEN) were participating in some form of **education or training** this period, an increase from last period. Southend is therefore well above the national (88.5%) and statistical neighbour (89.4%) averages for this group. Southend is currently ranked 3rd out of 152 local authorities for SEN young people participating in education and training, and 1st out of 152 authorities for its Unknown figure, which at Mar '20 is 0%.



### Period 4 Update cont...

Council officer pay has been analysed since the Living Wage Foundation announced an increase in the **living wage** from the 1st November 2020. A number of council, Southend Care, and South Essex Property Services employees were found to be below the real living wage, and the lead Director within the council is currently looking at how this can be progressed. Work is underway to define the criteria for contractors who will fall in scope of the real living wage and to identify council contract managers who can liaise with suppliers when contracts are up for renewal. A contracts register is being prepared.\*

The works to expand the **Focal Point Gallery (FPG)** have been delayed due to the coronavirus outbreak, with the opening date now set for no earlier than Easter 2022. The FPG is leading series of working groups to consider ICT requirements, user engagement, fit for purpose exhibition and learning programme, communications, and public realm. Through the Local Growth Fund, money will be available to consider the area around the building, ensuring an environment visitors and residents want to be in, with proposals including planting, repaving, signage, public art and lighting designs.

A draft Strategic Infrastructure Position Statement is being finalised, a first stage in developing an Strategic Infrastructure Plan for South Essex. A South Essex Statement of Community Involvement (SCI) addendum has been consulted upon for the **Joint Strategic Local Plan**.\*

A new financial sustainability strategy and a fully refreshed medium term financial strategy have been created, both key drivers to the council working on its **financial independence**. The total value of local income sources (Council Tax, Business Rates, Fees & Charges etc.) are now greater than the level of general grants the council receives from central Government.\*

*\*indicates end of period update has been delayed due to the coronavirus outbreak*



### Future milestones

Final Proposals for the **Better Queensway** project will be submitted for approval prior to submission for planning, and a hybrid planning application will be submitted in Jun '20.

The **Airport Business Park** will see completion of the Ipeco building (which was on programme before the coronavirus outbreak), procurement of the team to build the Launchpad, and procurement of the Launchpad operator.

Work with schools to target cultural opportunities (such as music) has been aimed at the most **deprived families**, and the council has commissioned work from METAL aimed at improving literacy levels (through, for example, activities such as poetry workshops) to 14 schools with the highest number of deprived pupils. Some of these workshops took place in Mar '20 as planned. Those scheduled for Apr and May '20 have been postponed due to the coronavirus outbreak.

The next wave of support for **disadvantaged learners** aims to implement a programme of school-to-school support, providing high quality training, professional development and teacher networking opportunities.

The schools involved in the project to support **Multi Academy Trusts to become OFSTED rated “good” or better** will be assessing the impact of the project with council officers. In other schools that aren't yet categorised as “good” or better, the council's Education Board and experienced leaders are working alongside these schools to support them in improving.

**Southend Adult Community College** is changing its offer for the development of workforce skills required across Southend during the coronavirus outbreak recovery phase, developing a new suite of skills provision and preparing courses for residents who have been furloughed or made redundant.



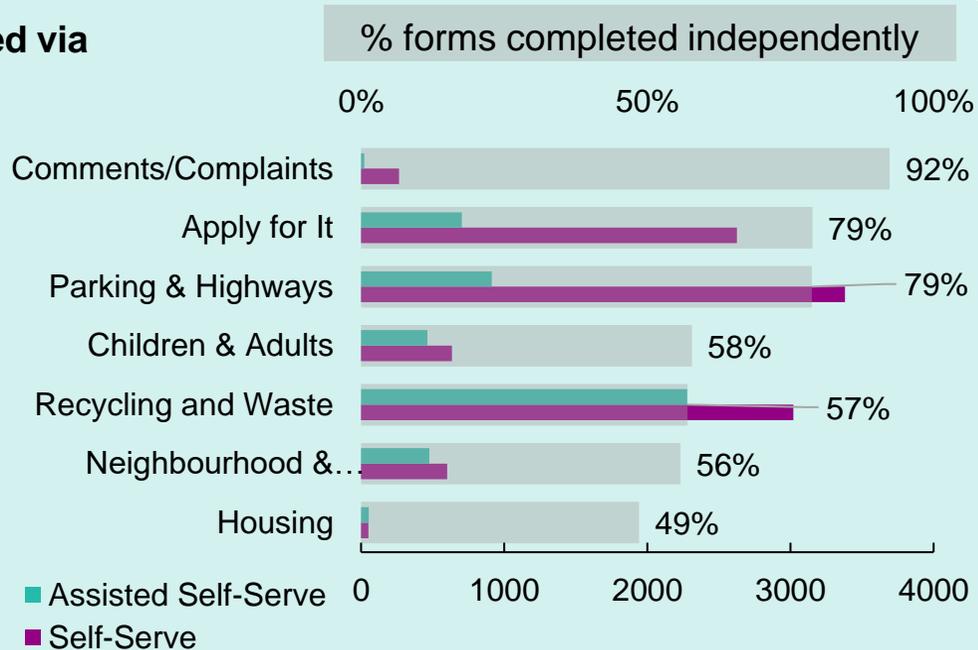
### Key insights

- The High Street, Eastern Esplanade and Hamlet Court Road remain the most common locations for people to register for and use Southend's free WiFi, with the highest represented age range being 18-24; day trippers account for the highest number of user types
- 23,949 service requests were received via MySouthend this period, a 21.4% increase on last period

### Service requests submitted via MySouthend P4 2019/20

**100% of service requests submitted without Customer Services assistance for:**

- Planning & Building Control
- Births, Deaths & Marriages
- Licensing
- Events, Leisure & libraries
- Internal Forms
- Council Tax
- Business Rates
- Benefits



### Percentage of serious defects, on the roads and pavements, made safe within response times



119,999

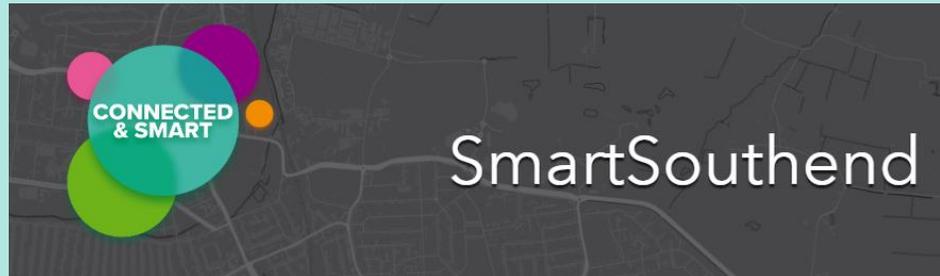
Total number of free WiFi registrations to date



**75%** of people found it easy to get around the borough

**60%** of people with a disability found it easy to get around the borough

**69%** of people who do not have a car found it easy to get around the borough



credit: Forward Motion

## Period 4 Update

The 2020/21 **road and footway resurfacing programme** continues through the ongoing coronavirus outbreak, to ensure roads and pavements are repaired and maintained as many important professions such as health workers, delivery drivers and emergency services still require the use of the roads. The council's highways contractor, Marlborough, is repairing and maintaining roads to keep routes safe for these services.

