

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Chief Executive

To

Cabinet

on

3 November 2020

Report prepared by:

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Southend 2050 Outcomes Success Measures Report to 31 August 20 and Transforming Together Roadmap

Cabinet Member: Councillor Gilbert

All Scrutiny Committees

A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1. To report on the second period of the Southend 2050 Outcome Success Measures for 2020/21, covering the period 1 July – 31 August 2020, and present the Transforming Together roadmap.

2. Recommendations

- 2.1. To note the progress made on delivery of the Southend 2050 outcomes and activity on the roadmap as at 31 August 2020.
- 2.2. To note the Transforming Together roadmap.

3. Background

- 3.1. In 2019 Cabinet agreed a new performance management framework to provide robust and transparent performance management to drive the delivery of the Southend 2050 outcomes. The performance management framework 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 2050 Road Map. The three functions are:
 - A monthly Corporate Performance Dashboard (CMT and Cabinet Members)
 - Southend 2050 periodic Outcomes Success Measures report
 - an Annual Place-Based report.
- 3.2. The Southend 2050 Outcome Success Measures report is a high-level summary of the council's corporate performance and progression over the subsequent period on the high-level strategic priorities. Outcome Delivery Teams provide a strategic narrative once a month on the progress made on delivery of the Southend 2050

outcomes and activity on the Roadmap. The report also contains a snapshot of key place data which will be updated as available throughout the year.

- 3.3. Cabinet received an update in July 2020 which presented progress to date on the review and refresh of the Southend 2050 outcomes and associated roadmap milestones. This included the introduction of three new outcomes, nine reworded and refocused outcomes and 20 new roadmap milestones, along with several re-sequenced milestones.
- 3.4. Within the 2050 framework, the outcomes have an associated roadmap with milestones highlighting key activity being undertaken to deliver and achieve the outcomes on the journey to 2050. The roadmap milestones have been through the same review and refresh process to consider the impact of Covid-19 through the lens of the political Recovery priorities. The current iteration of the roadmap is attached at **Appendix 1**, noting that all the roadmap milestones are mapped against the Recovery Priorities.
- 3.5. It is important to recognise that there are frequent new details concerning Covid-19 and its impact that affect Government decisions and policy makers. Therefore, it is essential that the Recovery plans in Southend are fluid enough to respond to changes and this will mean the 2050 outcomes and roadmap will be closely monitored and updated to ensure the very best for the borough.

4. Southend 2050 Outcomes Success Measures report

- 4.1. The Southend 2050 Outcomes Success Measures report is a high-level summary of the council's corporate performance and progression against the 26 Southend 2050 outcomes. Outcome Delivery Teams provide a strategic narrative on the progress made against the delivery of the the Southend 2050 outcomes and the associated roadmap milestones.
- 4.2. The format of the report has been further developed as part of the review and refresh of Southend 2050 in response to Covid-19. The report is now structured by theme, firstly containing a summary page, followed with a page per outcome displaying the associated outcome success measures and roadmap milestones. The Outcome Success Measures report as at 31 August 2020 can be found at **Appendix 2**.
- 4.3. During the period covered by this report, the roadmap milestone regarding the Seaway development has been focused to make it explicit that it is the decision on the planning application that is awaited. And to note that the options for the Pier Pavilion project will be discussed elsewhere on the agenda.
- 4.4. The timetable for reporting is as follows:

		To be presented to Cabinet:
Report 1	As at 30 June 2019	September 2020
Report 2	As at 31 August 2020	November 2020
Report 3	As at 31 October 2020	January 2021
Report 4	As at 31 March 2020	June 2021

5. Transforming Together roadmap

- 5.1. Transforming Together (TT) is a programme of work split under 4 areas, which are:
- Skills, Learning and Development
 - Behaviours and Culture
 - People and Networks
 - Managing TT and Corporate
- 5.2. The roadmap for Transforming Together can be seen at **Appendix 3**. This will be an evolving programme that will reflect how the council needs to respond to a changing environment. Like 2050, the TT programme is supported by theme leads in 4 areas and within each area are outcome leads. This model of governance has been successful in 2050, which is why it has been carried over into the council work on TT.
- 5.3. The roadmap presents key milestones and activity under this programme. Two milestones from the Southend 2050 roadmap have moved across to be more appropriately positioned on the TT roadmap, and these are:
- The council is a living wage employer, working towards full living wage accreditation
 - The council is moving towards financial independence

6. Reasons for Recommendations

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

7. Corporate Implications

7.1. Contribution to the Southend 2050 Roadmap

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

7.2. Financial Implications







The financial implications of delivering Southend 2050 including the refresh and update on delivering better outcomes for local residents and businesses will be considered and reflected in the overall Medium-Term Financial Strategy 2020/21 – 2024/25 for the Council.

Central Government has provided a range of financial support to Local Authorities to help with their local response to Covid-19. Nationally they have provided £3.7 billion over 3 tranches of Emergency Grant funding to the sector. Southend-on-Sea Borough Council have received £12,027,893. All Local Authorities continue to submit monthly returns to MHCLG highlighting the financial impact on their local areas. It is clear that the grant support received so far is not enough to compensate for the actual additional costs incurred and the loss in income that has been experienced. The Council will continue to lobby Central Government for additional resources in order to receive a fair level of funding for the actual costs associated with the pandemic. A separate report elsewhere on this agenda considers the overall financial impact of Covid-19 on Southend-on-Sea.

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

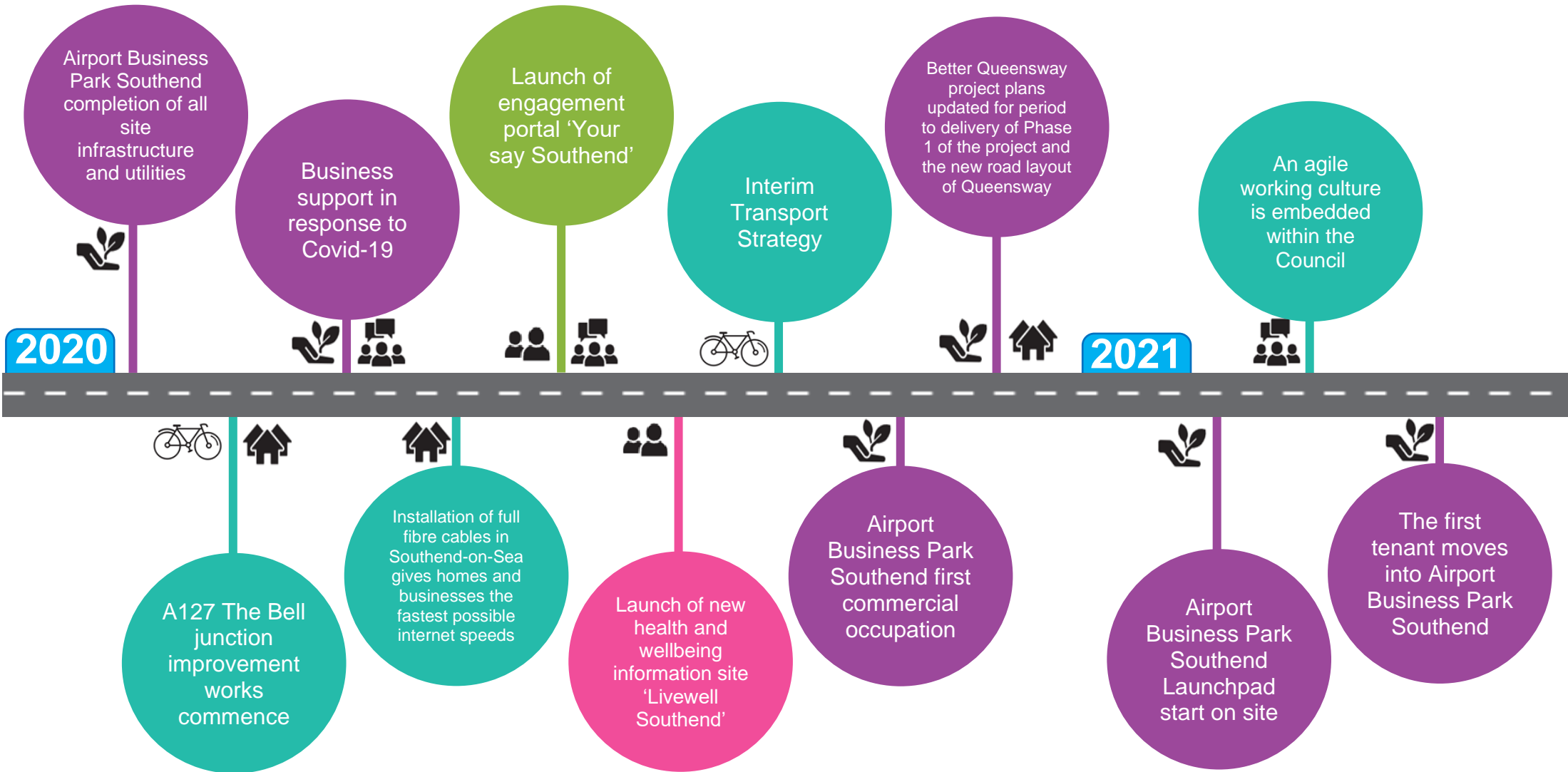
- 7.4. **People Implications**
There are no specific implications related to this report. The Transforming Together programme of work will directly work with staff and councillors in relation to transformation pieces of work.
- 7.5. **Property Implications**
There are no property implications as part of this report.
- 7.6. **Consultation**
Earlier reports highlighted that the response to the pandemic has been one of community, partners, staff, councillors and other stakeholders continuously working closely to ensure the best possible outcomes in very difficult circumstances. The approach to recovery will look to continue this approach, develop new tools for engaging communities and partners to adapt to circumstances and continue to use co-design and co-production approaches in particular service areas.
- 7.7. **Equalities Impact Assessment**
An Equality Impact Assessment has been undertaken to assess the impact Covid-19 has had on equality groups. This will continue to be updated as more information, becomes available. The Equality Impact Assessment has been undertaken alongside the refresh of the 2050 outcomes and roadmap milestones.
- 7.8. **Risk Assessment**
The Council is reviewing the Corporate Risk Register in the light of the impact and implications of the pandemic.
- 7.9. **Value for Money** – No specific implications.
- 7.10. **Community Safety Implications**
Safe & Well is one of the 5 2050 themes; A safe Southend is one of the existing 2050 outcomes and in addition to this the new proposed theme within Safe & Well is safe in your home.
- 7.11. **Environmental Impact**
Green City and climate change is one of the six priorities identified for assessing the council's approach to recovery.
- 8. Background Papers**
- 8.1. Southend 2050 Review and Refresh of Outcomes and Milestones
- 8.2. Outcome Success Measures Period 2 Report (April-June 2020)
- 8.3. Equality Impact Assessment to assess the impact of Covid-19
- 9. Appendices:**
- 9.1. Appendix 1: Southend 2050 Roadmap
- 9.2. Appendix 2: Outcome Success Measures Report as at 31 August 2020
- 9.3. Appendix 3: Transforming Together Roadmap

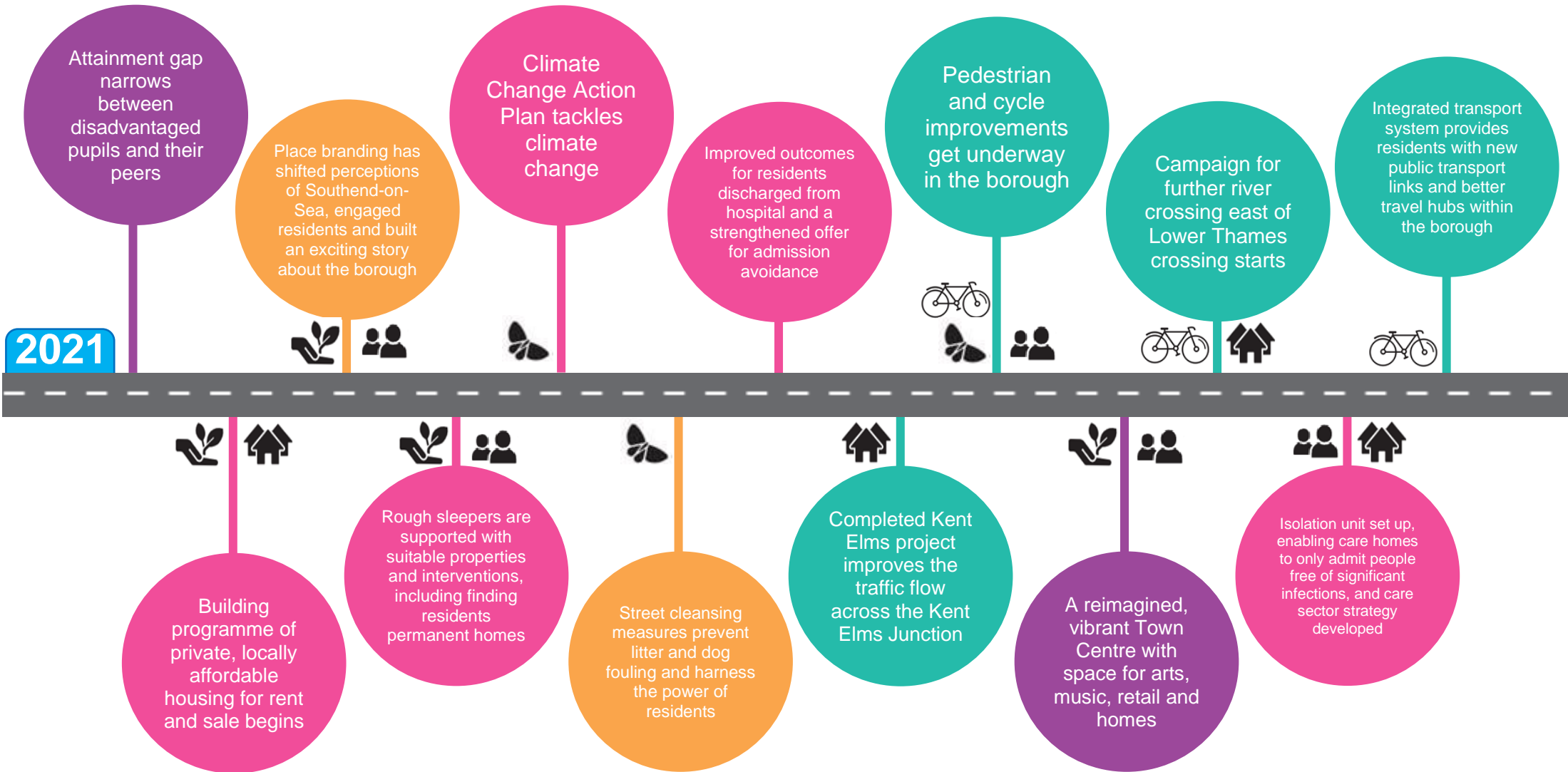
Key: Link to Political Recovery Priorities

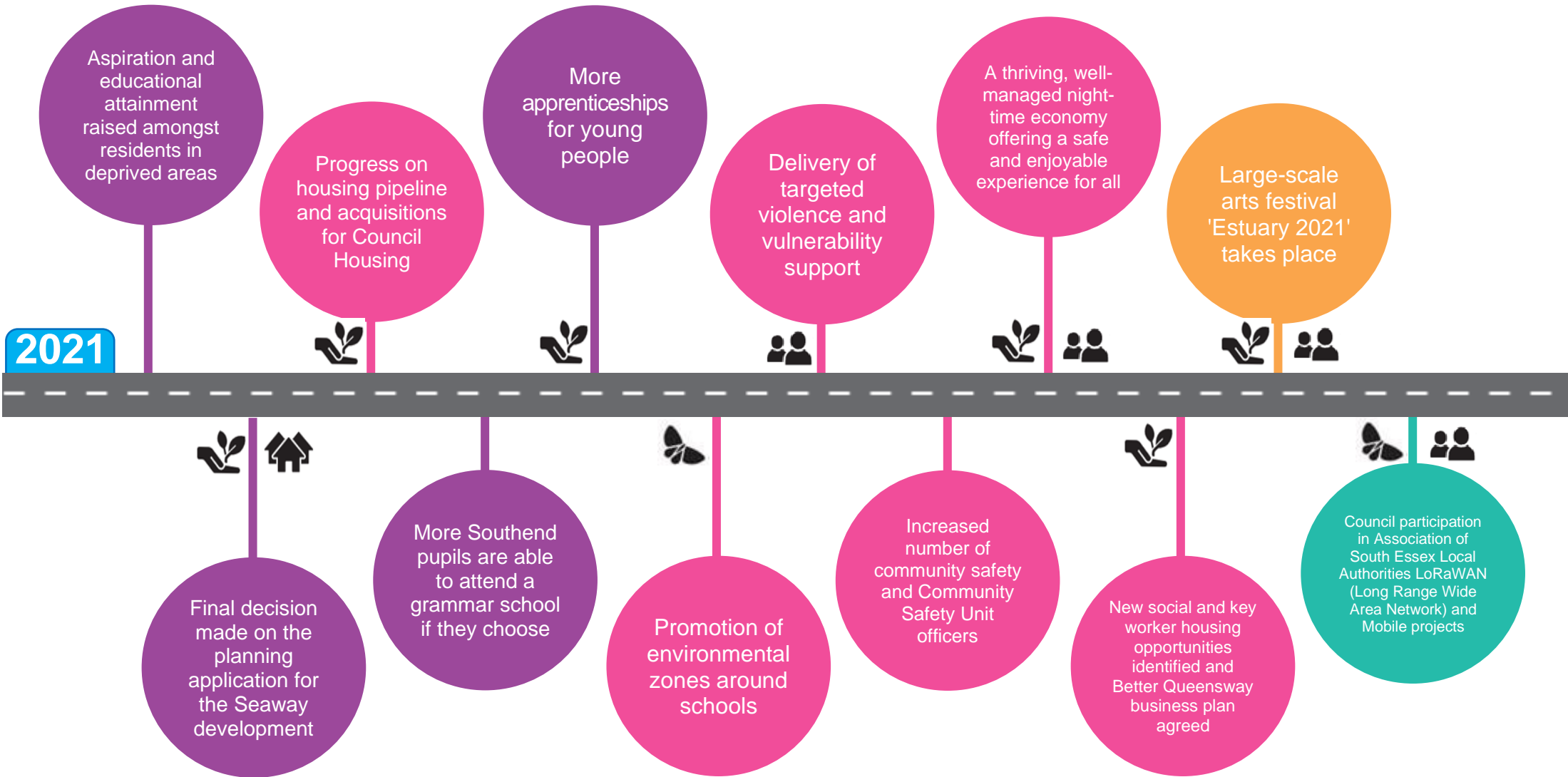
-  Recovery Priority 1 - Economic focus on a stronger and safer town
-  Recovery Priority 2 - Green City and Climate Change
-  Recovery Priority 3 - Travel and Transport
-  Recovery Priority 4 - People and Communities
-  Recovery Priority 5 - Major Projects
-  Recovery Priority 6 - How we learn and recover as an organisation