A submission has been made to the Department for Transport in respect of a consultation for a **Lower Thames crossing**; it identified the importance of good transport links and the work of the Association of South Essex Local Authorities on strategic transport and economic growth.

The contract has been awarded for the **A127 Bell junction improvements**, with the works start date being programmed. £4.3m of the funding is from the Local Growth Fund via the South East Local Enterprise Partnership, and the council is contributing £0.72m.

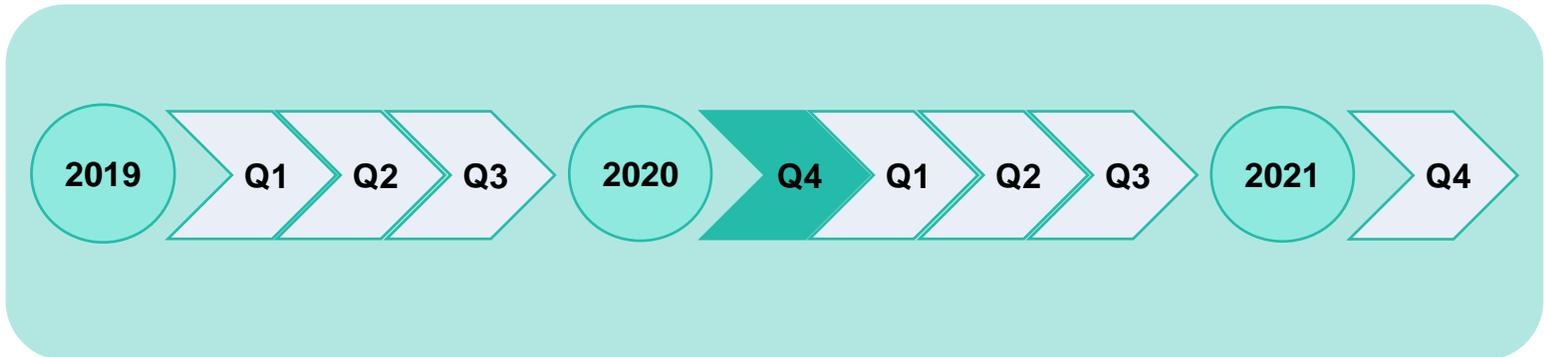
Stage 3 amendments at the **Kent Elms junction** have been delayed due to the contractor closing down sites due to the coronavirus outbreak; these will be reprogrammed once the contractor has remobilised.

Highways modelling work has been commissioned as part of looking at transport options for **a road to the east and new relief road**; this will inform the approach to seeking funding.

The council's **data warehouse**, SmartSouthend ([www.smartsouthend.org](http://www.smartsouthend.org)), was launched in Jan '20. Some partners and businesses have given their ideas on how it should develop.

Work is underway on the **parking service review** and the 2020/21 **street lighting** programme has been agreed.

Forward Motion is working with businesses to offer personal travel planning designed to encourage modal shift. All new highway projects include **sustainable transport provision** as part of the overall design ethos. The council and London Hire Joint Venture will ensure there is integrated transport for vulnerable adults and children.



### Period 4 update cont...

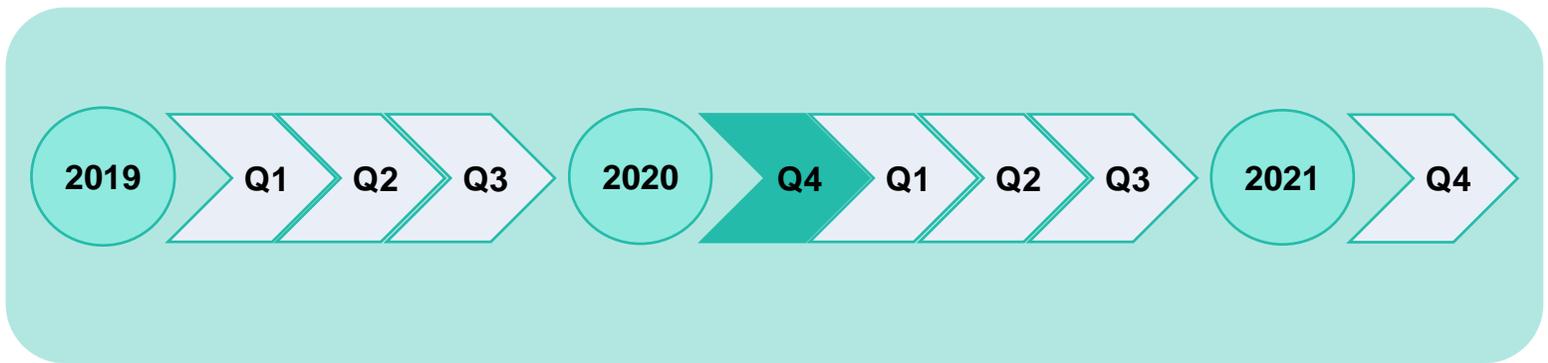
WorkLife, in conjunction with ICT, has since the start of the coronavirus outbreak made incredible achievements to roll out new **agile working** technologies such as Microsoft Teams and the remote working technology to allow the vast majority of council staff to work effectively from home. This situation sets the council up to look at further opportunities as part of the project, including a review of its outcomes. Council staff have adapted well to this change in a very short space of time. Steps have been taken to declutter the building and promote physical collaboration; new furniture has showcased for staff feedback; additional lockers ordered to facilitate the end of pedestal working and a consistent clear desk policy; a stand up innovation area created, with a pilot of writable walls being a success and plans to roll out further; TV screen and charging points installed as part of a pilot, with positive feedback received and plans in place to roll out further; the first ever digital literacy survey carried out as a collaborative piece of work between WorkLife, ICT, HR and Workforce Development, to discover strengths, weaknesses and training needs across the council and better use and invest resources.