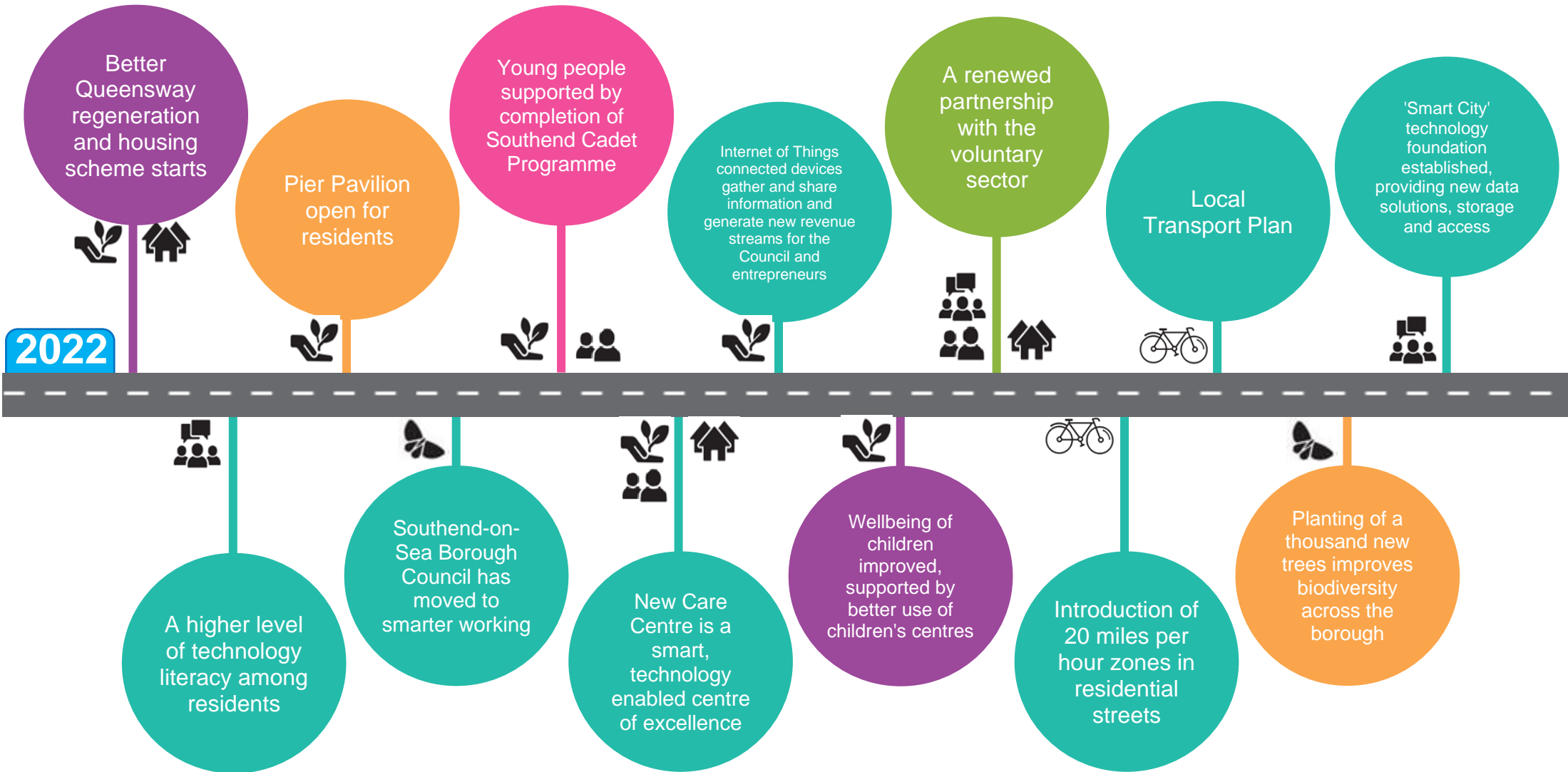
Key: Link to the Southend 2050 Themes

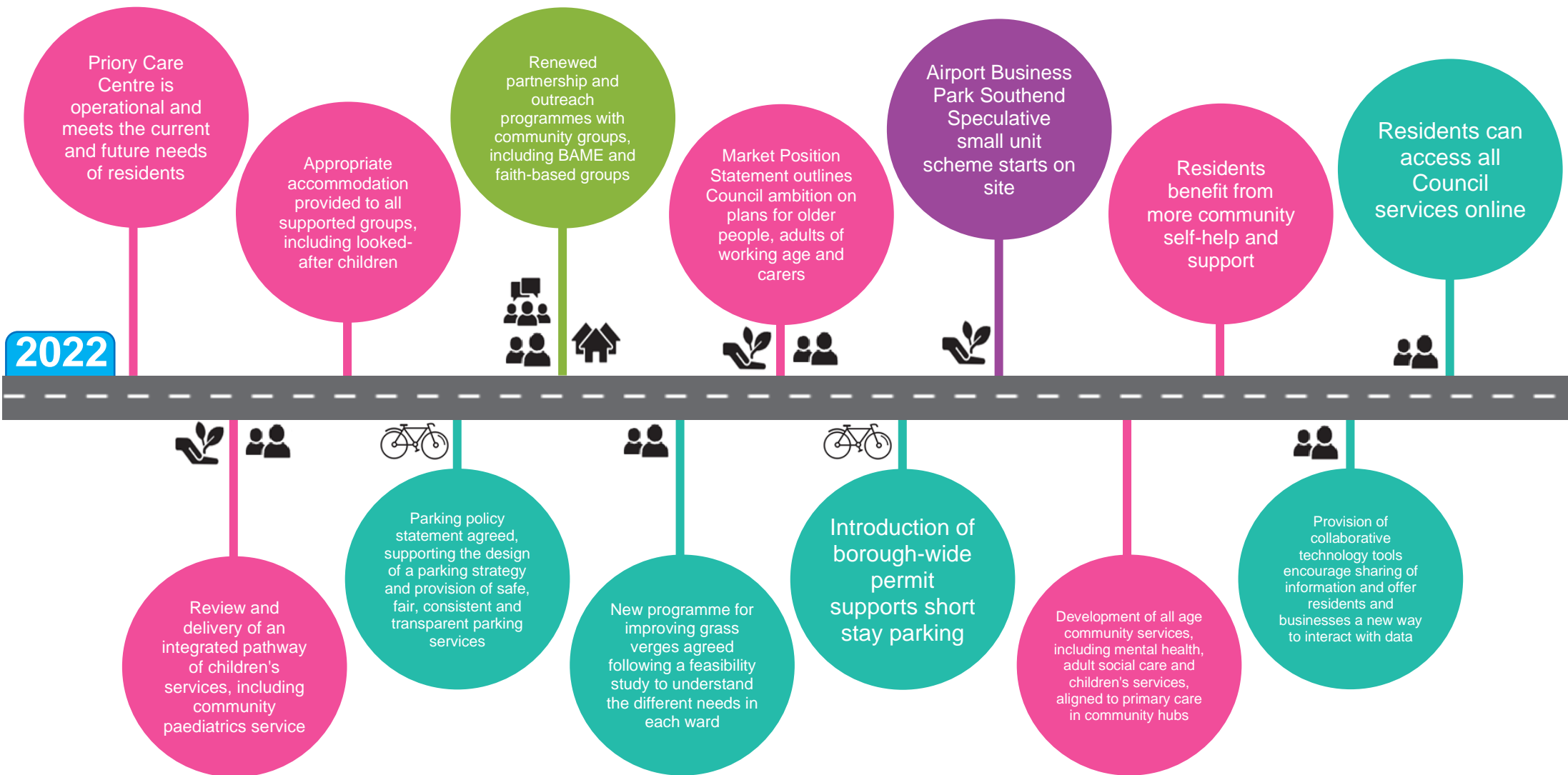
-  Pride & Joy
-  Safe & Well
-  Active & Involved
-  Opportunity & Prosperity
-  Connected & Smart

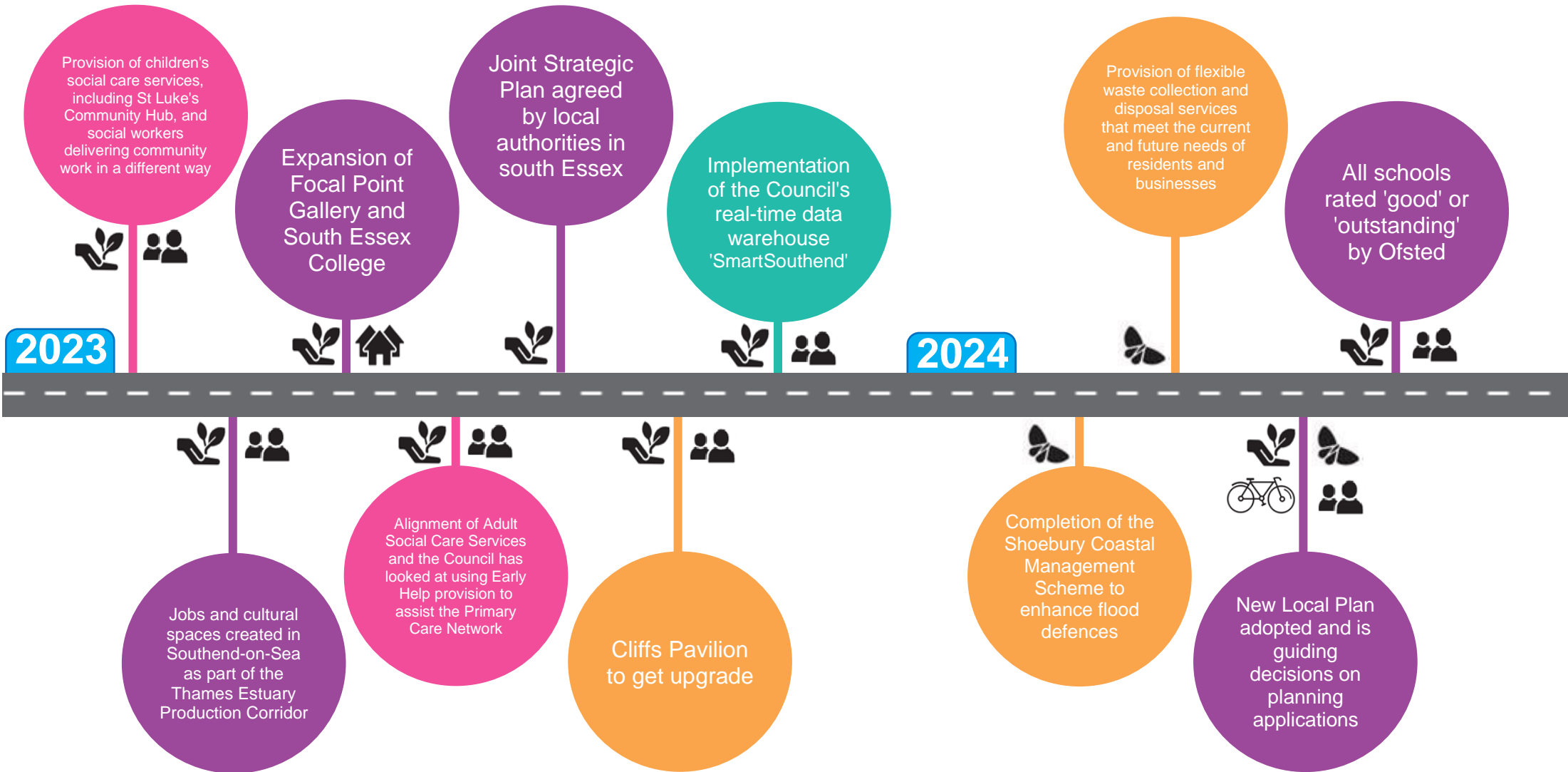


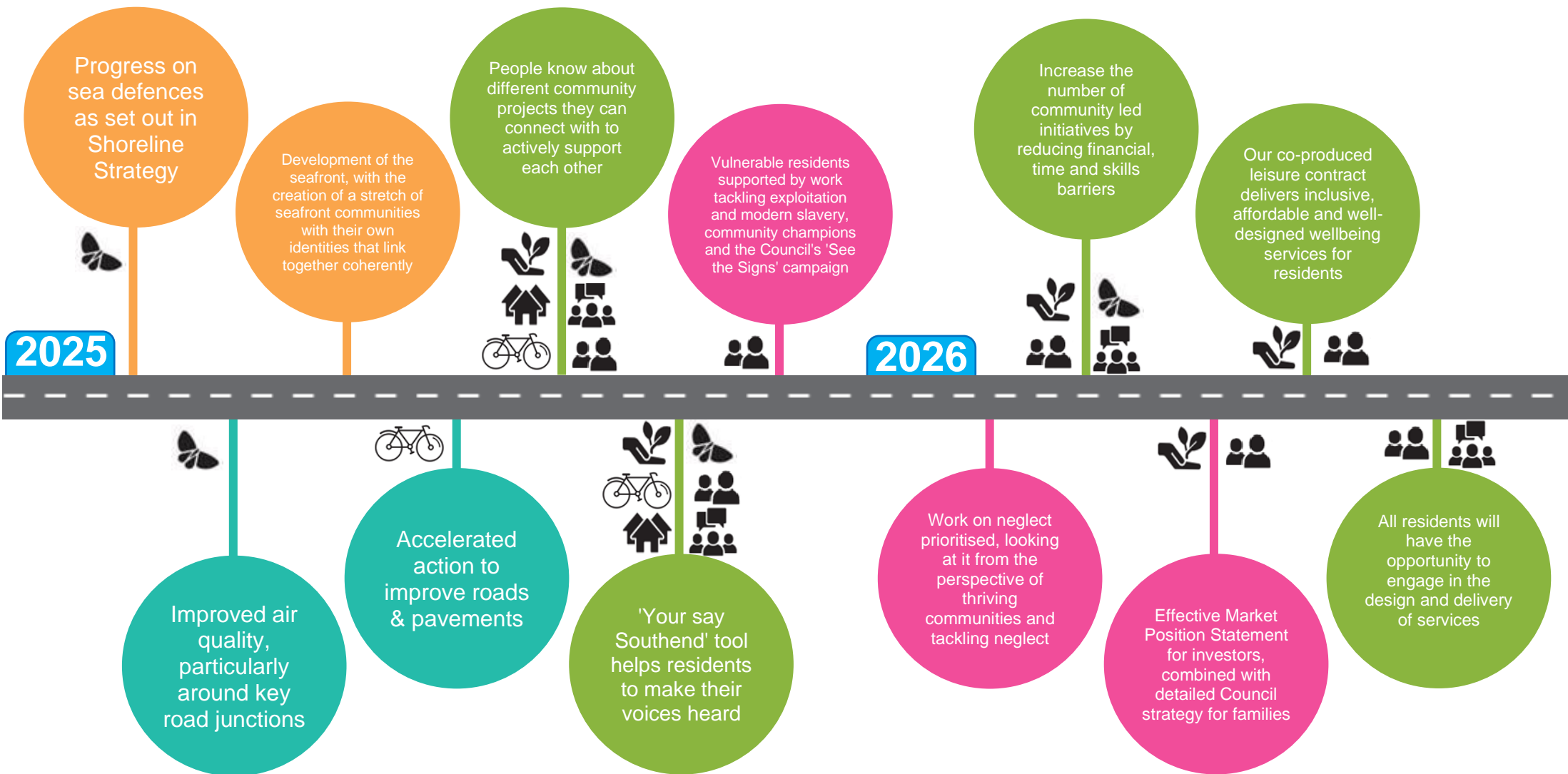


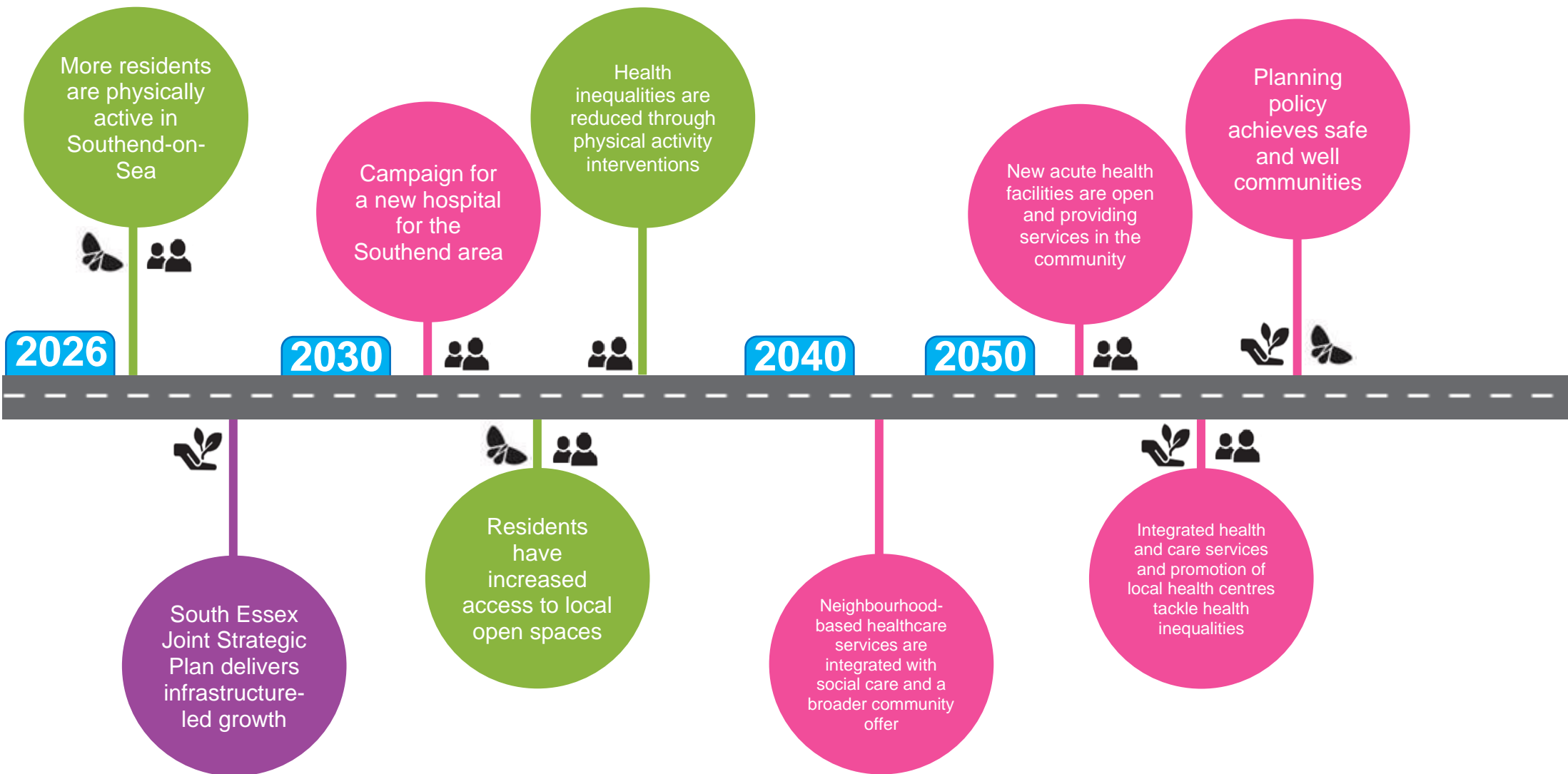












Working to make
lives better
www.southend.gov.uk



Outcomes Success Measures Report as at 31 August 2020



Pride & Joy Summary

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

A record five Southend beaches were awarded prestigious Blue Flags in July. The Blue Flag awards, managed by environmental charity Keep Britain Tidy, is an international award for well-managed beaches with excellent water quality. East Beach, Shoebury Common Beach, Thorpe Bay Beach and Three Shells Beach all retained their Blue Flag, with Westcliff Beach picking up the award for the first time. In addition, all Southend beaches were presented with a Seaside Award by Keep Britain Tidy. The Seaside Award recognises beaches that are well-managed and maintained. This includes Bell Wharf Beach, where bathing had previously been discouraged.

Adventure Island received TripAdvisor's "Travellers' Choice" award in August 2020. It ranks number three in the Top Ten Best Amusement Parks in the UK, with a TripAdvisor rating of 4.5 out of 5. This is based on 3,450 reviews. Over 65,000 visitors have been to the Pier since its reopening in July. The pier trains are in their last summer before being replaced with new, eco-friendly pier trains next year.

Anti-littering communications continued throughout the summer. This included the '[Don't be Mug – Bin it or Take it Home](#)' campaign. Volunteer activities put on hold due to COVID-19 restrictions will resume in September 2020 for Keep Britain Tidy's '[Great British September Clean](#)'.