A draft four year programme has been developed for the completion of **pavements and carriageway restoration**, based on the level of funding made available.\*

Council customers are being encouraged to use **digital services**, with a number of customers having direct input to improve MySouthend with the aim of making it easier to use. Awareness of the council's digital offering has steadily been increased and more help made available to customers who are struggling to access services for the first time. The council is being proactive in its approach, adopting 'nudge theory' methodology to have conversations with customers, talking through the digital alternatives and the benefits of such a change in contact. Greater accuracy in Benefits cases will come from improved data sharing processes and the provision of a simple effective learning tool. All correspondence / forms and means of contact that residents and stakeholders access are being reviewed.\*

Full fibre technology is in place, being implemented by **City Fibre**. The project to provide Full Fibre to the Home solution for up to 64,000 homes within Southend is underway by City Fibre in partnership with Vodafone, and due for completion by March 2021.

*\*indicates end of period update has been delayed due to the coronavirus outbreak*



### Period 4 update cont...

#### Future Milestones

Engagement on the next phase of the council's SmartSouthend **data warehouse** will be undertaken.

**Worklife** will be starting paperless pilot, trialling new technologies, rolling out digital signage screens, and researching new room booking technologies.

Southend is working with other local authorities across south Essex looking at strategic transport options to support growth, and promoting **a river crossing east of the Lower Thames crossing** will form part of this work.

The coronavirus outbreak has led to an increase in people accessing council services online using MySouthend to contact the council during late-Mar '20, with a simultaneous decrease in telephone calls [*data awaited*]. The Customer Services team will be working to embed this shift.

# Annual **Place Based Report**



**2019/20**

# Introduction

## From the Leader and Chief Executive



Cllr Ian Gilbert, Leader of the Council



Alison Griffin, Chief Executive

Southend-on-Sea Borough Council is as ambitious, creative and diverse as the community we serve. We have a clear, collective vision for the future of our borough and a strong sense of purpose that helps us push on and make progress against our Southend 2050 goals.

The Southend 2050 ambition was published in 2018/19 and sets out how we plan to transform and work with others to improve Southend and make our residents' lives better. And we're well on our way to achieving this.

We've remained strong despite recent challenging times – we've lost 64% of our

funding from government, while dealing with the political and economic uncertainty of Brexit and the more recent global pandemic of Covid-19. Much of our focus recently has been responding to the pandemic and building an investment focussed approach to recovery.

However, it's also important to reflect on the work we have done. This report highlights the progress we've made during 2019/20 and showcases a number of our priorities for the coming year. It's more important than ever that at the heart of our work we remain collaborative, inclusive, honest and proud.

2019/20 was a year of successes across our 400+ services with a variety and complexity unlike any other organisation locally. Not every resident will use every service, but the work of our council is vital to the wellbeing and way of life of residents across the borough.

### Our achievements include:

-  Investing over £5m to buy private local homes to create new council homes - already several local families have moved out of temporary accommodation into these new council homes and we have more houses in the pipeline;
-  Agreeing terms which will see the creation of around 1,300 homes for market and affordable rent for the council at Roots Hall and Fossett's Farm and the development of a new stadium for Southend United Football Club;
-  Signing a joint venture with Swan Housing Association to deliver a Better Queensway with significant locally affordable housing, the biggest housing regeneration the town has seen and progressing with the leisure led development at Seaways Car Park;
-  Supporting local volunteers to plant 1,500 tree whips and replant standard trees in six locations during National Tree Week;
-  Pushing on with our drive to become carbon neutral through initiatives such as Plasticity and ForwardMotion encouraging residents to be more environmentally-friendly;
-  Working with partners to deliver skills, employment and training initiatives that have led to an increase in young people in training, education and employment, and supporting our fantastic schools to continue to perform above national average.
-  Our Leisure and culture achievements include 333,240 visitors to the Pier this year, and approximately 7.5m visitors to Southend every year.
-  We also created the #PrideAndJoy social media campaign, with the objective to flood the internet with positive images of Southend, to spread a sense of pride and joy in to the borough, of which has had a positive response, reaching over 163,000 people across all social media channels.
-  We challenged the Essex Girl stereotype through an exhibition developed by Southend Museums Service in collaboration with the Essex Girls Liberation Front - confronting negative stereotypes and challenging the system in which the stereotypes were developed and encouraged.

We recognise that our services need to evolve in order to continue to be effective and efficient. With that in mind, we've been investing in transforming and re-designing them in collaboration with local organisations and residents; and achieving the Real Living Wage accreditation to benefit local people.

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# Southend 2050



## 2050: Five themes and 23 outcomes for 2023

The Southend 2050 ambition includes twenty-three outcomes which fit into five themes. The five-year roadmap timeline identifies key projects that will help make the ambition a reality.

In 2018 we developed our shared ambition for Southend 2050. It is grounded in the values of Southenders. It is bold, challenging but achievable. It will, however, need all elements of our community to work together to make it a reality. We will also need our neighbouring boroughs, and central Government to play their part.

**Southend 2050: 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 is our contrasts that give us our strength and ensures that Southend has a vibrant character of its own.



### Pride & Joy

**By 2050 Southenders are fiercely proud of, and go out of their way, to champion what our city has to offer. By 2023:**

1. There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.
2. 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.
3. We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
4. Our streets and public spaces are clean and inviting.

### Safe & Well

**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.
2. Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
3. We are well on our way to ensuring that everyone has a home that meets their needs.
4. We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
5. We act as a Green City with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.

### Active & Involved

**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 well together.
2. The benefits of community connection are evident as more people come together to help, support and spend time with each other.
3. Public services are routinely designed, and sometimes delivered, with their users to best meet their needs.
4. A range of initiatives help communities come together to enhance their neighbourhood and environment.
5. More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity.

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

1. The Local Plan is setting an exciting planning framework for the Borough.
2. We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
3. Our children are school and life ready and our workforce is skilled and job ready.
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.
5. 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.

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

1. It is easier for residents, visitors and people who work here to get around the borough.
2. People have a wide choice of transport options.
3. We are leading the way in making public and private travel smart, clean and green.
4. Southend is a leading digital city with world class infrastructure.

We're delivering these outcomes through a transformation programme within the Council and by taking a truly collaborative approach with local residents, businesses, partners and stakeholders.