The Focal Point Gallery (FPG) in The Forum reopened to the public in July. FPG is working with the libraries and Southend Museum to create a bespoke stone compass in the centre of Victoria Circus. Set within the paving, the compass will aid wayfinding throughout the High Street.

Further greening of the town centre continues in response to the SUNRISE project consultation. Residents and businesses asked for more greenery at the top end of the High Street. Living lighting (lighting columns greened with self-sustaining plants and foliage) has been installed in Whitegate Road. The SUNRISE project is also installing heavy vehicle mitigation bollards, low-level CCTV and additional street lighting on the High Street.

Sustainable drainage is being installed at Southchurch Car Park. This is part of the sustainable drainage systems project SPONGE 2020. The sustainable drainage system in the car park will store and infiltrate water into the ground. This will reduce the amount of rainfall entering sewers and prevent flooding.

A community garden in Southend is providing residents with a mental health boost. The Cluniac Gardens, located on Norwich Avenue, are managed by the Early Help Family Support Service. They have seen an increase in visitors since COVID-19 restrictions began in March 2020.

The Sustainable and Resilient Coastal Cities project will be working with primary schools over the coming months to develop curriculum resources to teach children about the effects of climate change on Southend's coastline.

The [Estuary Festival](#) is still on track to take place from 22 May to 13 June 2021.

The refurbishment of the Cliffs Pavilion is being considered as part of the borough's COVID-19 recovery phase. The options for the Pier Pavilion project will be discussed by Councillors in November.



Outcome 1 - There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend.

Volunteering hours delivered within Culture, Tourism and Property, including Pier and Foreshore and events

1,047

as at 31 Aug 2020

vs. 170.5 for Q1 2020/21
vs. 4,420 in Jul-Aug 2019

% of respondents satisfied with the local area as a place to live

74%

Residents' Perception Survey 2019

vs. 75% in 2018

LGA benchmark 2019: 80%

Analysis of key communications campaigns on social media

Sexual Health Service consultation

July 2020

Facebook ads reached 25,039 people and sent 852 clicks to the online survey

Childcare

July 2020

Promoted 30 hours free childcare for working parents.

Facebook ads reached 15,401 parents of young children (targeted) and drove 637 clicks to the website for more information

Coronavirus ad campaigns

July 2020

- Facebook ads for those who have been shielding, advising them to register with central Gov for food package assistance reached 19,680 people and sent 708 clicks to central Gov website
- Facebook and LinkedIn ads promoting discretionary business grants (these ads ran throughout July and August with grant updates) reached over 7,000 people, targeted at potential business owners/directors
- Facebook ads with advice on testing reached 81,376 people

The Prittlewell Prince

Media coverage as at 31 Aug 2020

64.49m

total reach so far

Print: 6.95m

Broadcast: 26.61m

Online: 30.78m

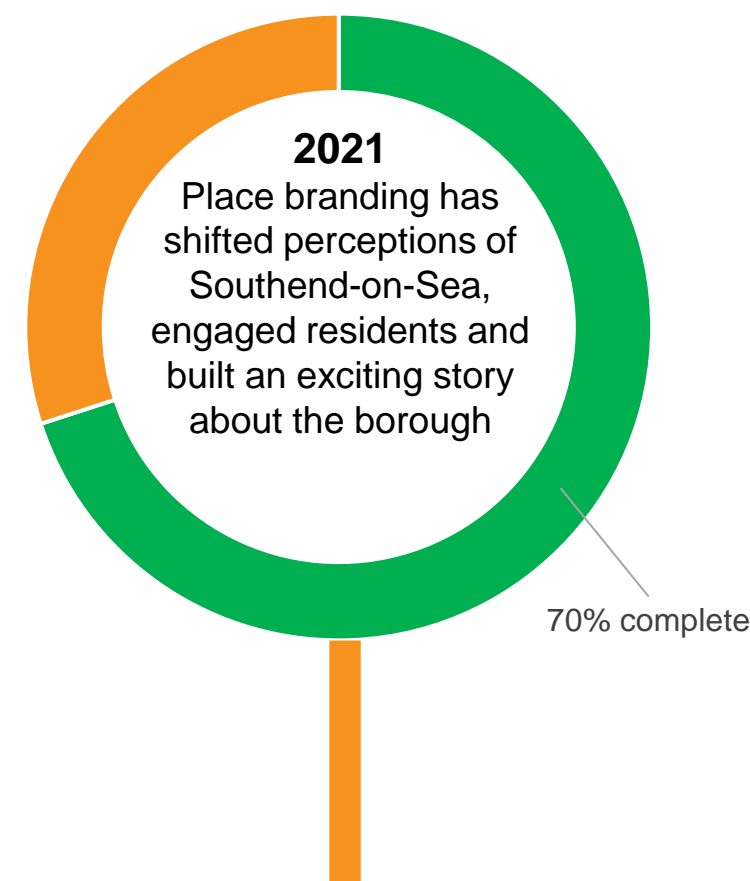
557

pieces of coverage so far

Print: 50

Broadcast: 132

Online: 375





Outcome 2 - The variety and quality of our outstanding cultural and leisure offer has increased, and we have become the region's first choice coastal tourism destination.

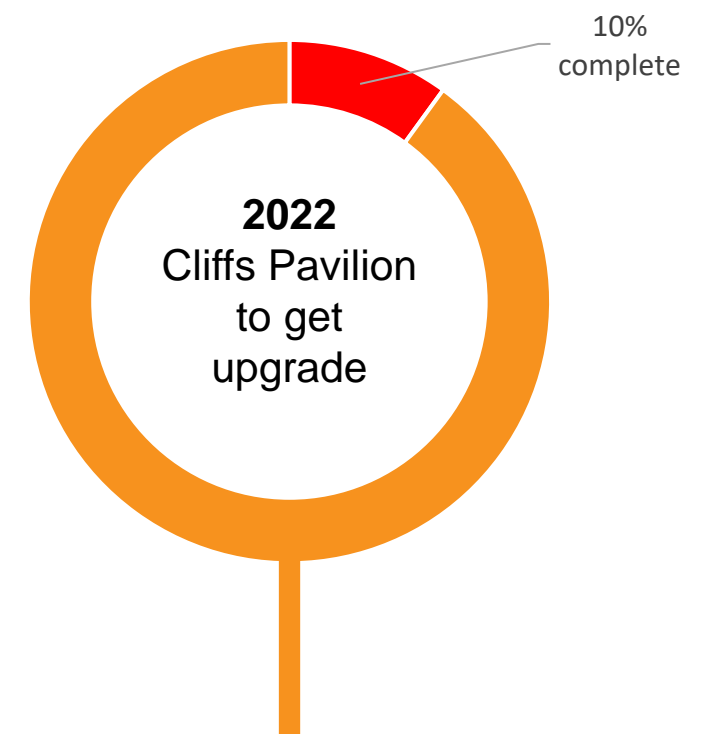
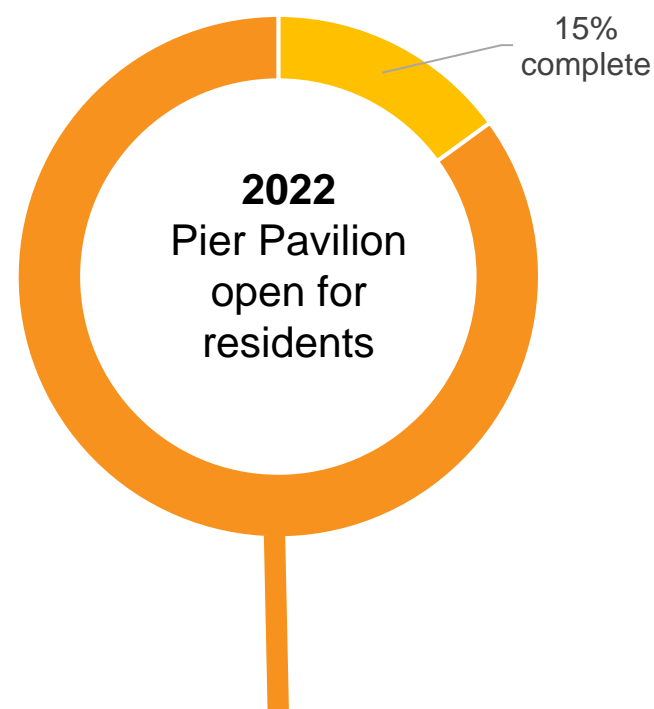


**Tripadvisor's
"Travellers' Choice Award 2020"**
presented to Adventure Island,
and Southend Pier and Railway
included in the
"Traveller's Choice Hall Of Fame"
as at 31 Aug 2020

**Number of Green Flag awards held by
our parks and green spaces**

6

as at 31 Aug 2020
no change vs. Q1 2020/21





Outcome 3 - We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.

Number of Blue Flag awards held

5

as at 31 Aug 2020

Beach cleans by Veolia

Daily

- litterbins emptied all day on a 'conveyor belt' system
- litter-picking throughout the day (and in evening once beaches vacated, if needed)
- early morning cleans to collect waste from prior evening, completed by 8 a.m.
- beaches raked daily during Summer season

as at 31 Aug 2020

Volunteer-led Community Beach Clean events

On hold

due to COVID-19

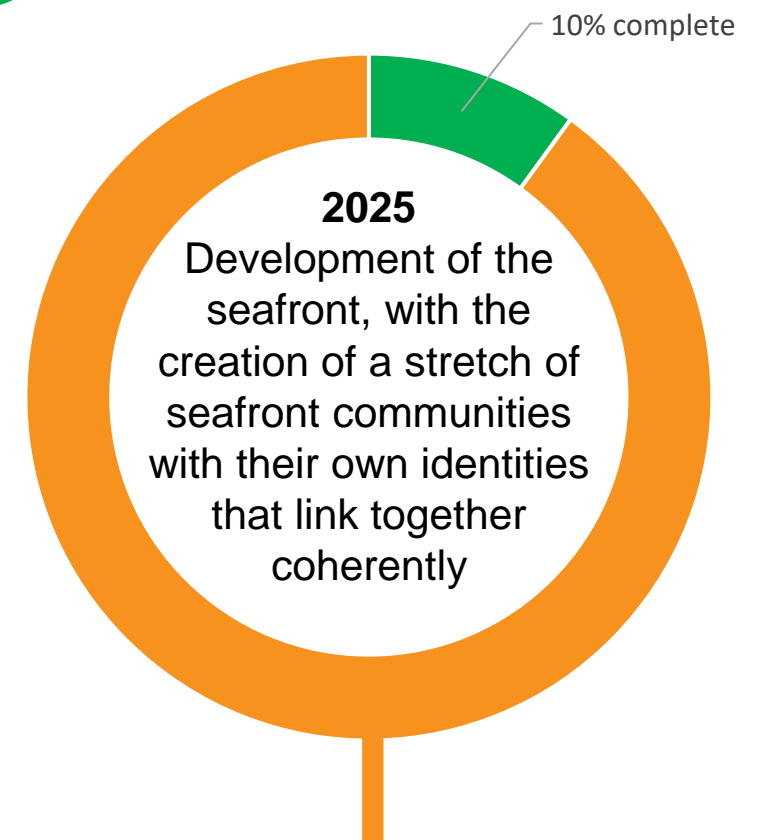
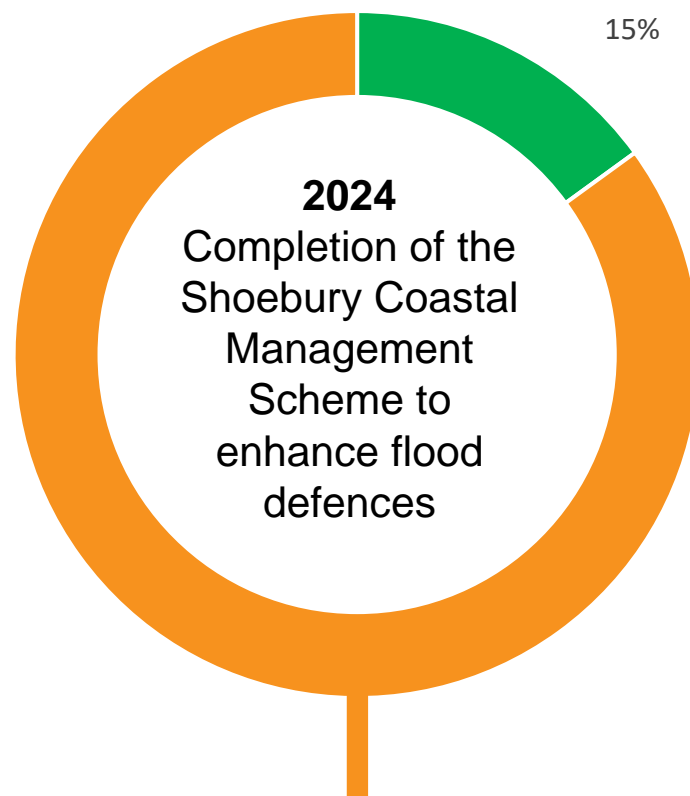
as at 31 Aug 2020

Anglian Water-led Beach Clean events

On hold

due to COVID-19

as at 31 Aug 2020





Outcome 4 - Our streets and public spaces are resilient, valued and support the mental and physical wellbeing of residents and visitors.

% acceptable standard of cleanliness: litter

99.64%

as at 31 Aug 2020

vs. 99.77% end Q1 2020/21

Target: 95%

% acceptable standard of cleanliness: detritus

98.81%

as at 31 Aug 2020

vs. 98.86 end Q1 2020/21

Target: 94%

% waste collections carried out on schedule

99.95%

as at 31 Aug 2020

Target: 99.96%

% safety inspections of roads and pavements completed within timescale

99%

as at end Q1 2020/21

no change vs. Q4 2019/20

Target: 90%

% serious defects made safe within response times

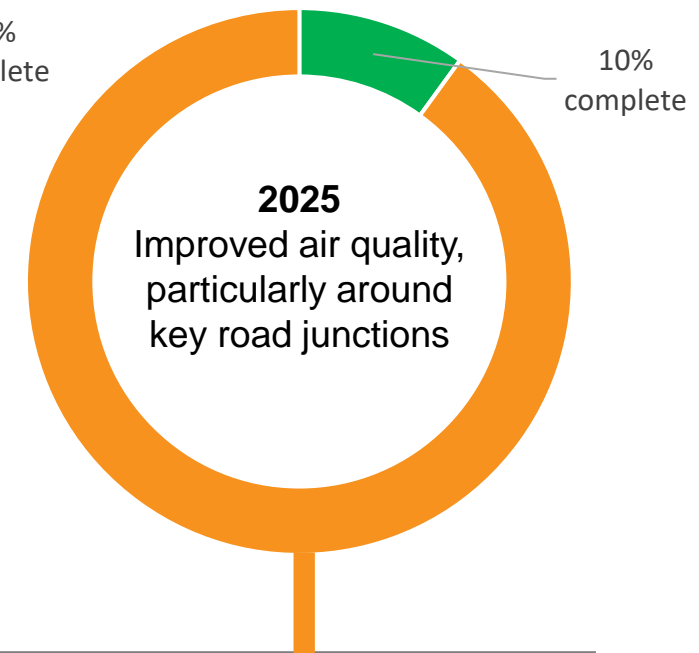
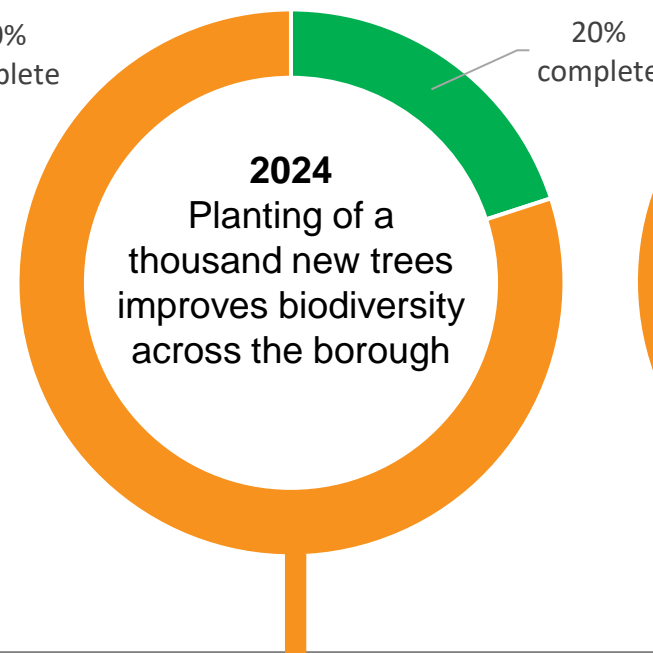
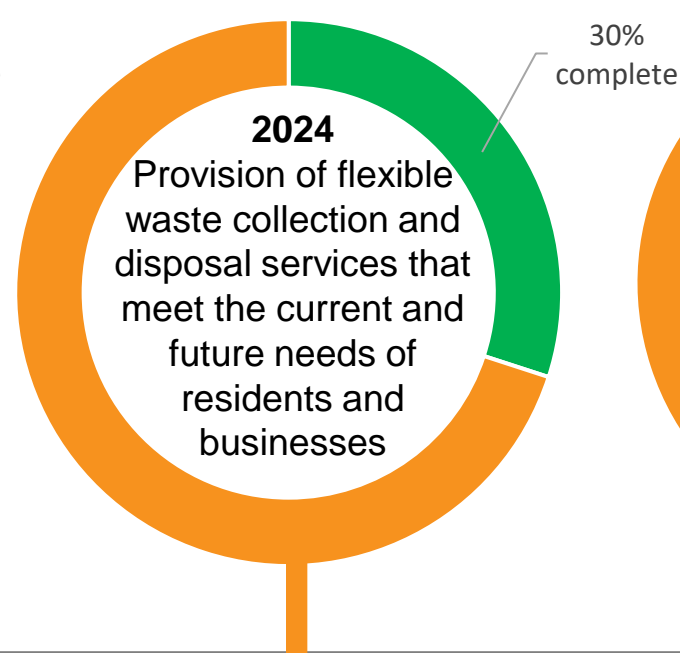
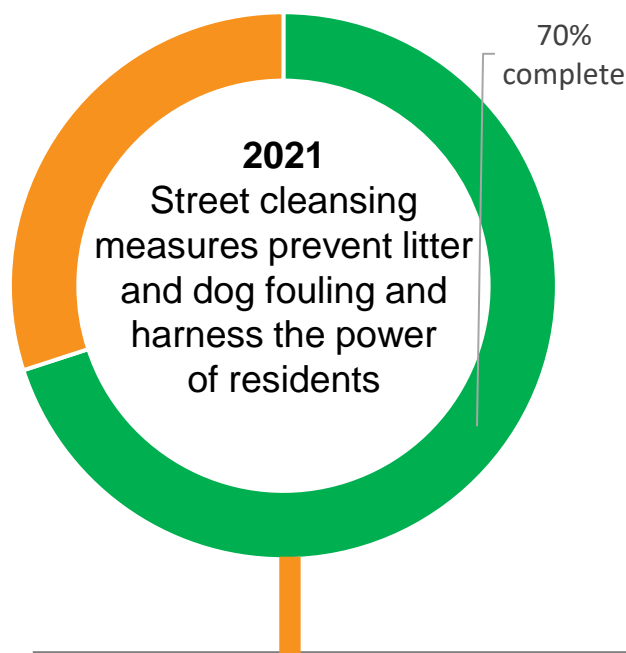
Roads: 100%

Pavements: 97%

as at 31 Aug 2020

vs. 99.3% / 95% at end Q1 2020/21

Target for both: 90%





Safe & Well Summary

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

The council and Essex County Council launched their local contact tracing service in July. The Essex and Southend Contact Tracing Service was one of the first local systems launched by any authority areas in the country.

A walk-through coronavirus testing facility was opened by the Department for Health and Social Care in August at Short Street Car Park in the town centre.

The Priory Care Centre is operational and supported by health and social care professionals. Southend Care Ltd continues to play a key role in coordinating and advocating for the needs of the residents. The operational vision for the Priory Care Centre has been incorporated into discussions around COVID-19 Recovery and how the new centre can support community resilience and improve outcomes for residents discharged from hospital. Work on the future needs of residents at the centre recommenced in September following delay caused by COVID-19.

The COVID-19 isolation unit at Priory House is being divided into two smaller areas of 6 and 7 beds. This is to create maximum isolation opportunities and ensure the safety of residents and staff. The LCOP care settings cell has a developed responsibility for infection control for care homes and is managing this.

The hospital discharge requirements guidance was revised by government in August. The same framework has been retained for all discharges up until March 2021. This has created an opportunity for social care to support the intermediate care space and implement a Home First principle with our partners.

The council continues to work with its partners to give children and young people access to high quality care. A system wide outcomes framework is emerging. This will be shared and tested with children and families in the coming months. The community paediatric transformation programme continues to develop and attract new investment. A project is also underway to collate views of how the future Emotional Wellbeing and Mental Health Service should look for children and young people.

There is ongoing engagement with the local Clinical Commissioning Group and Sustainability and transformation plan. This is to understand the changing nature of acute provision and the needs of the local population.

In response to the drive towards integration of health and care services and the need for place based approaches, the South East Essex Alliance Board has been established. It brings together local authorities, NHS and voluntary and third sector organisations. Locally, health, social care and public health professionals have been undertaking preventative work in community hubs and GP practices, as well as linking in with sheltered housing schemes, churches and Children's Centres.

An [Essex-wide campaign](#) focusing on preventing the exploitation of children online launched in August. The campaign raises awareness of the exploitation risks that increased time on the internet poses. The council continues to deliver work tackling exploitation and modern slavery.

Continued over page...



Safe & Well Summary

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

Work on neglect is newly prioritised with an end date of 2025. A new safeguarding partnership neglect strategy has been implemented. Current work involves collating evidence together and design of a survey of professionals.

Further support for the council's community safety unit was brought in this summer. The additional support has been used to target later community safety unit shifts on Thursday, Friday and Saturday nights up until the end of September. Work continues on achieving Purple Flag re-accreditation for the town centre following its closure during the COVID-19 pandemic.

A review is underway of the Southend Violence and Vulnerability plan with a targeted focus on prevention.

Beach welfare officers have been patrolling the shoreline this summer to make sure people have a safe visit to our seafront. The volunteers are members of Chalkwell Redcaps surf lifesaving club. As well as being able to respond to water based incidents and carry out basic first-aid, they are also trained to deal with missing children, lost property and other minor incidents. They have been patrolling every weekend and bank holiday since Easter 2020.

The council and its partners continue to work to secure further accommodation for as many rough sleepers as possible. Funding is being sought through the Ministry of Housing, Communities and Local Government's Next Steps in Accommodation programme and Homes England 'Move On' fund to secure further suitable properties, along with support interventions.

Work continues on the Housing Revenue Account (HRA) Land Review and Modern Methods of Construction projects. HRA Phase 3 is in the design phase, while Phase 4 is in the final feasibility stage. The Saxon Gardens MMC pilots are going through initial planning stage processes with the Archer Avenue MMC site in the contractor procurement stage.

The Acquisitions Programme for 2020/21 has been agreed and work has commenced on acquiring suitable properties. A number of registered provider affordable housing schemes are also being progressed, including redevelopment of the former Chalkwell Lodge in Westcliff-on-Sea.

Seven speed humps were installed along Thorpe Bay Gardens in July. The traffic calming measures were installed to prevent dangerous driving in the area.

The council is looking at creating 20 miles per hour zones around school streets, as part of Active Travel Fund works. A School Streets pilot is being progressed with a school. The council is looking at implementing the pilot at the start of 2021.



Outcome 1 - People in all parts of the borough feel safe and secure at all times.

Community Safety Unit activity

Engagements:

Begging / vagrancy / rough sleeping – 132 vs. 160

Street drinking – 152 vs. 344

Antisocial behaviour – 209 vs. 258

Crimes assisted – 72 vs. 77

CCTV reports leading to arrest – 130 vs. 120

Targeted patrols undertaken (YTD) – 2, 762 vs. 1,424

as at 31 Aug 2020

all figures vs. Q1 2020/21

Beach Welfare Officers

Number completing shifts

as at 31 Aug 2020

: 120

vs. 70 in Q1 2020/21

Number of hours delivered

as at 31 Aug 2020

: 446

vs. 256 in Q1 2020/21

Residents' perceptions of safety

Feel safe during day – 86%

Feel safe after dark – 40%

Residents' Perception Survey 2019

vs. 81% / 40% in 2018

LGA benchmark 2019: 94% / 76%

Domestic abuse incidents

2.47

per 1,000/population

as at 31 Aug 2020

vs. 2.02 end Q1 2020/21

Violence against the person

8,317 offences

Rolling 12 months to 31 Aug 2020

0.2% decrease vs. 2019

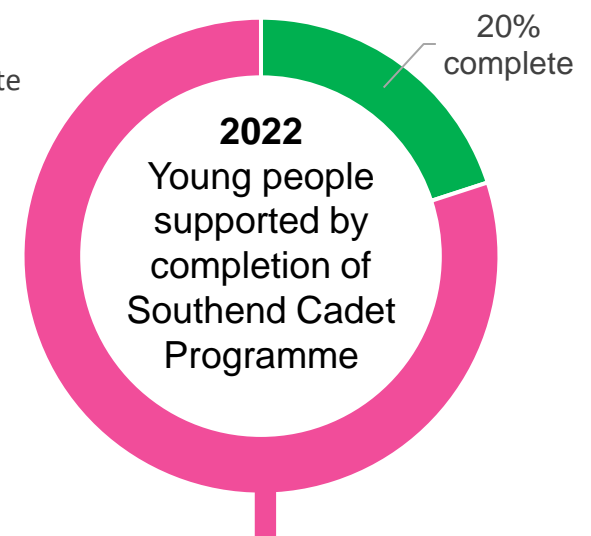
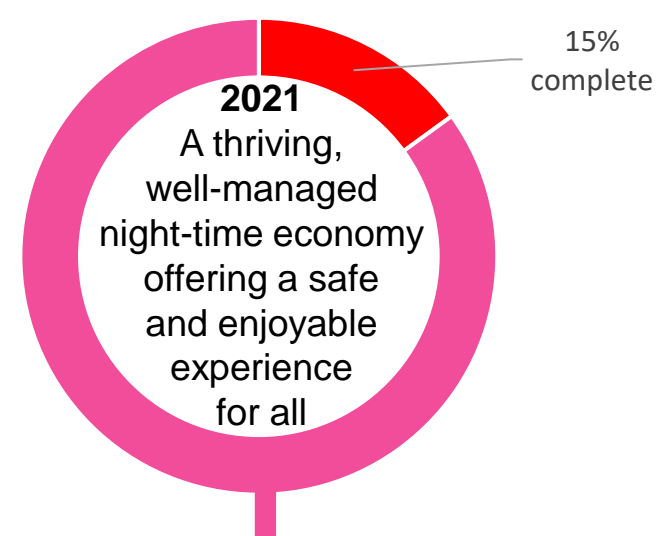
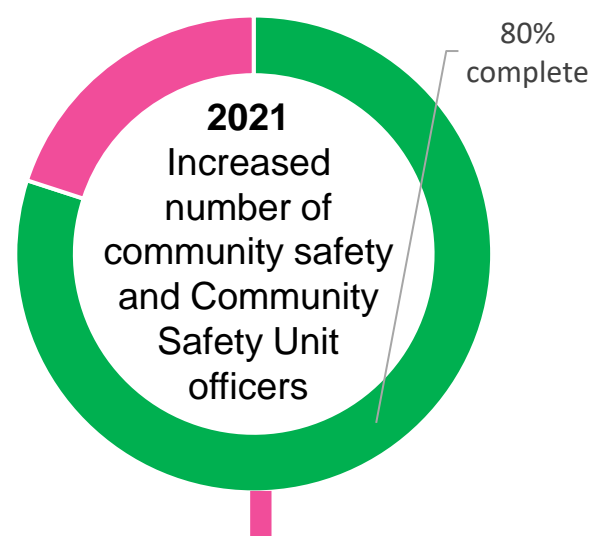
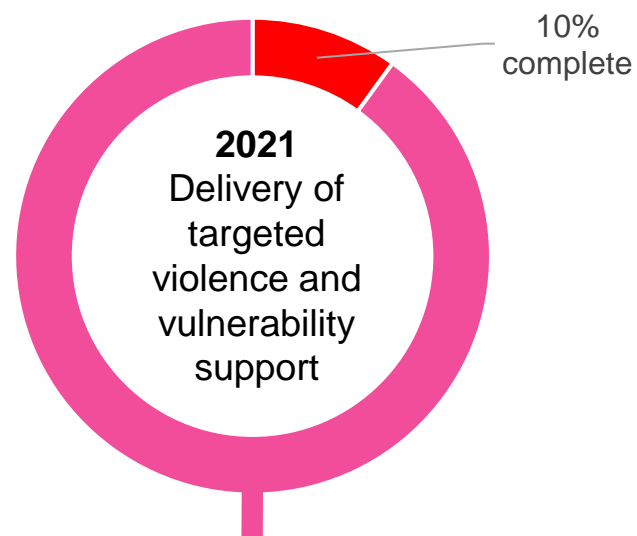
Violent crime with injury

1.00

per 1,000/population

as at 31 Aug 2020

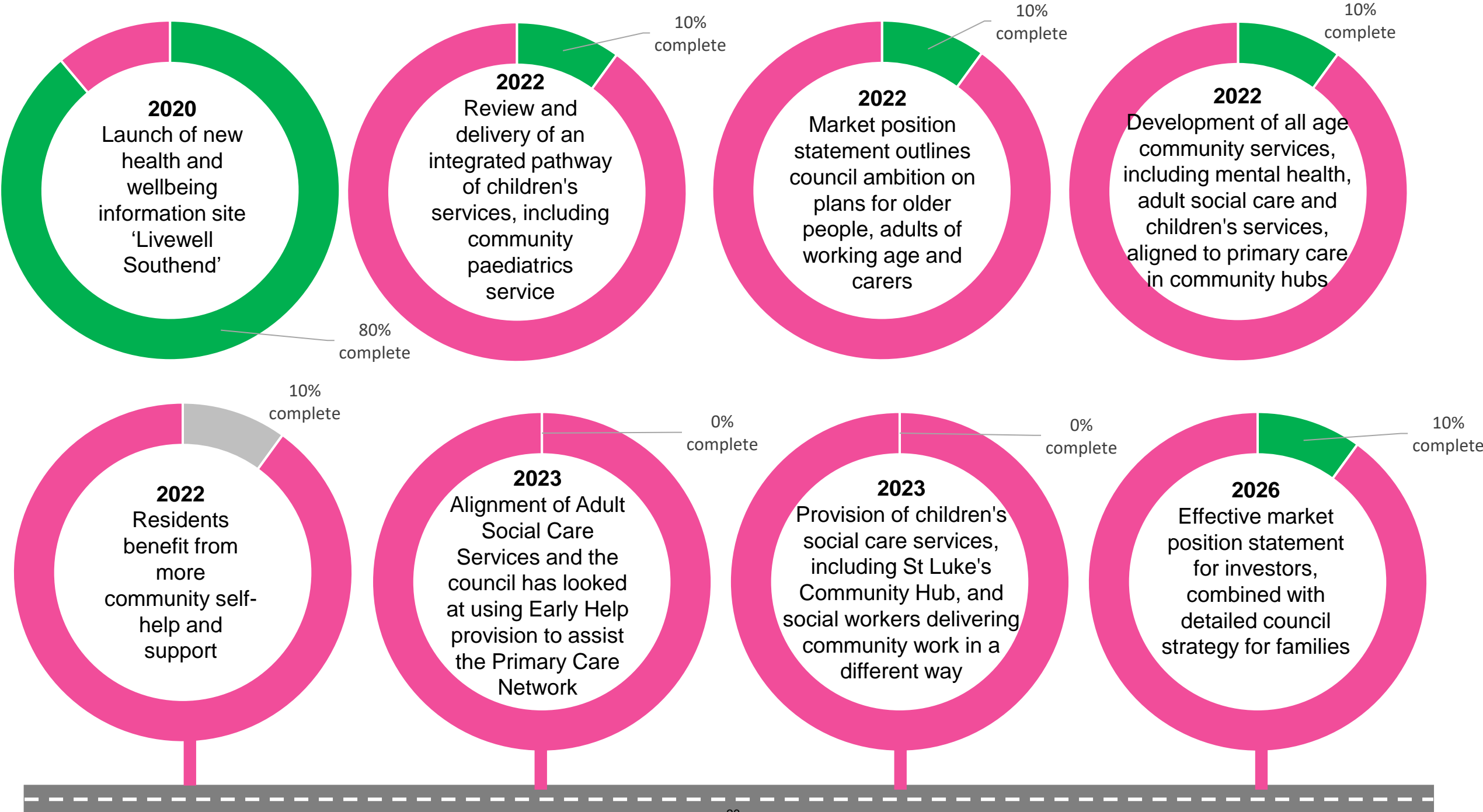
vs. 0.83 end Q1 2020/21





Outcome 2 - Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.

Under 75 Mortality rate from all causes (persons)
359 per 100,000/population
Southend 2018 vs. 330 per 100,000 population for England 2018
Source: NHS Fingertips





Outcome 3 - We are well on our way to ensuring that everyone has a home that meets their needs.

Homelessness relief - accommodation secured for at least 6 months for those being assisted under the homeless relief duty

47% of cases

as at 31 Aug 2020
vs 45% in Q1 2020/21

Homelessness prevention - existing or alternative accommodation secured for at least 6 months for those at risk of homelessness

59% of cases

as at 31 Aug 2020
vs. 57% in Q1 2020/21

Repeat homelessness within 2 years of accepting a suitable private-rented sector offer (priority need cases owed the main duty)

0 cases

as at 31 Aug 2020
no change vs. Q1 2020/21

Number of children in temporary accommodation

258

as at 31 Aug 2020
vs. 288 end Q4 2019/20

Households in temporary accommodation

3.33 per 1000/households

260 households

as at 31 Aug 2020
vs. 3.65 / 285 at end Q1 2020/21

Number of new build affordable housing units delivered in the borough by the council and Registered Housing Providers

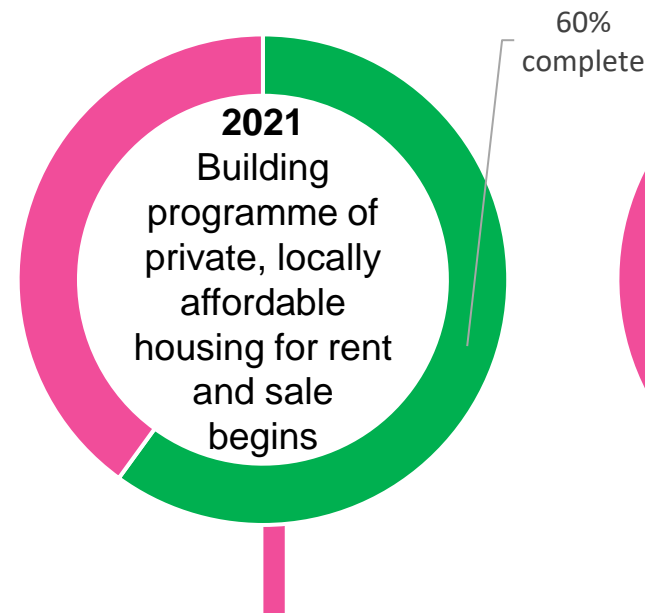
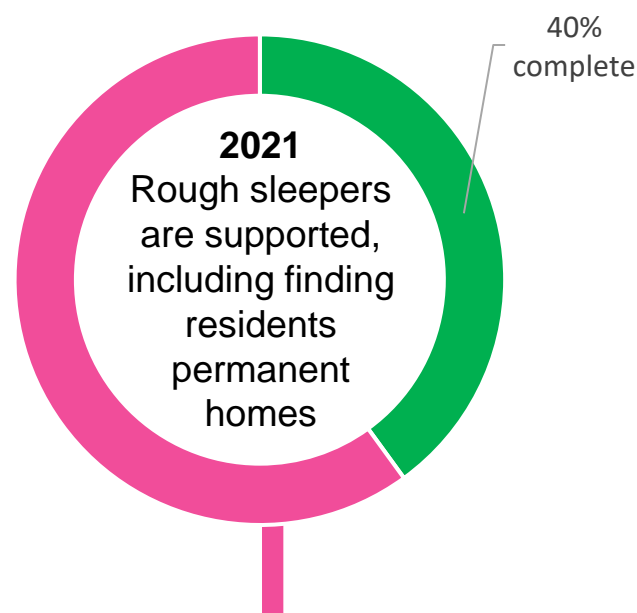
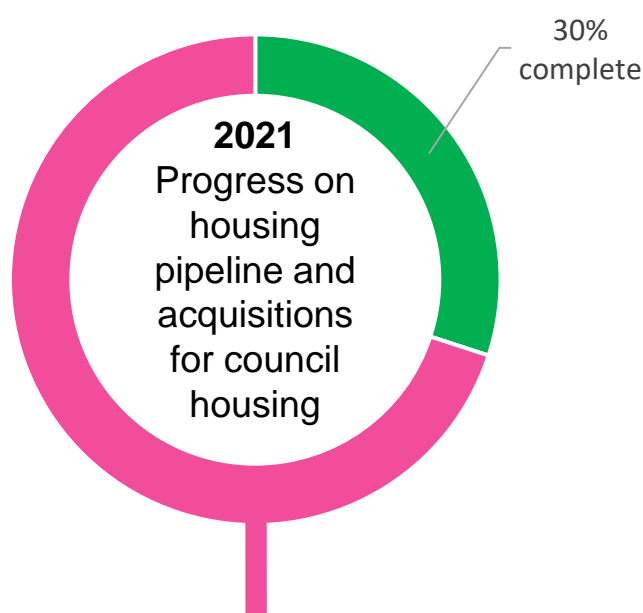
Delayed due to COVID-19

during Q1 2020/21

Housing Delivery Test result

52%

2018/19 (annual data)
vs. 49% in 2017/18





Outcome 4 - We are all effective at protecting and improving the quality of life for the most vulnerable in our community (cont. over page)

Proportion of concluded section 42 enquiries (safeguarding investigations) with a risk identified and an outcome of either Risk Reduced or Risk Removed

90.4%

as at 31 Aug 2020
vs. 88.7% at end Q1 2020/21
Target: 85%

Proportion of those that received short-term service during the year where sequel was either no on-going support or support of a lower level

54.2%

as at 31 Aug 2020
vs. 55% at end Q1 2020/21
Target: 80%

Proportion of older people (65 and over) who were still at home 91 days after discharge from hospital into reablement / rehabilitation services

74.4%

as at 31 Aug 2020
vs. 77.6% at end Q1 2020/21
Target: 80%

Proportion of adults with learning disabilities who live in their own home or with their family

87.3%

as at 31 Aug 2020
vs. 87.2% at end Q1 2020/21
Target: 85.5%

Proportion of adults in contact with secondary mental health services who live independently with or without support

62.3%

as at 31 Aug 2020
vs. 61.5% at end Q1 2020/21
Target: 74%

Proportion of clients whose Initial Contact start date to completed date is less than or equal to 2 working days