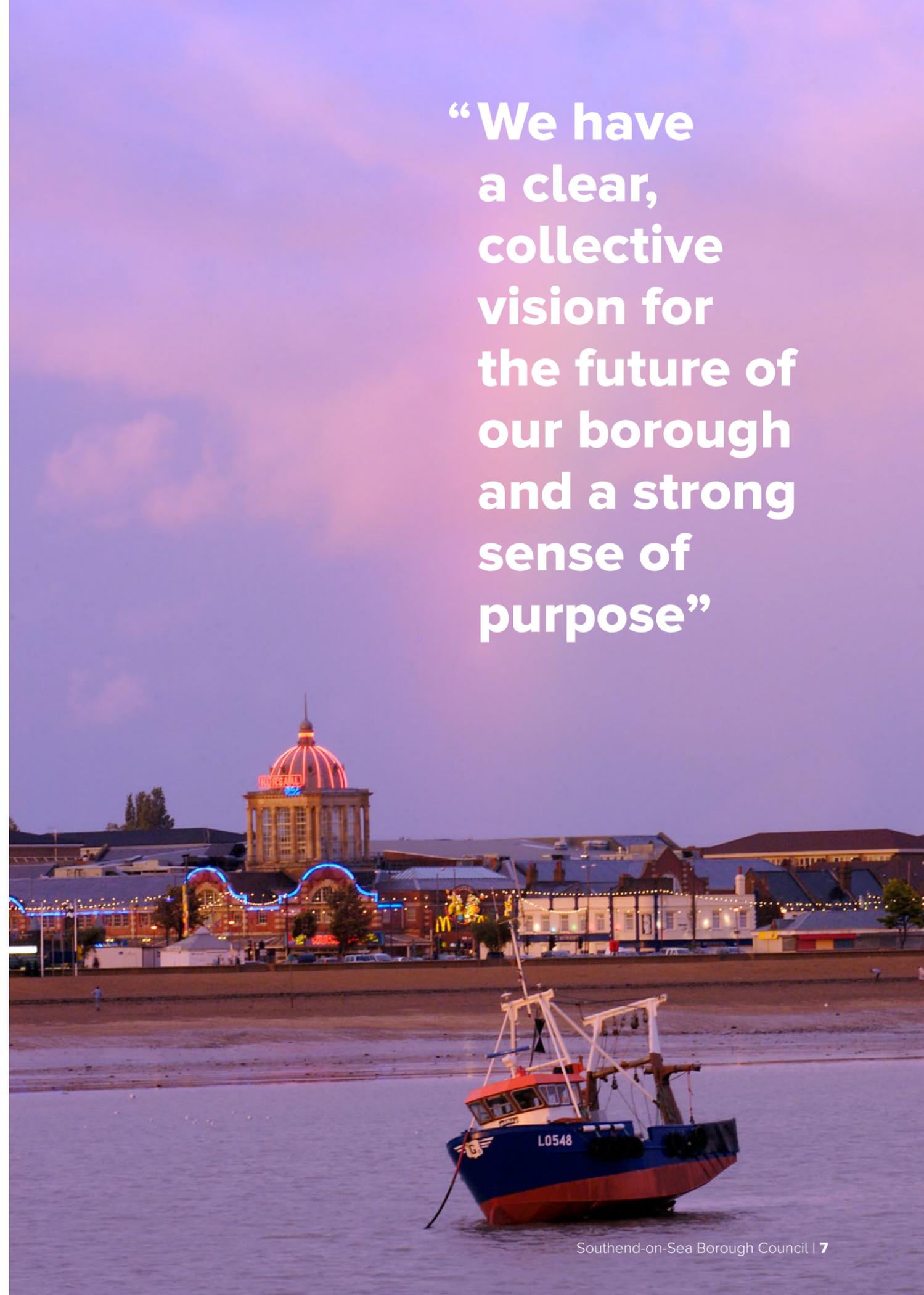
Like all organisations, our most valuable asset is our staff. In 2019/20 our teams created and embedded new values and behaviours in our work, enabling us to drive positive change, demonstrate strong leadership, work with trust and respect, act with integrity, behave responsibly and build relationships to work together.

While the goals of Southend 2050 remain the same, how we get there will inevitably be affected by new external and financial challenges ahead. With this in mind, we recognise we'll have some difficult decisions to make and will need to transform the way we work and do business.

We aim to work in an agile, flexible way and ensure our technology and systems allow us to adapt quickly to new opportunities and challenges alike. Alongside this, collaborating and co-designing with others will enable us to understand and identify any prospects or barriers on the way, so we can make best use of our resources and time.

Transformation can be challenging, but by taking a strategic, bold approach and working as a collective we'll achieve our goals.

“We have a clear, collective vision for the future of our borough and a strong sense of purpose”



# Did you know Southend has...



# 182,500

Mid-year population estimate (NOMIS July 2018)

**32**  
Parks



**6**  
Green Flag Awards



**36**  
Play areas



**35,540**  
Child population (0-17) in Southend-on-Sea (ONS Mid-year Estimates)



**107,826**  
Adult population (18-64) in Southend-on-Sea (ONS Mid-year Estimates)



**35,097**  
Over 65s population in Southend-on-Sea (ONS Mid-year Estimates)

**7,596,000**  
Visitors to Southend-on-Sea in 2018



Cambridge Economic Impact Model (reorganised by Visit Britain)

**29**  
GP's and Health Centres in the borough



**52**  
Schools in the borough



**14**  
conservation areas



**9**  
Railway stations in the borough



## Ethnicity Data from 2011 Census

**87%** of Southenders self-reported their ethnicity as White British (151,223) in the last census (2011).



There were 87 different ethnicity categories self-reported. Other ethnicity categories for which there were more than 100 responders in Southend-on-Sea were: Irish, Gypsy/Irish Traveller, Other Asian, Other Black, Arab, Albanian, Australian/New Zealander, Baltic States, Black British, Commonwealth of (Russian) Independent States, Greek, Iranian, Italian, Latin American, Multi-ethnic Islands, North American, Sri Lankan, Thai, and Turkish.

**4**  
Blue Flags



**150**  
historic buildings and structures



**114**  
Foster carer families in Southend-on-Sea



**75%**  
of people found it easy to get around the borough\*



**60%**  
of people with a disability found it easy to get around the borough\*

**8**  
beaches



**131**  
languages spoken at schools



**4**  
Leisure Centres



**69%**  
of people who do not have a car found it easy to get around the borough\*

**9** Children's Centres



**7**  
miles of coastline



**40**  
open spaces



**98**  
Places of worship



\* National Highway and Transport (NHT) Public Statistics Survey (2019)

# More about Southend

It's clear to see that we are proud of our town, but it's important to note the challenges we face, and the impact of these challenges and how we can improve the quality of life for all, which is outlined in our shared ambition.

The Index of Multiple Deprivation (IMD) is an official measure of deprivation in England, and an updated version was published by government in May 2019.

There are 7 domains of deprivation these are; Income, Employment and skills, Education, Health, Crime, Housing and Living environment.

Every small area in England is ranked according to its deprivation score from Rank 1 (being the most deprived) to Rank 32,844 (being the least deprived). This is what forms the Index of Multiple Deprivation.

In Southend, over a third (35%) of our residents live in the top 30% most deprived areas in England, and this is particularly high in the East Central Locality, of which is in the town centre. This includes wards St. Luke's, Victoria, Milton and Kursaal.

We know that a large proportion of our children, and working age residents live in the most deprived areas, compared to our residents aged 65+.

Deprivation is directly linked to life expectancy and the length of disability free life. This essentially means that those living in poorer areas do not only die sooner, but also they will spend more of their shorter lives with a disability.

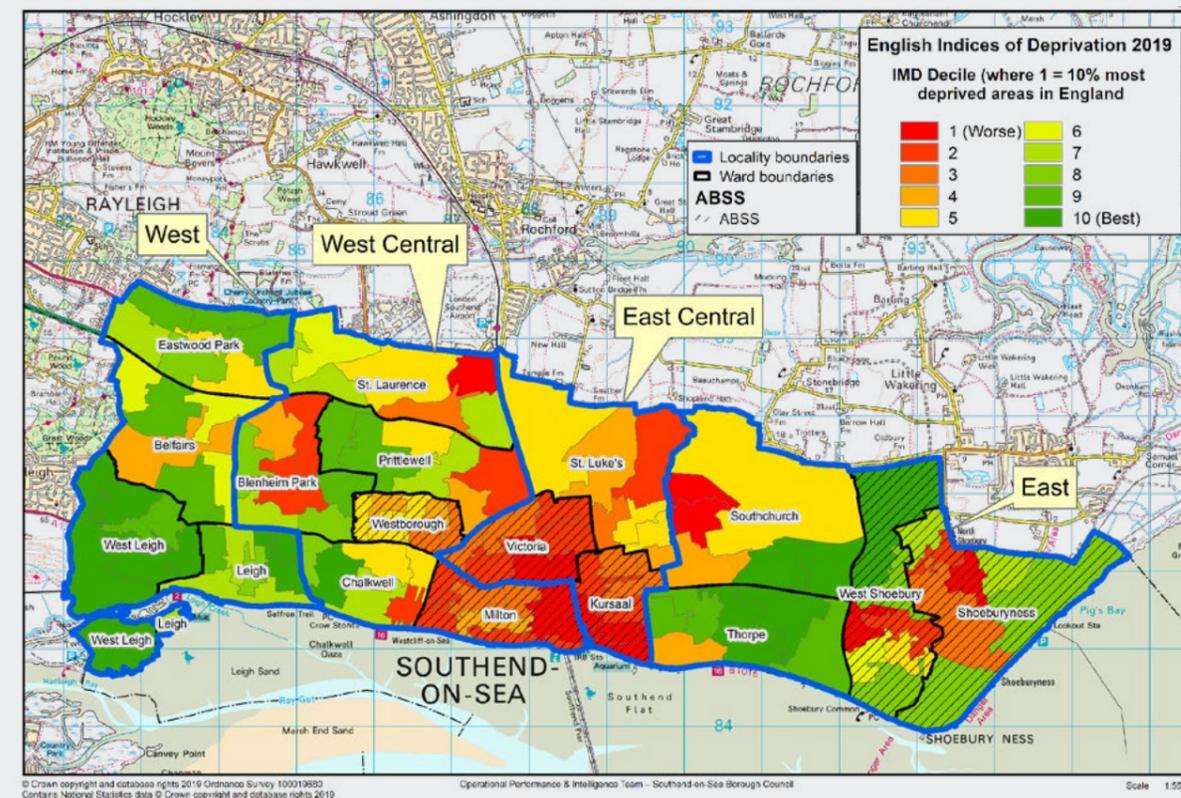
The consequences of poverty, higher levels of harmful behaviour and lower levels of protective behaviours are seen more clearly in the distribution of illnesses and health status. When compared to those living in more affluent communities, populations living in areas of high deprivation statistically have:

- ▶ Higher levels of mental illness
- ▶ Increased likelihood of developing a long-term condition, particularly chronic respiratory conditions, cardiovascular diseases and arthritis
- ▶ A higher prevalence of unhealthy lifestyle behaviours such as obesity, physical activity and smoking

The impact on children living in areas of high deprivation:

- ▶ Experience a higher risk of infant mortality
- ▶ Are at higher risk of acute illnesses requiring hospital admissions
- ▶ May be more likely to experience emotional and behavioural problems
- ▶ Are less likely to maintain a healthy weight
- ▶ Are more likely to experience problems with oral health
- ▶ Are more likely to achieve lower levels of educational attainment

## Index of Multiple Deprivation 2019



In addition, young people growing up in areas of high deprivation:

- ▶ Are more likely to conceive and become teenage parents
- ▶ Are more likely to enter the youth justice system
- ▶ Are more likely to smoke
- ▶ Are at higher risk of becoming 'NEET' (Not in Education, Employment or Training)
- ▶ And may experience lower earnings and poorer qualifications in adulthood