95.7%

as at 31 Aug 2020
vs. 95.6% at end Q1 2020/21
Target: 90%

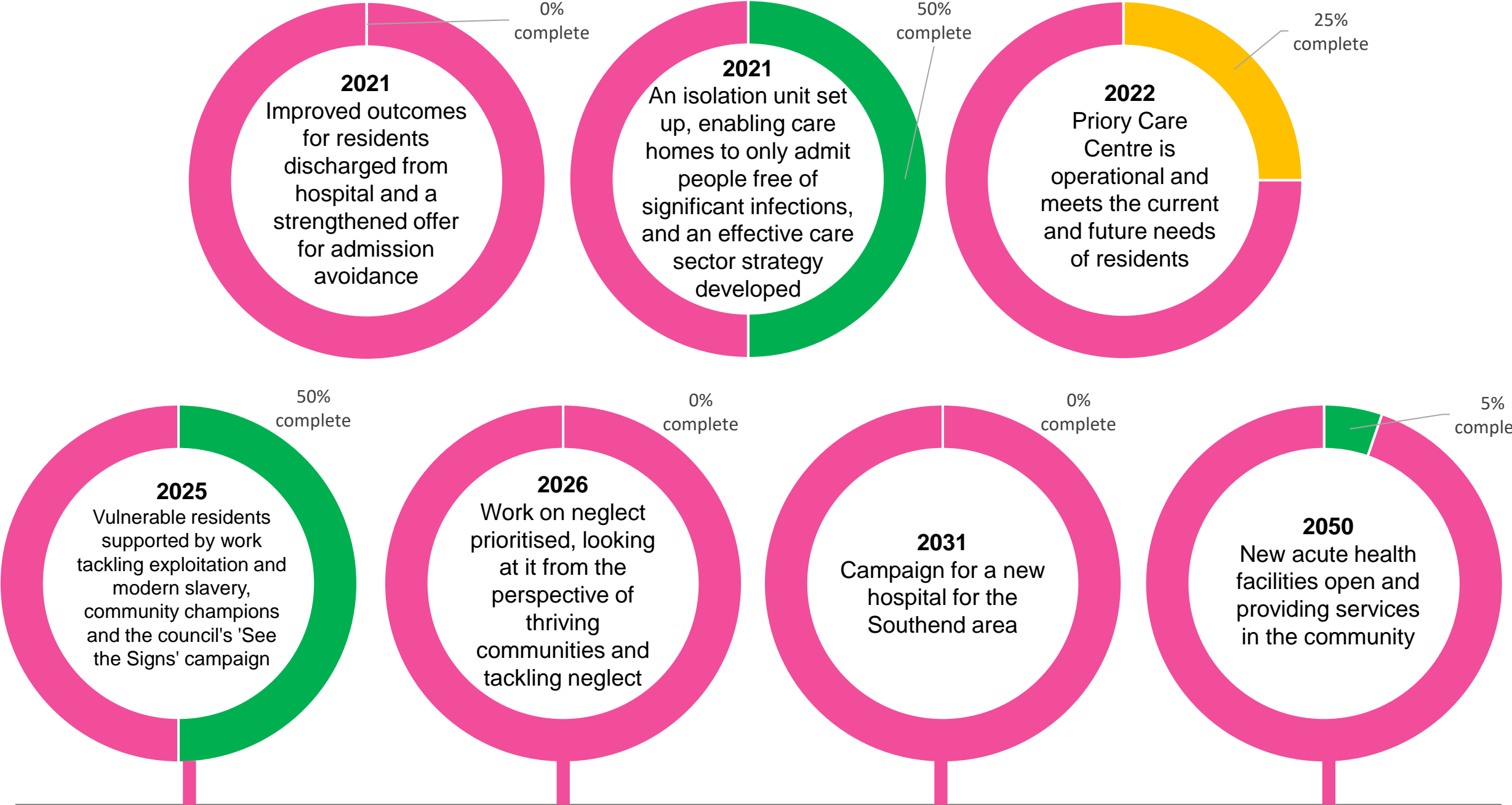
Permanent admissions into residential / nursing care, per 100,000 population (65+)

6.5

as at 31 Aug 2020
vs. 1.86 at end Q1 2020/21
No target set



(cont.) Outcome 4 - We are all effective at protecting and improving the quality of life for the most vulnerable in our community.





Outcome 5 - We act as a Green City with examples of energy efficient and carbon neutral buildings, streets, transport and recycling.

Rate of ownership of
ultra-low emissions
vehicles

Southend – 0.5%

vs. East – 1%

vs. UK – 0.9%

(% of all vehicle registrations)

Q1 2020/21 (latest available
data)

Air Quality at Prince Avenue Air
Quality Management Area

44.55 µg/m³

Nitrogen Dioxide annualised mean
concentration for 2019

Annual data

vs. 45.20 µg/m³ in 2018

vs. 49.28 µg/m³ in 2017

National target: 40 µg/m³

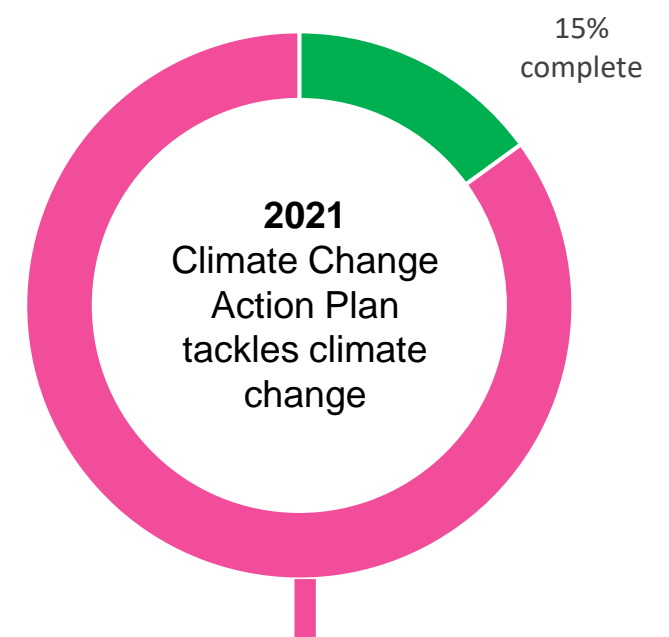
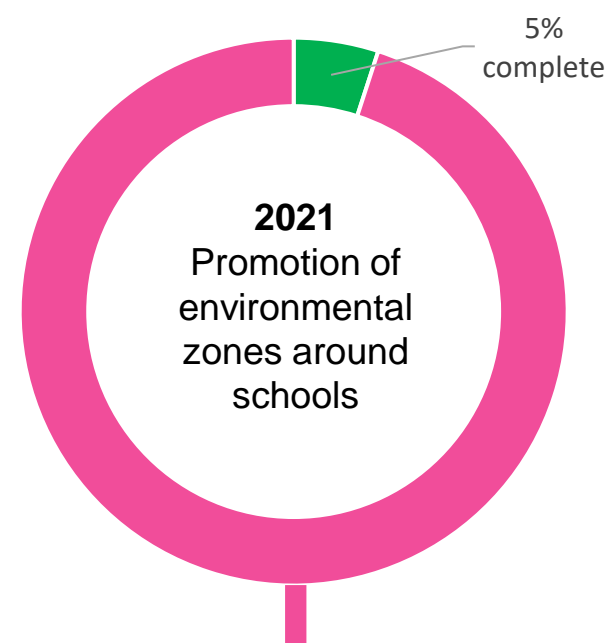
% Household waste sent
for reuse, recycling and
composting

46.83%

at end Q4 2019/20

vs. 48.60% Q3 2019/20

Target: 50%

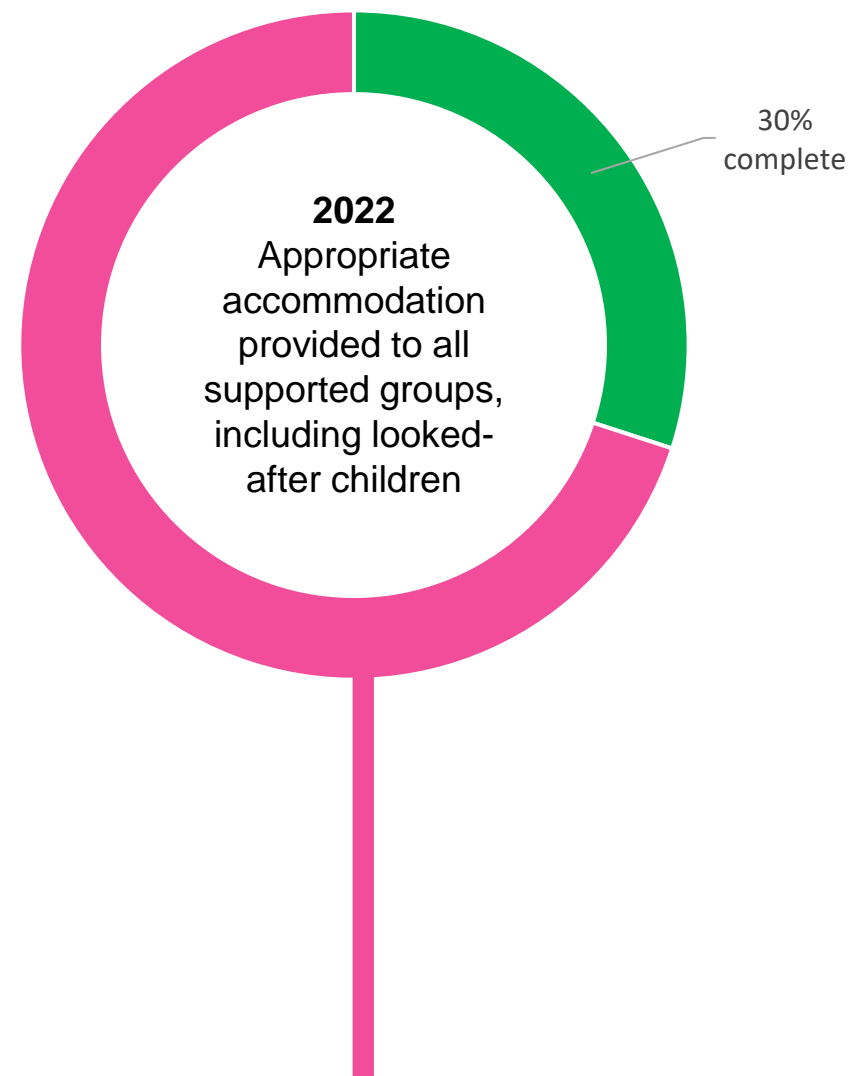




Outcome 6 - Residents feel safe and secure in their homes.

No specific Outcome Success Measures identified for this outcome.

- Outcome success measures used for Safe & Well outcomes 1 – 5 describe progress and success with this outcome.





Active & Involved Summary

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

The [Your Say Southend](#) engagement tool currently has several live projects encouraging residents to participate in council services and strategy redesign. The tool is also capturing new stories of social action, kindness and neighbourliness through the [Good Neighbours project](#).

Residents who are continuing to feel the impacts of coronavirus are receiving the [support of volunteers and the multi-agency Southend Coronavirus Action helpline](#), through an adapted service. Trust Links' new befriending project [Talking Together](#) is aiming to recruit 100 listening volunteers to connect people together.

A COVID-19 Community Connector role is being prototyped to disseminate advice on coronavirus in the community and gather feedback on the effectiveness of communications. An initial group of 15 connectors has been recruited. The [Southend Emergency Fund](#) continues to raise funds and give grants to community sector organisations helping residents through coronavirus. Every £1 invested by the council has been matched by £4+ received or pledged from other sources.

The [Focal Point Gallery](#) has brought artists and residents together to share their experiences of coronavirus and ideas for imagining a positive future for Southend-on-Sea. Artworks include a video game so people can experience how a black transgender person might navigate the world and an Afrofuturism themed film project.

[Southend Leisure and Tennis Centre](#) is set to welcome visitors back through its doors in September. The council has agreed to support Fusion Lifestyle until the end of the financial year. The £600,000 funding support to Fusion – who are responsible for managing council-owned leisure facilities – will allow them to reopen their main site at Southend Leisure and Tennis Centre with a full offering of services. Chase Sports and Fitness Centre and Shoeburyness Leisure Centre will also reopen for school use only. Belfairs Swim Centre is to remain closed at this point.

Monitoring of new residential developments completed in 2019 and 2020, which took place in August and will continue into September 2020, will include reporting on provision of public and private amenity space. Open space surveys are also being undertaken to identify for improvements the residential areas with the poorest access to open space. The contract for mapping the borough's cycle network is currently out to tender. It is part of a wider south Essex contract under ForwardMotion and closes at the end of September.

The Livewell Southend website is to be launched in September, a self-serve website that will give communities information about local services, housing advice, debt advice, mental health support, bereavement support and healthy living.



Outcome 1 - Even more Southenders agree that people from different backgrounds are valued and get on well together.

**% of victims of Hate
Crime that are a non
Southend-based resident**

8.7%

as at 31 Aug 2020
vs. 13.4% end Q1 2020/21
No target set

**Number of
electoral
registrations**

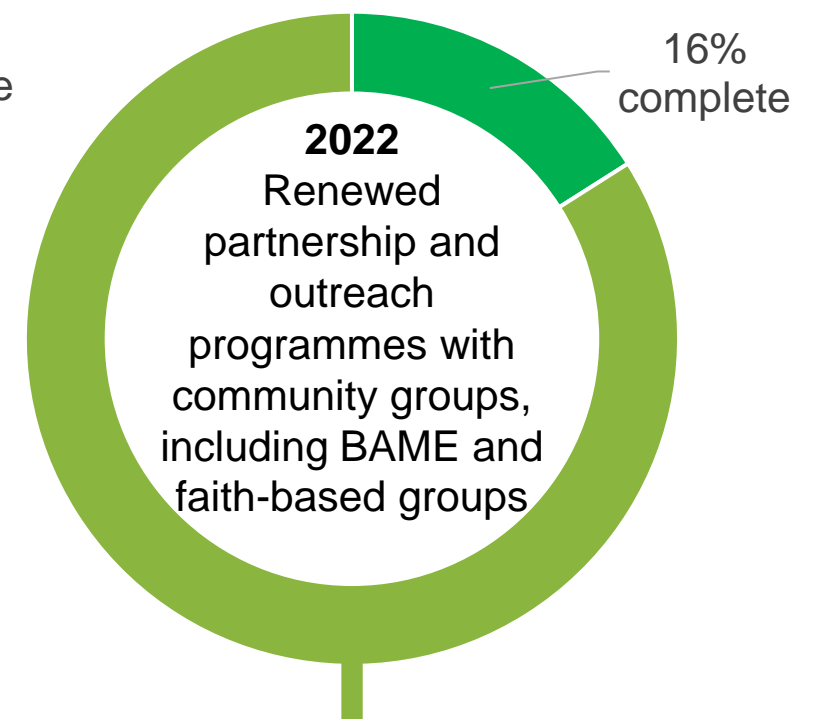
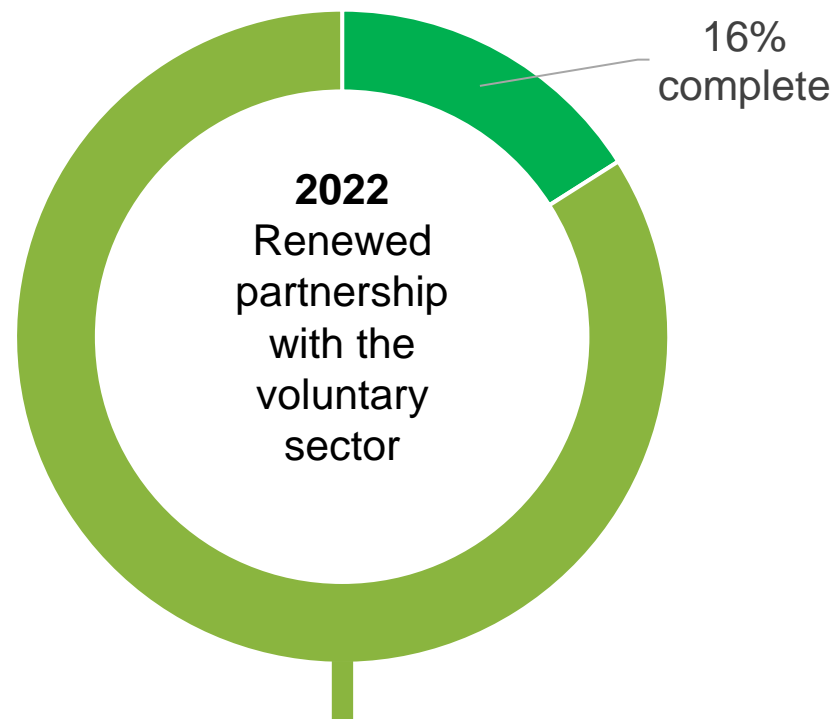
135,620

at 31 Dec 2019
+3.4% vs. Dec 2018

**% of respondents
agreeing that people of
different backgrounds
get on well together**

59%

Residents' Perception Survey
2019
vs. 56% in 2018





Outcome 2 - Residents feel the benefits of social connection, in building and strengthening their local networks through common interests and volunteering.

% respondents that have good friendships both in and outside of their local area

74%

Residents' Perception Survey 2019
vs. 71.5% in 2018

% respondents that feel isolated living in their local area

11%

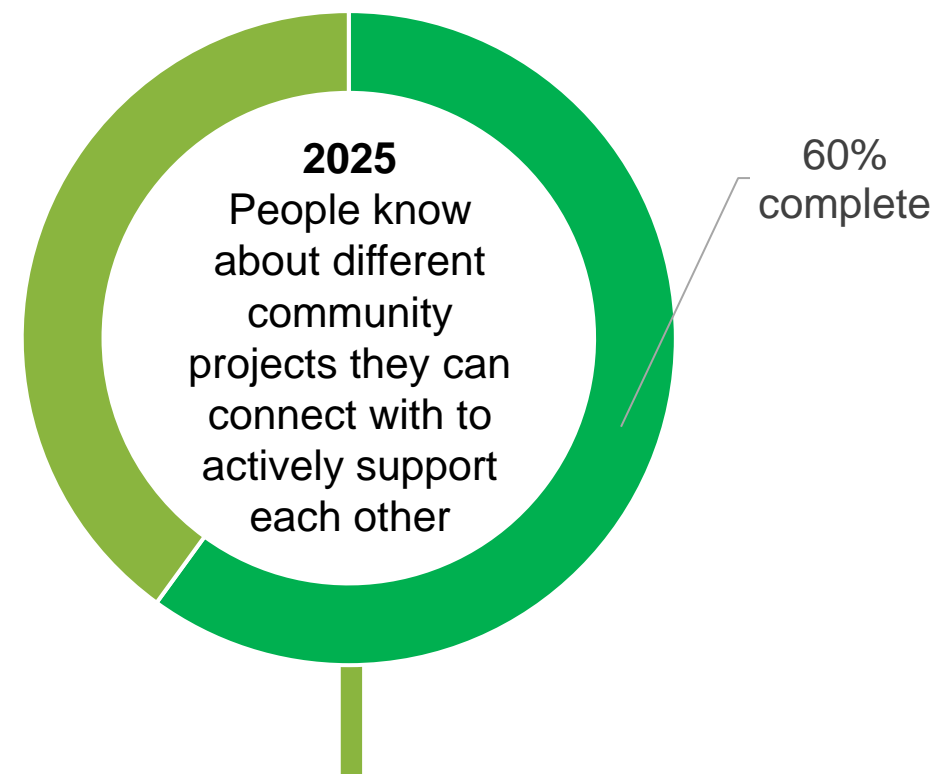
Residents' Perception Survey 2019
No change vs. 2018

% respondents that feel community events that they would like to get involved with happen in their area

30%

Residents' Perception Survey 2019
vs. 26% in 2018

"The majority of people are so kind and grateful. One of the first calls I took was a lady who wanted to know if it was true that we could make arrangements for her dogs to be walked. When I told her we could, she burst into tears. I ended up crying and I don't even like dogs! It just meant so much to her that we could help." Southend
Coronavirus Action Volunteer





Outcome 3 - Residents are routinely involved in the design and delivery of services.