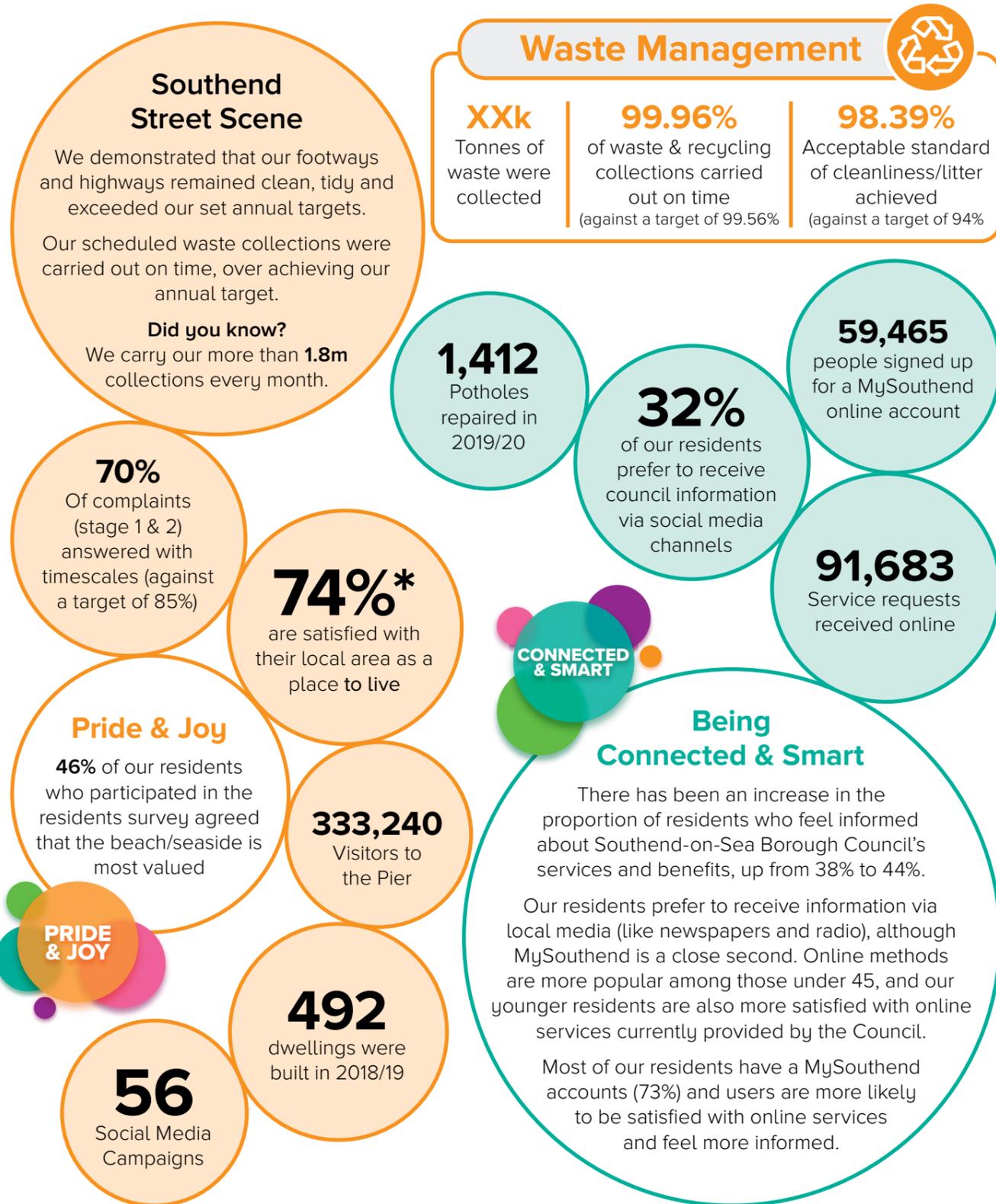
## Health & Wellbeing

In summary the health of people in Southend-on-Sea is varied compared with the England average.

Approximately 6,365 children live in low income families, this equates to 19.1%.

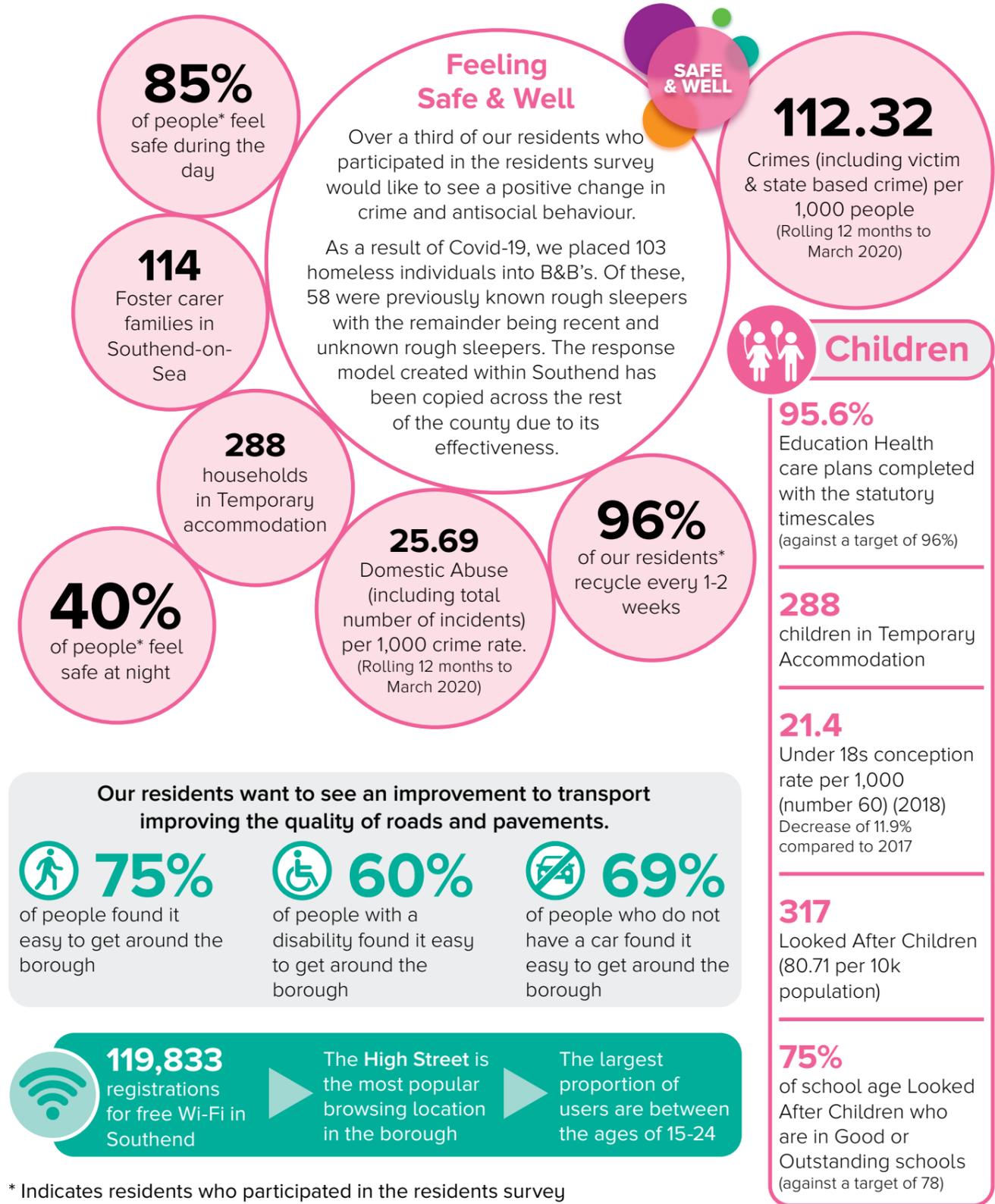
- ▶ Life expectancy for both men and women is lower than the England average
- ▶ Life expectancy is 11.5 years lower for men and 10.3 years lower for women in the most deprived areas of Southend-on-Sea than in the least deprived areas
- ▶ In child health – levels of teenage are worse than the England average
- ▶ In adult health, the rate of alcohol-related harm hospital admissions is approximately 595 per 100,000 population, which is better than the average for England
- ▶ The rates of homelessness and employment are better than the England average
- ▶ The rate of under 75's mortality rate from cancer is worse than the England average
- ▶ In child health, the under 18 teenage conception rate is above the England average

# Our performance and success stories



**Kelvin Read @Red\_E\_Read**  
@YourSouthend @SouthendBC best £1 I have spent in a long while. Walking up and down the worlds longest pleasure Pier on such a lovely day is a must for anyone. <https://t.co/N58HUgjHmf>  
Dec 30 2019, 17:10 | Responded in 42.42 mins | Public message

**D'Ukes @ukedukes**  
Thanks @SouthendBC we had them dancing around Priory Park Bandstand on Saturday. Hope to see you all again in 2020 (or before) #Southend #Essex #ukulele #livemusic <https://t.co/ppUx7dd4PK>  
Aug 5 2019, 07:14 | Public message



## Opportunity & Prosperity

Almost 9/10 residents who participated in the resident survey are in employment and have a suitable number of hours and feel reliable (**86%**); with around three quarters (**77%**) feel their job is secure. Residents who are in employment have a good quality of work no matter if they work in or outside of Southend.

**97.50%**  
of Council Tax collected in 2019/20

**40**

enterprises registering with HMRC trading in 'Art' based activities in Southend-on-Sea as of March 2017  
\*Data released in March 2019

## Special Educational Needs (SEN)

There are, **97.9%** of young people aged 16-17 with a **SEN** were participating in education or training, an increase from the last quarter.

This means that Southend is well above the national (88.5%) and statistical neighbour (89.4) averages. We are currently ranked **3rd** out of **152** Local Authorities for SEN young people participating in education and training.

**88.1%**

of children in good or outstanding schools

**83.3%**

High Street occupancy 456 businesses listed 76 premises vacant (BID area only)

**98.30%**

of Non-Domestic Rates collected in 2019/20

## Unemployment

**4,425**  
**4.0%**

Out of Work Benefit Claimants (March 2020)

**3.2%** of young people who are not in employment, education or training or whose situation is not known (March 2020)

## OPPORTUNITY & PROSPERITY

South East LEP @southeastlep

Plans to build the first dedicated innovation facility for small businesses and start-ups on Airport Business Park Southend have been approved by @RochfordDC

The project, led by @SouthendBC is funded by @southeastlep #LocalGrowthFund

<https://t.co/qBdR6dWzln> <https://t.co/csiKKV0Qsd>

Nov 19 2019, 16:53 | Public message

## Planning

**100%**

of major planning applications determined in 13 weeks

**98.30%**

of minor planning applications determined in 8 weeks

**99.54%**

of other planning applications determined in 8 weeks

## Our response to Covid-19

Over **100** people have volunteered and upwards of **50** council staff have played their part at the Civic Centre Covid-19 Helpline. Volunteers and council staff have been in the background helping to operate robust systems, means of data capture or working at the Pier stocking and distributing food parcels to our communities.

We have supported those most in need with access to money, their amenities and providing a befriending service, offering companionship and a friendly conversation

The Covid-19 helpline has received over **4,000** calls and made **7,000** outbound to shielding people in our communities (as of 13th May 2020).

We are proud of our partnership working with SAVS; South Essex Homes; South Essex Community Hubs; Storehouse; Salvation Army; Everyone Health; Family Action; many food retailers and wholesalers (including donations from some); community pharmacists and many more

Over **2,300** support actions have been delivered to over **1,000 separate households**, which includes delivering over **500** food parcels, **500** households being helped with shopping and over **500** people having their prescription medications collected and delivered.

**602**

standard trees planted in 2019/20 (477 highways & 125 parks)

**54**

fruit trees were planted this year

**10%**

of adults with a learning disability are in paid employment Benchmarking England average 5.9%

**13,187**

hours given by volunteers

**29**

schools participated in the Daily Mile or equivalent (against a target of 28)

**5,000**

whips were planted this year

**74%**

of our residents have good friendships in and out of their local area

**350**

under 5's took part in the mini Summer Reading Challenge

**436,955**

items issued from our libraries

**132,366**

library users

## Staying Active & Involved

Our residents are positive about community cohesion and relations between different groups in their local area.

**58%** of residents who participated in the resident's survey, agree that their local area is a place where people from different backgrounds get on well together.

**69%** of residents are active, doing some form of physical activity once a week. Time and cost are the biggest barriers to exercise

\*In October 2019, we distributed paper surveys (Residents Perception Surveys) to 5,000 random residential addresses in Southend-on-Sea.

1,313 paper surveys were returned (a 26% response rate), with 12% of the surveys being completed online.

We have  
**150**  
historic  
buildings and  
structures



LiveLeigh LoveLeigh @liveleighlove  
 Thanks for sharing @SouthendBC the Skate Park at Southend @MaverickSkate looks like it's been very well received so far 🙌 that's fantastic 🙌🙌  
 Aug 5 2019, 18:44 | Public message



Amir Girnary @elephantarrow  
 A buzzy event at the Park Inn for the Southend Council Apprenticeship event. Some great organisations present including Investment2020, the Army, Border Force and Ipeco @SouthendBC @AmazingAppsUK @businessonsea @RoyalAirForce @forwardmotionSE @SouthEssexColl @SouthendACC https://t.co/5QeyBlq64h  
 Feb 12 2020, 17:37 | Responded in 53.20 mins | Public message



A Town Centre that feels safe with an active approach to the street community

Improved children's well-being (0-19 pathway), including through better use of children's centres

Wheeled sports facility in the town centre

Southend ambitions agreed with partners and community

Community based social work practice will be embedded

Prioritise work on climate change, energy saving, air quality & bio-diversity. Increase recycling rates and reduce plastic use

Identify and agree secondary school places solution and pathways into employment, education or training

2019

Kent Elms junction works to be finished

Better Queensway partner contract signed

Rough sleeping reduced across the borough

Seaways development – final decision

Increased numbers of active people

Enhance community safety across the borough – press for additional policing/ neighbourhood policing

Finalise plans for new artists' studios

Agree partnership for re-imagining the town centre

New programme for street lighting, improved roads, pavements & verges agreed – linked to new city fibre network

Renewed partnership with voluntary and community sector

- Completed
- On track
- Progressing well
- Impacted by Covid-19





Work with schools and Academy Trusts to secure improvements in performance in underperforming schools

Housing opportunities, including new social and key worker housing identified and business plan for Better Queensway agreed

Plan for selective licensing scheme for private rented sector agreed.

Data Warehouse using Real Time information

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

Localities – integrated health and care services provided locally, including promotion of new Shoebury health centre and others to tackle health inequalities

The gap between disadvantaged pupils and their peers continues to close

Enhanced skills provision, including through more apprenticeships

2020

More integrated transport provision with revised parking strategy for residents/business/visitors

Become a living wage employer, working toward full living wage accreditation.