Number of A Better Start
Parent Champions

56 trained

38 active

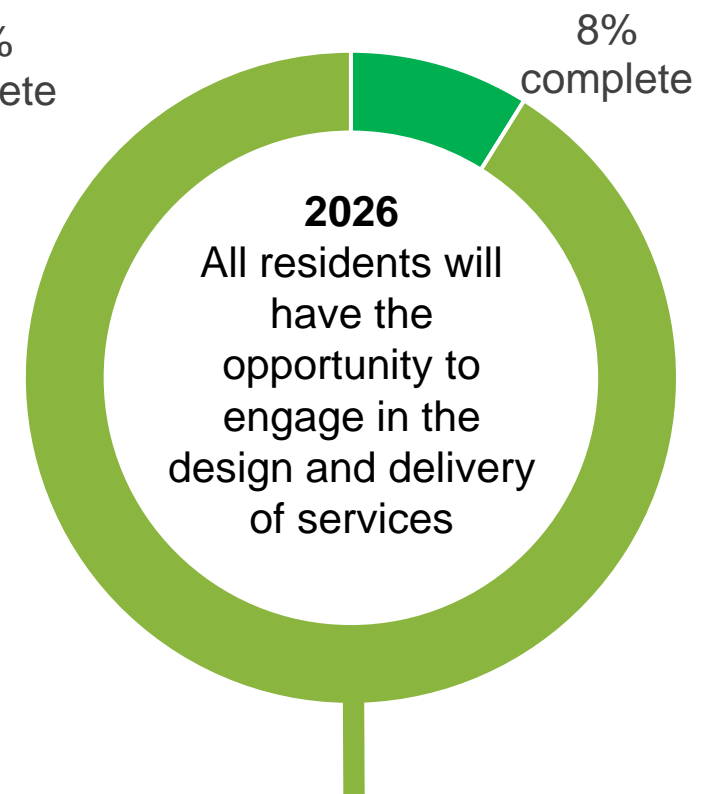
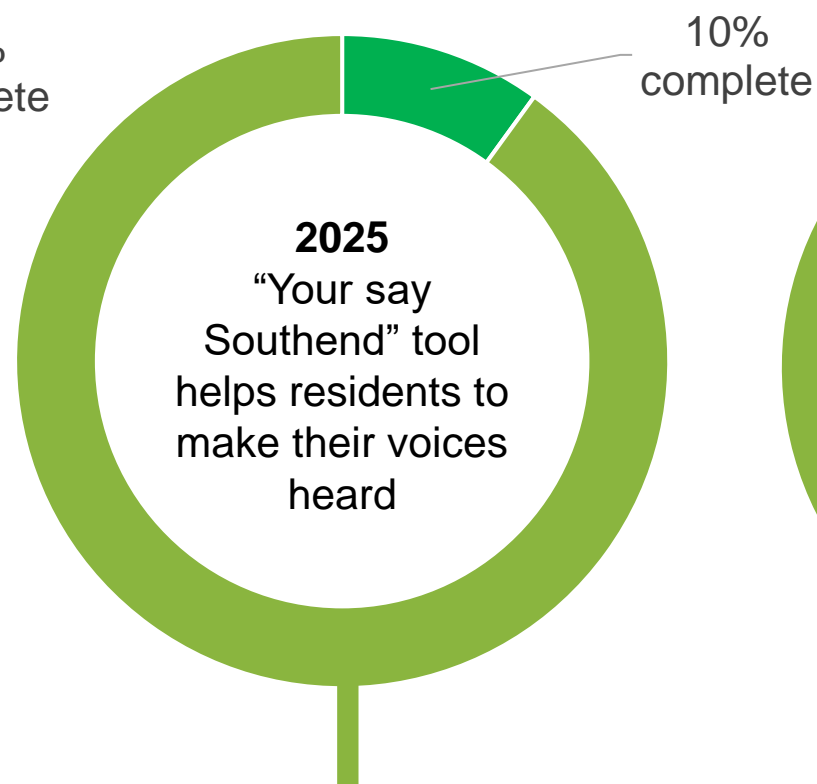
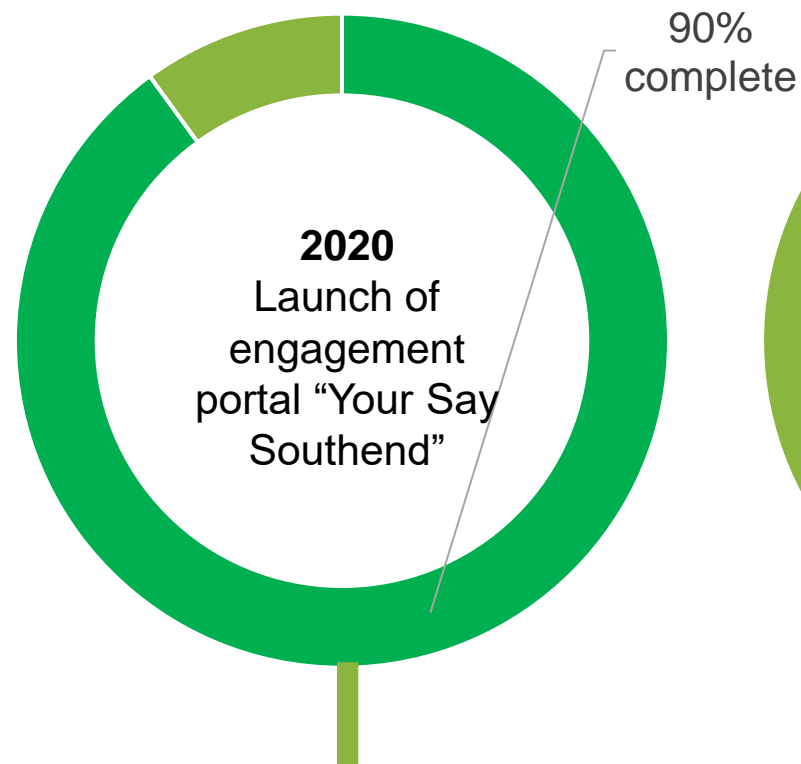
as at 31 Aug 2020
vs. 56 / 39 Q1 2020/21
No targets set

Number of A Better Start
Parent Ambassadors

27 trained

14 active

as at 31 Aug 2020
vs. 23 / 10 end Q1 2020/21
No target set

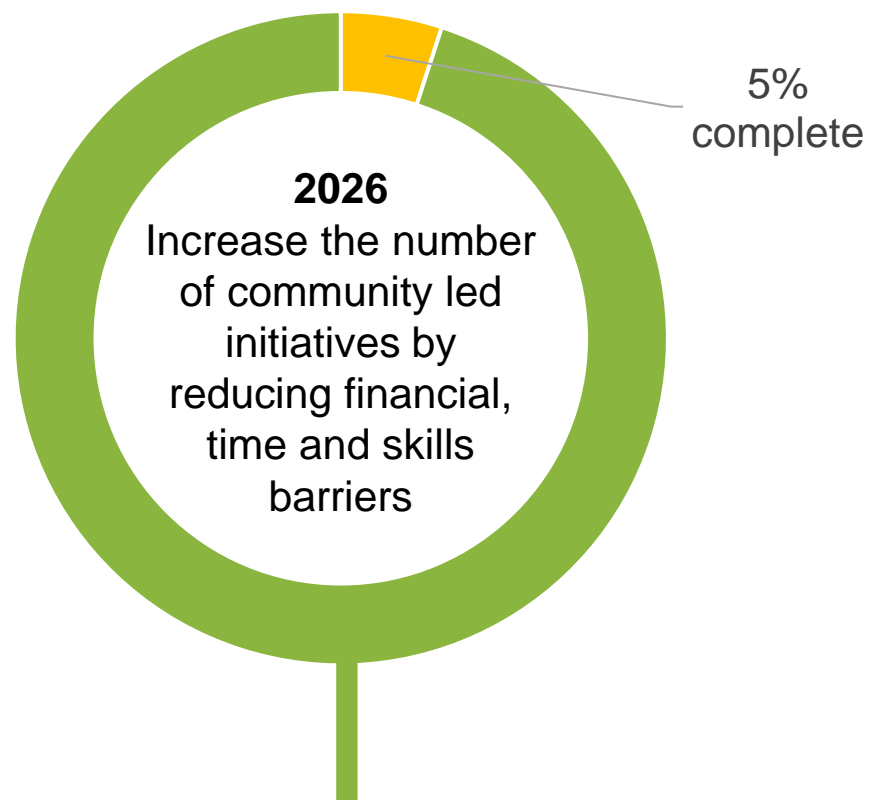




Outcome 4 - A range of initiatives to help increase the capacity for communities to come together to enhance their neighbourhood and environment.

Outcome Success Measures requiring further development

- Analysis of Your say Southend metrics on its central repository of support material for community groups, events, etc.
 - Analysis of volunteering data across the council





Outcome 5 - More people have physically active lifestyles, including through the use of open spaces.

The following activities have been affected by the COVID-19 pandemic and therefore data for Jul-Aug 2020 is not available:

- Number of people attending the 36-week strength and balance programme
- Number of physically inactive adults completing a physical activity course
- Number of people completing the Back to Wellbeing programme
- Number of people completing 12 weeks of the Wellbeing referral programme

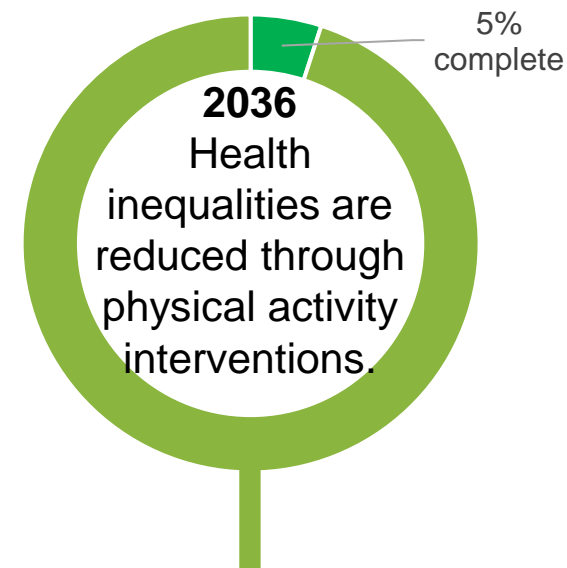
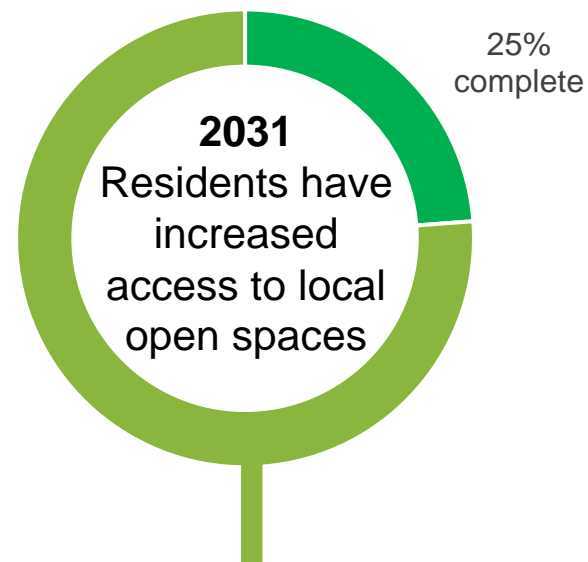
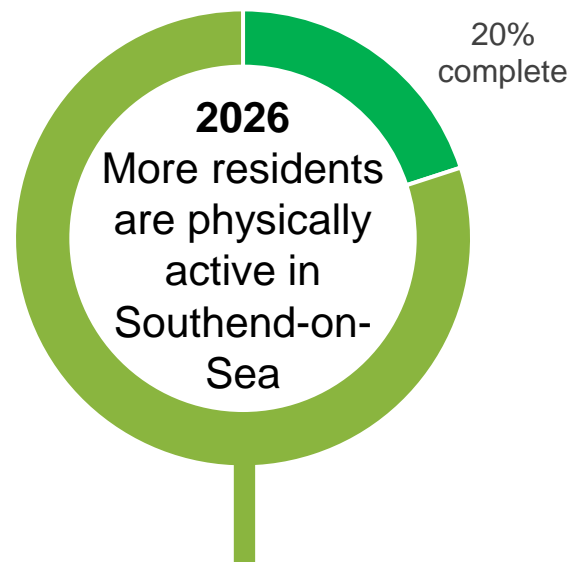
Number of schools signed up for the Daily Mile programme or equivalent

29

2019/20

2019/20 target: 28

2020/21 data will be reported in March 2021





Opportunity & Prosperity Summary

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

Southend is to receive £4.2 million from central government to power the [Better Queensway](#) project with a modern, efficient electric heating system and roll out electric vehicle charging points across the town centre. The [South East Local Enterprise Partnership \(SELEP\)](#) announced the funding from the government's Get Building Fund in August. The Better Queensway project is progressing well. A planning application has been submitted, which is due to be validated shortly.

The Seaway development planning application is subject to an appeal. The outcome is expected end of 2020.

The council has accepted practical completions on service infrastructure at the Airport Business Park. Plane seating firm Ipeco is fitting out their unit space at the Airport Business Park. A planning application is in process with Rochford District Council for Henry Boot Developments for their plot. There is also a planning application for a drive through Costa Coffee. The build tender for the new innovation hub 'The Launchpad' is due to go out to tender shortly.

The council and South Essex College (SEC) have confirmed that the 'Forum II' project is no longer viable in its current form. The project will continue as an expansion to SEC as a performance facility. Allocated project budget will be used to progress the intended outcomes in different ways.

There are currently two live planning consultations, which will last until the end of 2020.

The council widened the eligibility criteria for business discretionary grant payments. In August, a further group of businesses were able to apply for £2,500 of funding aimed at helping those affected by the coronavirus pandemic.

Discussions about procurement of footfall cameras for the town centre are due to commence. The cameras will provide a valuable source of data for prospective new businesses to the town centre. Conversations are also taking place around providing accessible support in the town centre, particularly on financial matters that have escalated because of the pandemic. Options for a council premises on the high street are being explored. An interim project manager is to be appointed to pull together work relating to the town centre. The role is being funded through the Local Growth Fund.

The [South Essex Construction Training Academy \(SECTA\)](#) won £500,000 of government funding to continue until March 2021. SECTA was established in January 2019 with nearly £1 million of government funding, with the aim of training up 650 new construction workers by March 2020. By this date, 749 people had completed training.

Continued over page...



Opportunity & Prosperity Summary

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

Young people took to the skies in a glider in August. It was part of activity aimed at increasing engagement in the aviation and aerospace industries. 'Soaring to Success' is a collaboration between south Essex local authorities, Southend Association of Voluntary Services (SAVS), local schools and the Air League, a sector leading aviation and aerospace charity. The project, led locally by the council, provided opportunities for young people aged between 14 to 18 years old to learn about the aerospace and aviation industries.

A library 'Click and Collect' service launched in July to enable residents to make use of libraries again. This was while the council worked to reopen libraries in full. Storytime sessions were delivered via Zoom for early years families (50 to 60 families a week) to support with school readiness. Book start backpacks continue to be circulated with preschool families. The libraries' annual reading challenge went ahead digitally. Loss of computer access during lockdown has impacted many children. Bringing back computer access and internet sessions has been a priority. The impact on young people from losing the nursery provision at the Leisure Centre is being looked at.

The council distributed 543 digital devices, such as laptops, to vulnerable young people to allow them to have access to education during the COVID-19 lockdown and support any catch-up work and online learning.

A multi-agency group of professionals was set up by the council in July to support the safe return to Southend's schools in September. It involved representatives from each level of school education. Work with schools on narrowing the attainment gap for disadvantaged pupils will resume in September. OFSTED is resuming inspections of schools after suspending them because of COVID-19.

The number of pupils applying for Grammar school places has decreased this year as a result of school closures and other COVID-19 restrictions. Currently 5,666 pupils have registered. The registration window is to re-open for September to encourage more applications.

The council's Early Years Team has worked with Family Action, who run the borough's nine Children's Centres, to support pre-school children and their families during the COVID-19 pandemic. Family Action has maintained five open Children's Centres throughout the pandemic. They have supported families through their food bank service, family virtual service delivery and family support service. Family Action has started to deliver face-to-face activities focussed on babies born during COVID-19 restrictions. 11 groups have run to date with 66 babies in attendance and a growing waiting list. The other key focus has been on school readiness, which has been well attained.

Children's Centres co-production meetings are taking place with parents, parent champions and partners, such as A Better Start Southend (ABSS) and SAVS. ABSS has had agreement from the National Lottery to proceed with an investment into the borough's Children Centre Design Engagement by way of a rapid research commission.

Outcome 1 - The Local Plan is setting an exciting planning framework for the borough.

OPPORTUNITY
& PROSPERITY

Number of planning applications submitted

384

as at 31 Aug 2020
vs. 558 Q1 2019/20

Success of appeals

87.5%

as at 31 Aug 2020
vs. 77% Q4 2019/20
Target: 70%

Net dwellings provided

492

2018/19

Analysis of the determinations within timescale of planning applications

Major – 100%

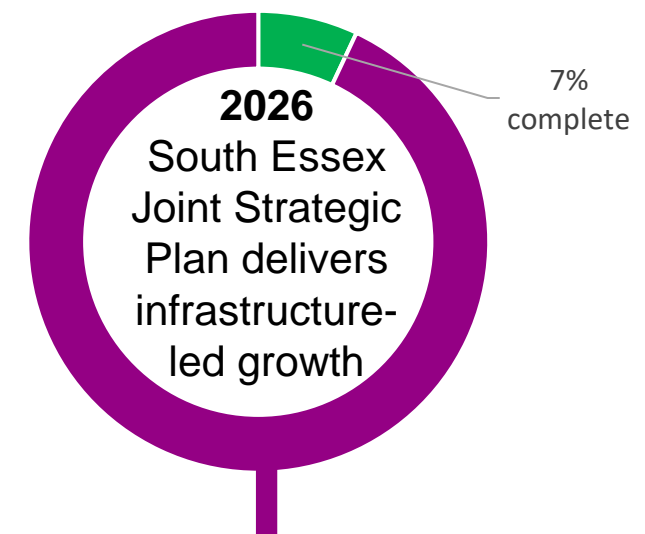
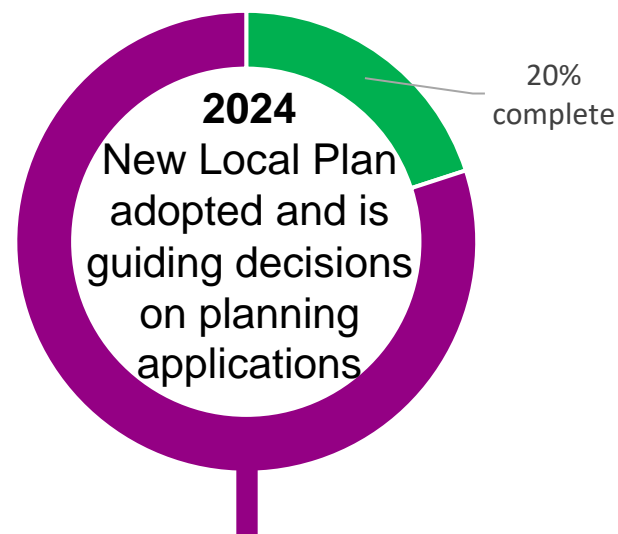
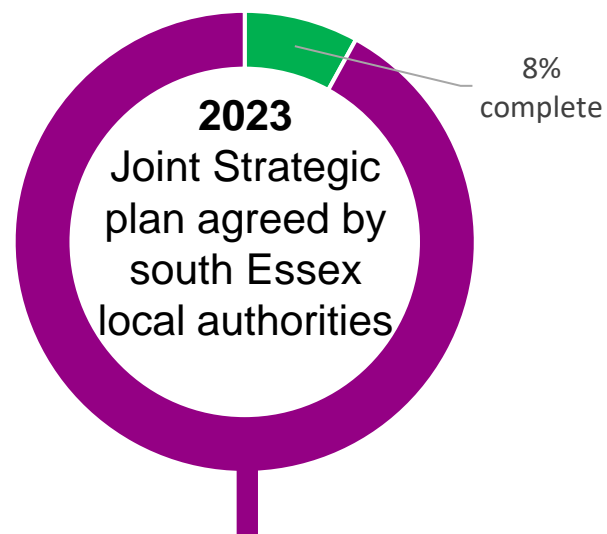
as at 31 Aug 2020; target 79%
no change vs. Q1 2020/21

Minor – 98.24%

as at 31 Aug 2020; target 84%
vs. 99.06% at end Q1 2020/21

Other- 97.87%

as at 31 Aug 2020; target 90%
vs. 98.98% Q4 2019/20





Outcome 2 - We have a fast-evolving re-imagined and thriving town centre, with an inviting mix of shops, homes, and culture and leisure opportunities.