Support and work with the leaseholder to enable them to secure a viable future for the Kursaal

Agile working culture being embedded in Council

Reimagined vibrant Town Centre with community shared space for arts, music, retail and homes

Following the start of Queensway regeneration, develop further plans for housing opportunities

Reviewing and delivering a more integrated children's pathway across health and social care to include community paediatrics service

New social care home operational



Completed  
 On track  
 Impacted by Covid-19





Campaigning for further river crossing east of Lower Thames crossing

More integrated transport provision

Improved pavements and carriageway restoration

Better Queensway regeneration and housing scheme starts

Airport Business Park on site (first tenant)

Customers can access all Council services digitally / online

2021

Pier Pavilion opens

Council moving towards financial independence

Cliffs Pavilion upgraded

Joint Strategic Plan agreed by south Essex local authorities

Increased local accommodation for looked after children

Campaign for a new hospital for the Southend area

Estuary 2020 festival

Raising aspiration and educational attainment in deprived areas

Preventative measures for improved street cleansing including dog fouling

A127 maintenance complete

Forum 2 opens

All schools will be good or outstanding

Developing all age community services including mental health, adult social care and children's services aligned to primary care in community hubs in localities

-  Completed
-  On track
-  Rescheduled
-  Impacted by Covid-19

# Resources

Like all Local Authorities, Southend-on-Sea Borough Council has seen a decline in the amount of funding it receives from central government. Compared to our statistical neighbours for 2018/19, our spending power per dwelling was ranked 13th out of 16. Despite the inherent unfairness presented by our reduced level of core spending power capability, we believe that from a financial resilience perspective we would currently be placed in the top quartile of all upper tier local authorities in the country. This is based on many factors including evidence presented by CIPFA's Resilience Toolkit, which was launched in December 2019.

Along with most local authorities across the country, we continue to face significant challenges in providing essential services to meet the needs of local residents within the level of resources we have at our disposal. This has been exacerbated by a combination of increasing and more complex local demand, inflation and uncertainty over future government funding levels and arrangements. This was taken to whole new level of complexity and challenge towards the end of 2019/20 with the worldwide impact of the Covid-19 pandemic. In line with a number of other upper tier local authorities we experienced unprecedented levels of demand for key social care services for both children and adults in 2019/20. Our total net revenue expenditure for 2019/20 was £132M and significant additional investment was made available to support our most vulnerable residents. We are determined to make sure that we continue to invest in priorities that make

a real positive difference locally. Delivering better outcomes by carefully targeting scarce resources to where it matters most and where it has the biggest positive impact has been a key feature of 2019/20.

The council's strategic response to this situation (prior to Covid-19) in 2019/20 had been to develop a new high-level Financial Sustainability Strategy for 2020 – 2030 and comprehensively update our Medium Term Financial Strategy for 2020/21 – 2024/25. These key strategies outline our ambition, approach, desire and commitment to do everything we can to reflect and learn from the past in order to help us to plan more effectively for the future, investing in priorities that make a real positive difference locally. This is predicated on ensuring that the council remains financially stable and resilient and that we move towards a position of financial self-sustainability.



## Development of 1m sq ft of space at the Airport Business Park

The council also began to introduce a new approach to outcomes based planning and budgeting in 2019/20 which looked at repurposing resources towards agreed priorities and outcomes. This development work was designed to target resources more effectively to achieve better outcomes for local residents, businesses and visitors. This approach formed a major part of the council's programme to finance the key priorities that were outlined in the road map to 2023. Our ambition for Southend 2050 was developed with our local communities for our local communities and is built on our five agreed related themes which resulted in the identification of 23 priority outcomes for delivery by 2023.

The council also has an ambitious capital investment programme designed to create the right conditions to attract additional private sector investment into the local area and to directly benefit Southend's residents, businesses and future visitors. The level of planned investment is around £222m over the next five years. In 2019/20 the council invested £59m into capital schemes to continue to improve Southend as a place, including

the development of the Airport Business Park, investment to facilitate the delivery of Better Queensway which will be the largest housing and regeneration project the council has undertaken since the 1960's, the re-development of the Delaware and Priors Residential Care homes, the provision of new secondary school places, improvements to the town's highways and footpath network and the second phase development of the Forum.

The council are determined to build on the solid financial foundation that it has worked so hard to create locally. This will be essential in order to navigate the challenges and impact of the current pandemic and continue to effectively manage the level of local demand for priority services. During 2019/20 the council demonstrated strong collegiate leadership and proactive engagement with its residents and communities in order to take as much local control over the future financial destiny of Southend-on-Sea as possible. We now believe that we are in a strong position to influence, shape and redesign services both locally and regionally to make a real positive difference to the lives of Southenders.

# Looking forward

As we continue with our journey to Southend 2050, it's important for us to recognise the challenges we've had to deal with not only as a local authority but the impact Covid-19 has had across the world too.

We draw strength and learn from the way our communities have responded and the innovative ways we have come together; whilst of course keeping in our memories the loved ones who were sadly lost. Our ambition remains the same and we will continue to work with the same tenacious drive. We are central to supporting and enabling recovery from these unprecedented circumstances.

Our priorities and outcomes set in 2050 are more relevant than ever. The ambition set in the 2050 remains the same but the steps towards getting there will be updated to reflect the effect of Covid-19 on Southend. The outcomes and roadmap that sets out the detail of how 2050 will be delivered will be updated to reflect the council's Joint Administration priorities around Covid-19 recovery.

In addition, we do know that our focus for 2020/21 will include providing more care for those who need it, providing more council housing, delivering more road repairs and introducing more trees and greenery in our borough.

We're also prioritising energy projects, including more electric car and taxi charging points, solar panels and air quality improvements.

We want to see a borough where everyone has a safe, decent, affordable home that meets their needs. £9.5million is planned to be invested to buy more private housing to turn into council homes.

In 2020 a new website will be provided for our customers, enabling a better digital experience.

Our financial challenges remain in light of new pressures and as funding decreases. Alongside our focus on achieving our ambition, there is a drive for greater financial sustainability. Our Financial Sustainability Strategy sets out how we aim to achieve this.

2019/20 has brought some of the most extraordinary challenges any of us has ever experienced as a result of Covid-19, and we're proud of the resilience and creativity our people, residents and businesses have shown. We've come together and are stronger as a result, and we're looking forward to new opportunities and a brighter Southend-on-Sea.



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This document is published by Southend-on-Sea Borough Council. A summary can be provided in alternative formats such as Braille, audio-tape or in large print.

Translations of this document in alternative languages are also available upon request.

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**SOUTHEND**  
**2050**  
*it all starts here*