Number of people receiving Universal Credit

19,504

(1.2% increase on Jun 2020)

In work – 6,952 (3.1% increase on Jun 2020)

Out of work – 12,552 (0.2% increase on Jun 2020)

DWP, Jul 2020

Number of empty units in the High Street

Data available in

Oct 2020

vs. 82 in Q4 2019/20

High street occupancy (BID area only)

82.1%

Q1 2020/21 (latest available data)

vs. 83.3% Q4 2019/20

Number of business births (annual cumulative)

995

2018/19

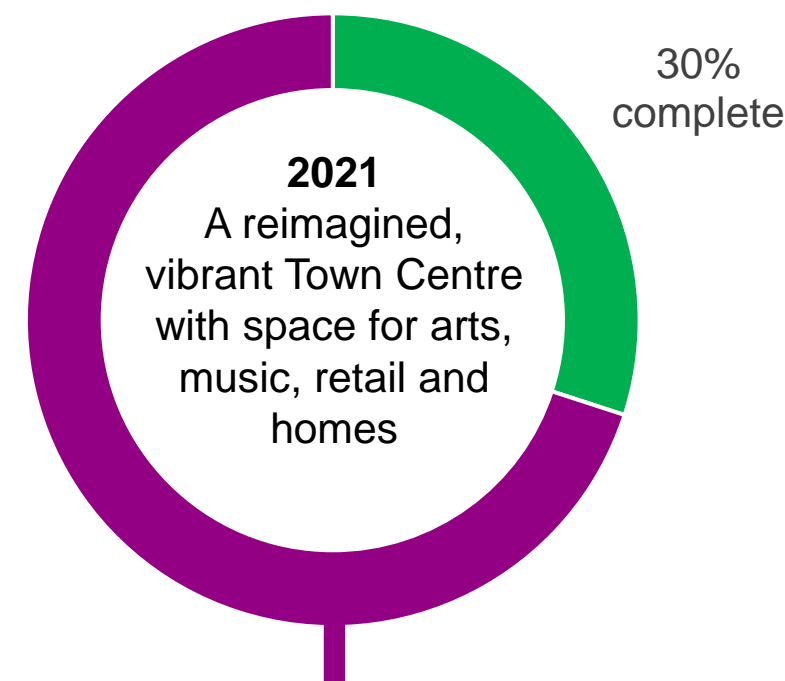
vs. 1035 in 2017/18

Number of business deaths (annual cumulative)

1,010

2018/19

vs. 1,150 in 2017/18





Outcome 3 - Our children are school and life ready and young people are ready for further education, training or employment (cont. over page).

**% eligible children benefiting from
2 year old funding**

54%

as at 31 Aug 2020
vs. 52.4% at end Q1 2020/21
Target: 72%

**% 3-4 year old children benefiting from
universal funded early education in Good or
Outstanding settings**

98.4%

as at 31 Aug 2020 vs. 99.7% at end Q1 2020/21
Target: 95%

**% children in OFSTED-rated
Good or Outstanding schools**

88.2%

as at 31 Aug 2020
no change vs. end Q1 2020/21
Target: 86%

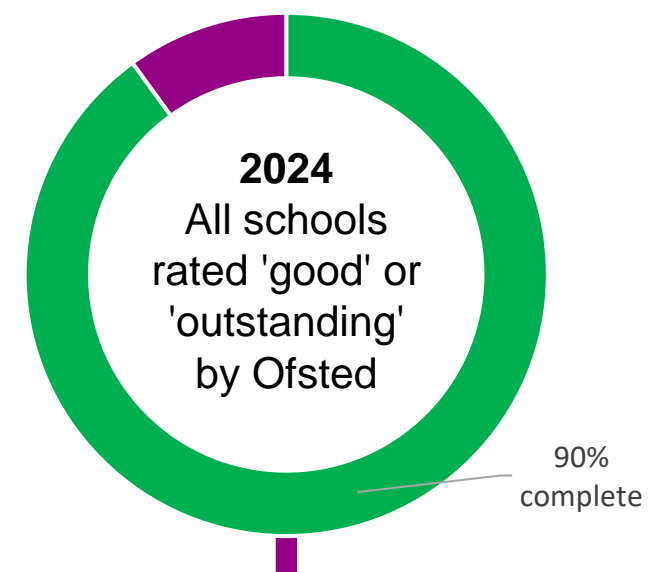
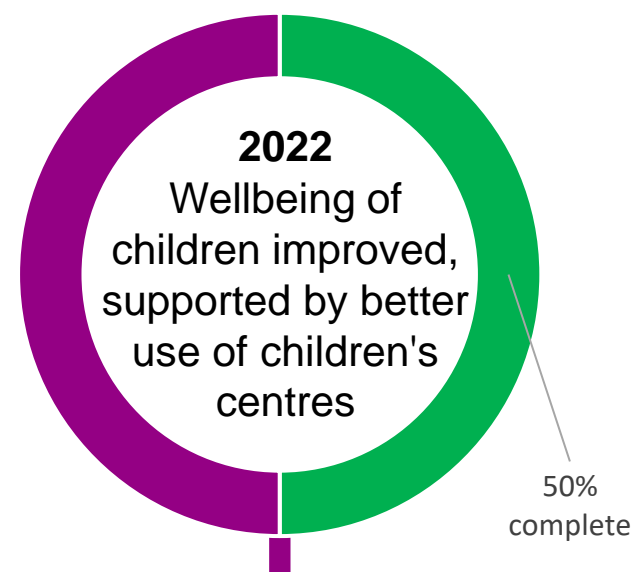
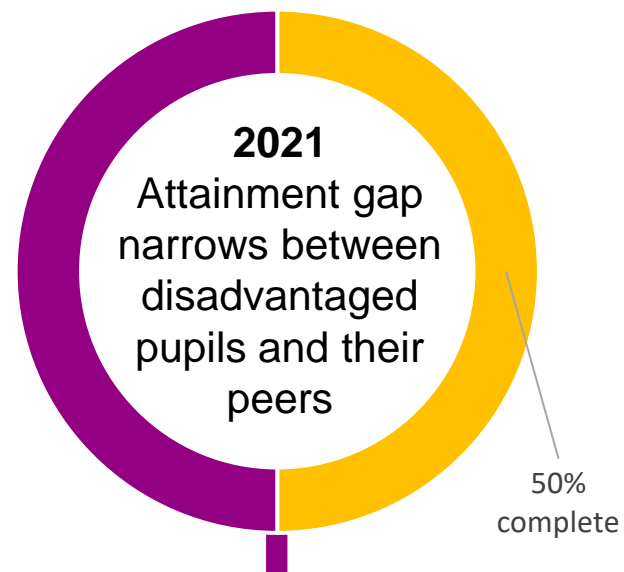
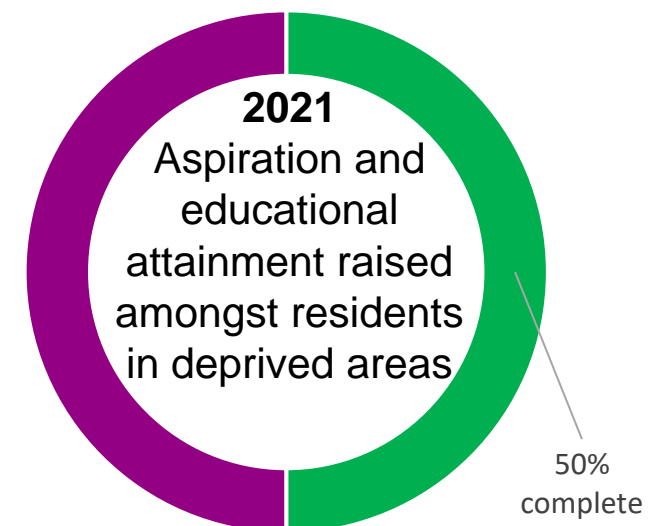
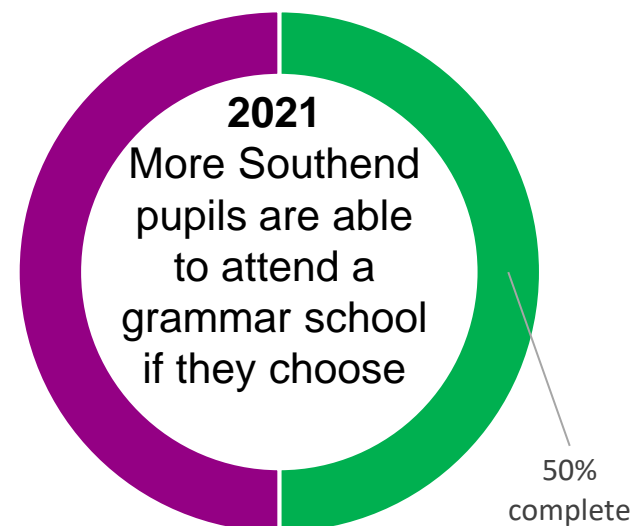
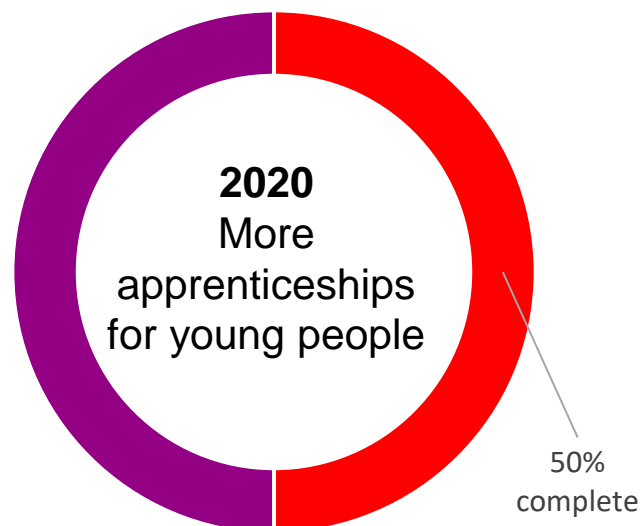
**% young people who are not in
employment, education (NEET) or training
or whose situation is not known**

3.5%

as at 31 Aug 2020 vs. 3.8% at 31 Aug 2019
Target: 4.9%



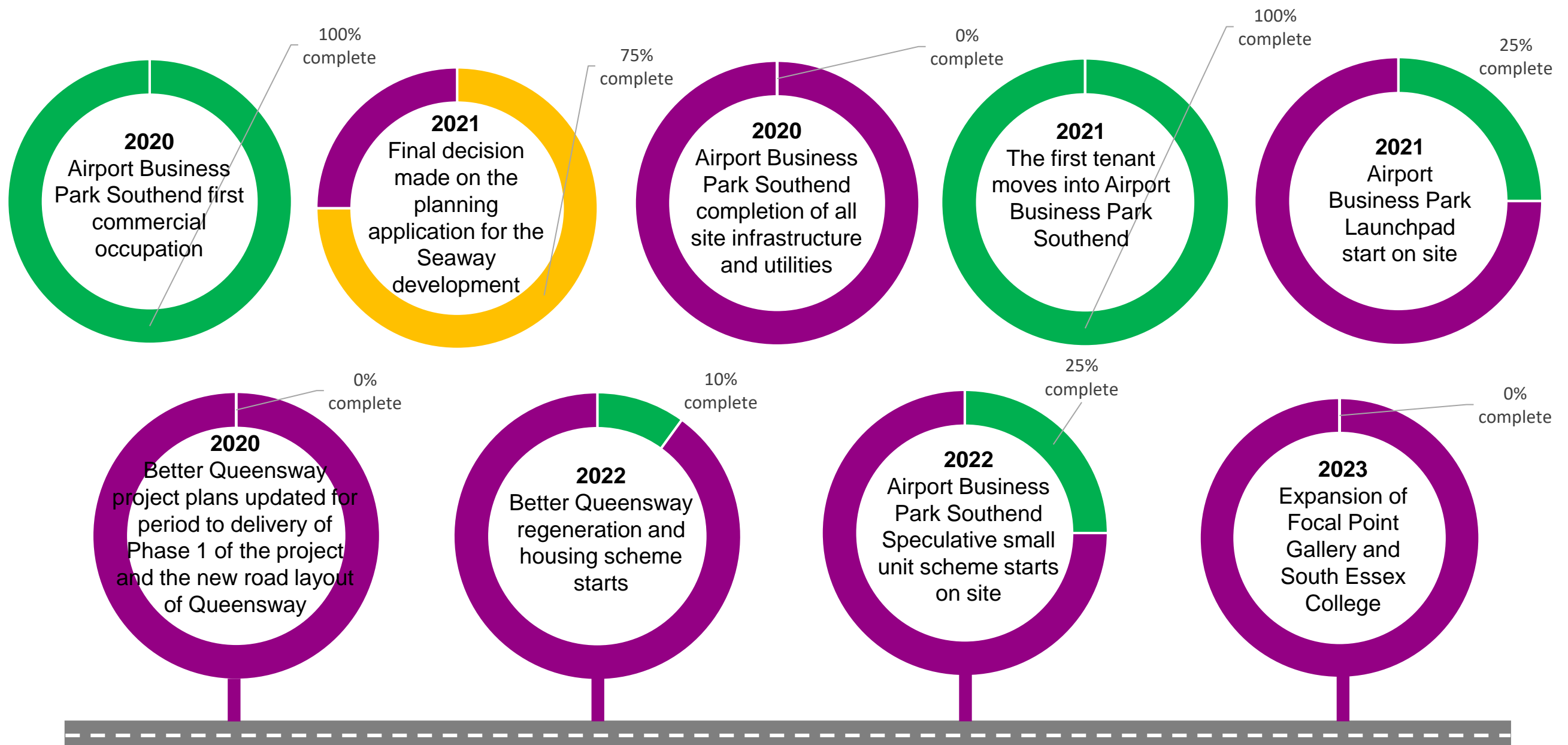
(cont.) Outcome 3 - Our children are school and life ready and young people are ready for further education, training or employment.





Outcome 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.

Outcome Success Measures require further development





Outcome 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.

Focal Point gallery visitor figures

Jul 2020 – 135,100

Aug 2020 – 335,156

Gallery reopened on 8 Jul 2020

includes exhibitions, events,
Twenty One, Big Screen, Railway
Bridge and offsite projects

Beecroft art gallery visitor figures

Venue remains closed

due to COVID-19

as at 31 Aug 2020

Amount of investment committed to Southend Cultural Organisations

Data available in Q2 2020/21

Number of successful applications to Arts Council England made from the borough

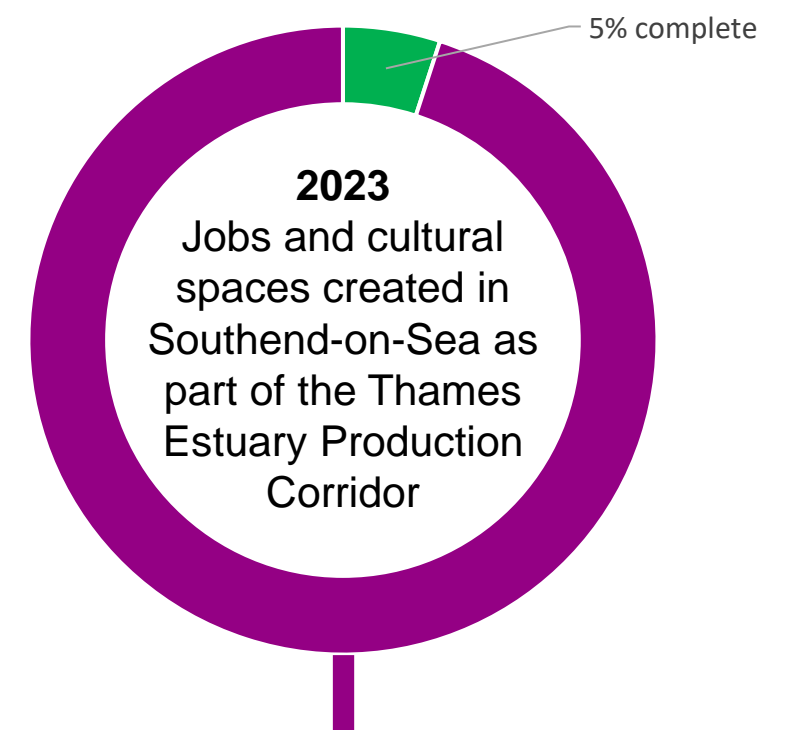
Grant programmes currently closed due to COVID-19
as at 31 Aug 2020

Arts Council England investment made to the borough across its grant programme (inc. National Portfolio Organisations)

£124,448

during its COVID-19 emergency fund period of Apr-Jun 2020

Annual data for 2020/21 not yet available





Outcome 6 - Southend provides fulfilling careers for our citizens, and enough job roles to match the needs of the population.

Apprenticeship Live Vacancies in Southend

38

as at end Q4 2019/20

vs. 30 Q3 2019/20

The following activities have been affected by the COVID-19 pandemic and therefore data for Jul-Aug 2020 is not available:

- Number of students commencing the 60 Minute Mentor programme
- Number of trainees commencing the South Essex Construction Training Academy (SECTA) programme
- Number of students benefitting from an Industry Champion encounter
- Number of students benefitting from Enterprise Advisor encounter
- Number of individuals trained via the Care sector-based academy
- Number of A Better Start Southend Skills Project beneficiaries

Number of economically active people in the borough

94,000 or 80.7%

as at 31 Mar 2020

vs. 79.1% in Great Britain

Total employee jobs in the borough

65,000

Full-time – 39,000

Part-time – 26,000

2018/19

vs. 66,000 in 2017/18



Outcome 7 - Southend businesses feel supported to respond to economic shock; adapt to evolving global markets; and have the tools to preserve their businesses by responding effectively and positively to change.

Number of businesses supported with recruitment or information sharing through SECTA

31

as at 31 Aug 2020
vs. 93 end Q1 2020/21

Number of business provided with redundancy support

5

as at 31 Aug 2020
vs. 4 during Q1 2020/21

Number of business mentors engaged via the 60 Minute Mentor programme

14

as at 31 Aug 2020

Number of businesses engaging with Southend Business Partnership via newsletters, briefings and meetings

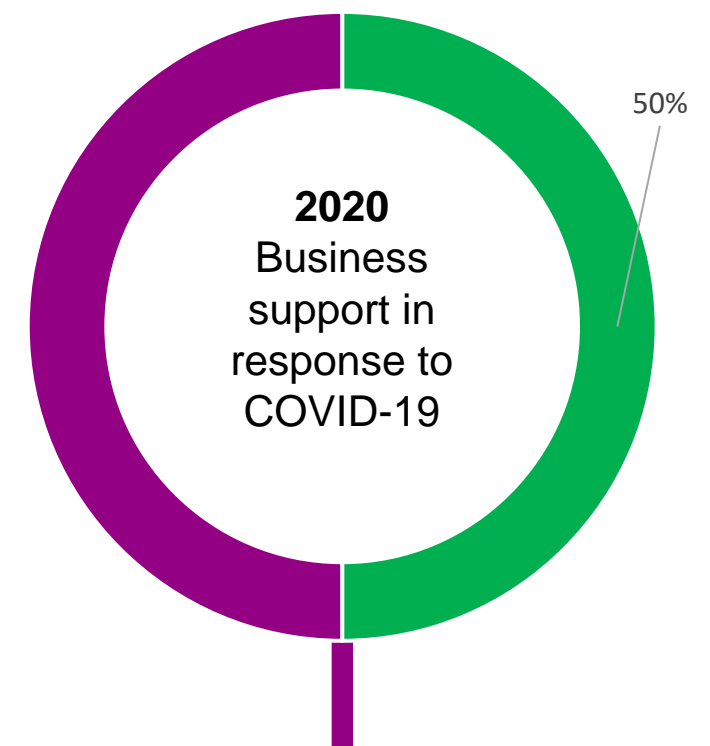
263

as at 31 Aug 2020
vs. 483 during Q1 2020/21

Members of Southend Business Partnership

771 businesses
1,188 individuals

as at 31 Aug 2020
vs. 736 / 1,139 at end Q1 2020/21





Connected & Smart Summary

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

Air quality continues to be monitored at the Air Quality Management Area along a stretch of the A127, Prince Avenue, Southend-on-Sea. This is in line with Department for Environment, Food and Rural Affairs technical guidance. The council's [Air Quality Action Plan](#) is currently being reviewed and will be consulted on shortly. Works have commenced at Prince Avenue junction. The works will improve the traffic flow around this location, as well as the air quality.

The first phase of works have been completed at Belton Way East. The popular route, which is used by people travelling to and from Leigh-on-Sea Station, has had its footpath resurfaced. It is part of wider slope and stability works to improve the route for residents, commuters and visitors. The works were carried out by Marlborough Highways and were completed in July. 90 per cent of the northern footpath at Belton Way East has been resurfaced.

The Bell Junction improvement works have commenced.

A consultation on the [Interim Transport Strategy](#) for Southend-on-Sea is being carried out on the Your say Southend platform. It will run until 28 October 2020. The interim strategy will guide local transport decision making.

An annual programme for improving roads and pavements has been developed and approved for 2020/21. A borough-wide permit to support short stay parking will be delivered by April 2021.

COVID-19 restrictions have delayed building of the Priory House care centre. The operational opening will now be June 2021. Regular conversations are taking place with key partners, including the NHS and Southend Care, in order to ensure an integrated approach.

A strategy is in development for the establishment of the 'Smart City' technology foundation, as well as planning and budgeting. The project to increase technology literacy among residents is still within the planning and research phase. So too are the collaborative technology tools project and implementation of the council's SmartSouthend real-time data warehouse.

The council has completed planning for the provision of more remote working tools for council employees. Research is also being carried out by the council on the Internet of Things, exploring the opportunities it will offer in terms of being able to share information and generate new revenue streams for the council and entrepreneurs. Upgrades to key council systems will be carried out, which will enable the roll out of more council services online to residents.



Outcome 1 - Working with the public transport providers to enhance and encourage the use of the existing provision moving towards a long term aspiration to open new routes enabling a wider accessibility to public transport options.

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

63%

NHT Survey 2018/19
vs. 67% 2017/18

**% people without a car
who found it easy to get
around the borough**

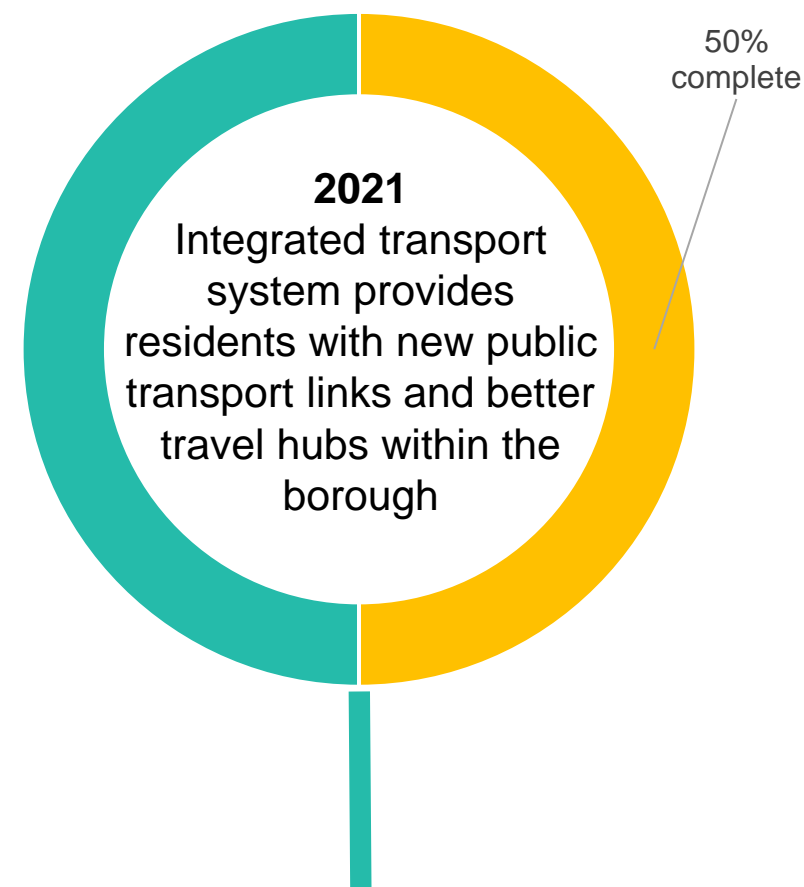
72%

NHT Survey 2018/19
vs. 72% 2017/18

**% people who found it
easy to get around the
borough**

75%

NHT Survey 2018/19
vs. 78% 2017/18





Outcome 2 - People have a wide range of transport options

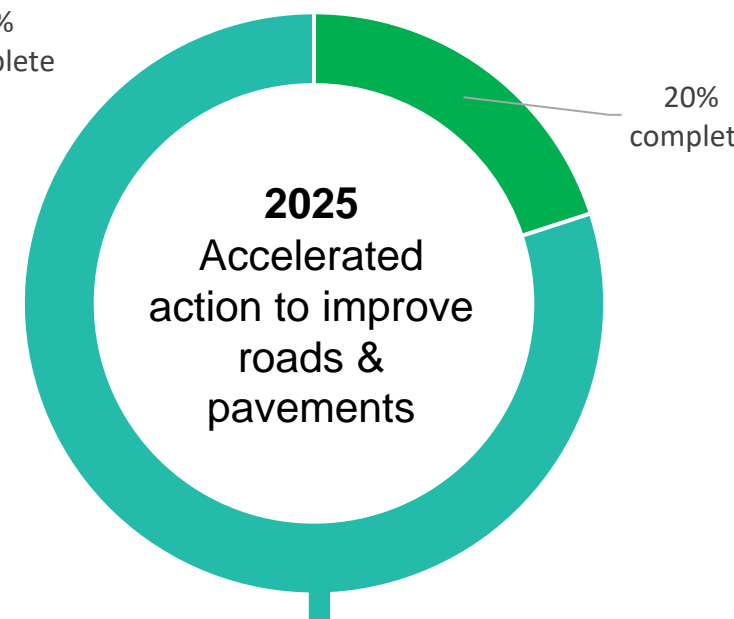
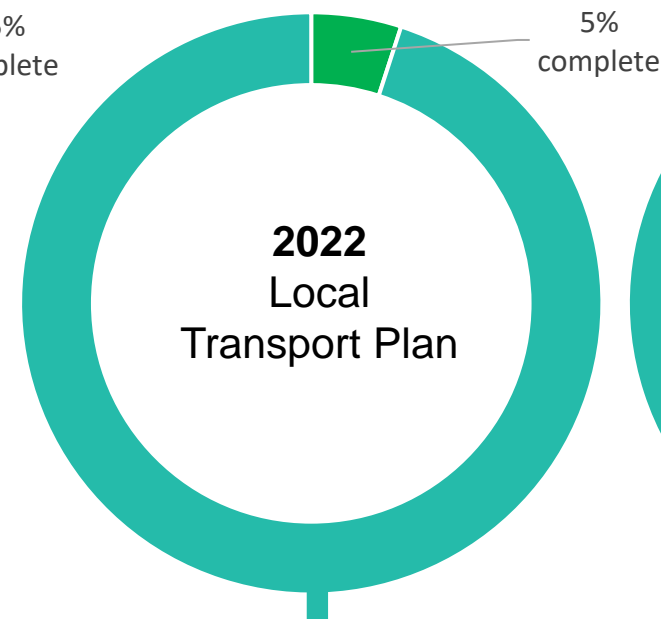
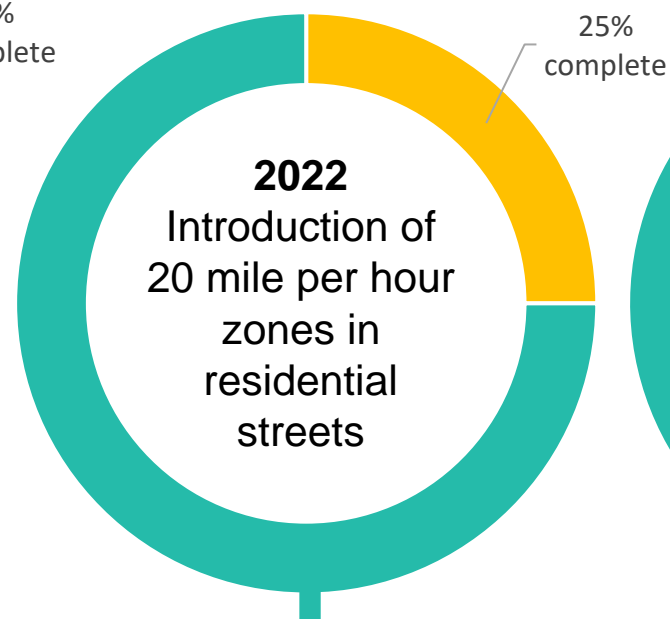
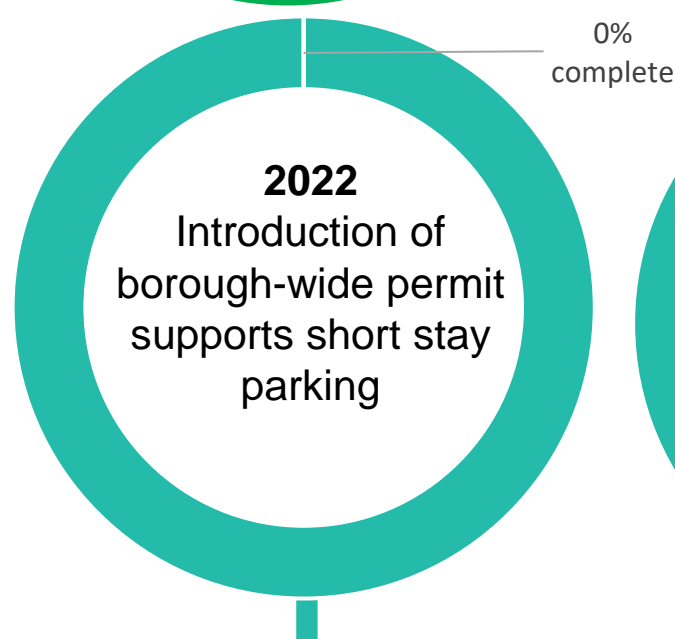
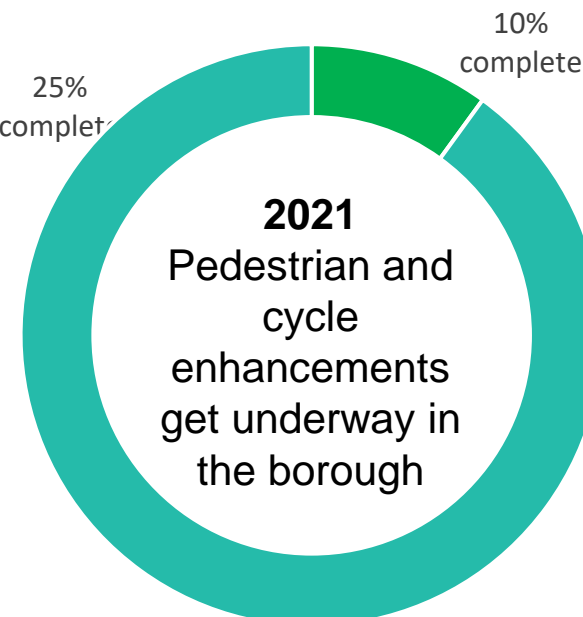
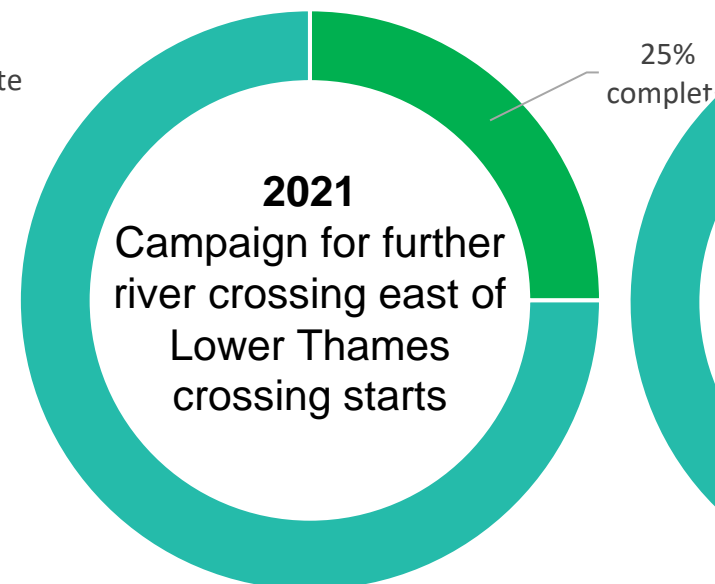
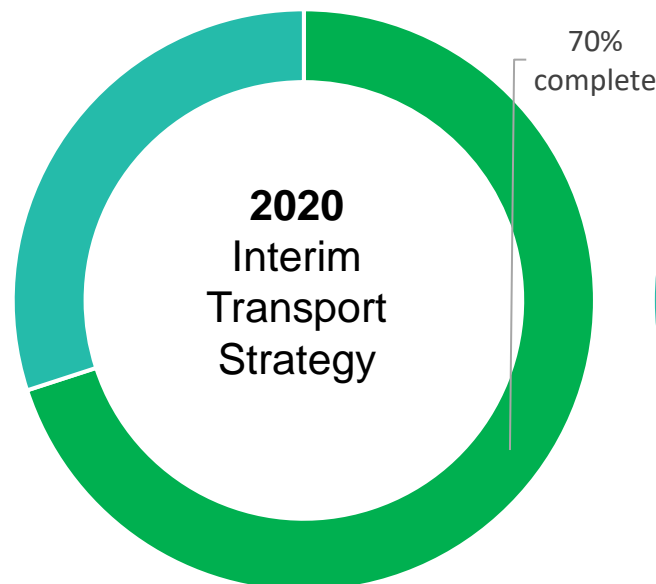
**Publicly available
electric vehicle charging
devices in the borough**

14

as at 31 Aug 2020

Outcome Success Measures requiring further development:

- Percentage of people who have applied for and taken up the travel parking permit
- Number of secure bike stands and number of people using bike hire scheme
- Uptake of active travel - number of people cycling and walking
- Analysis of modes of transport used





Outcome 3 - We are leading the way in making public and private travel smart, clean and green

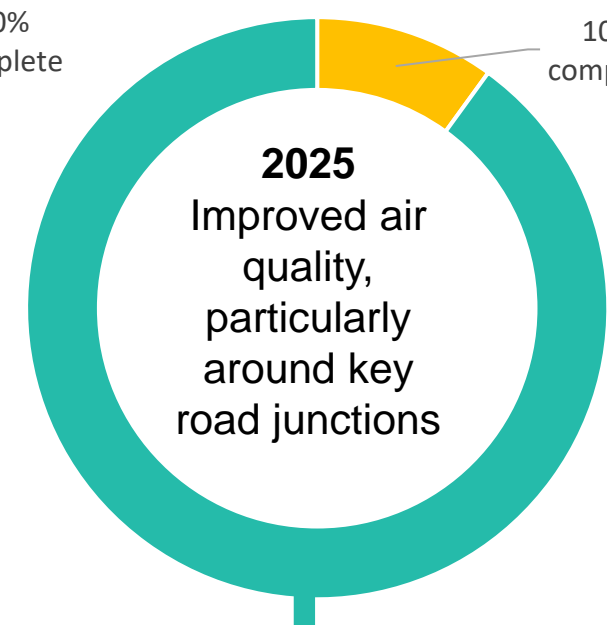
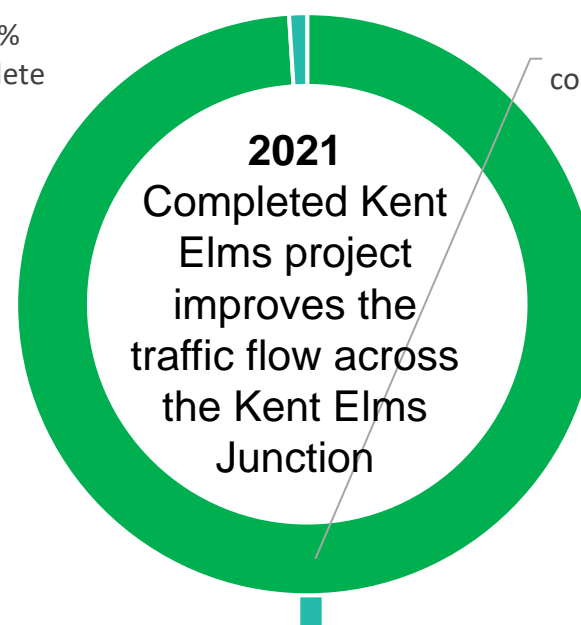
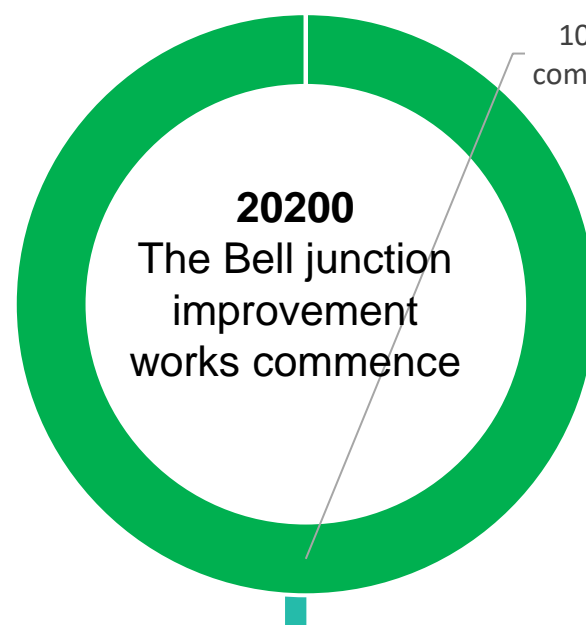
Outcome Success Measures requiring further development:

- Volume of borough-wide short stay parking permits
- Traffic counts across the borough as fed into multi-modal transport model



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Locations of the borough's 26 Air Quality Monitors, Southend Annual Status Report 2020





Outcome 4 - Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged

Number of
registered
MySouthend
users

63,227

as at 31 Aug 2020

% of respondents who
have used MySouthend

75%

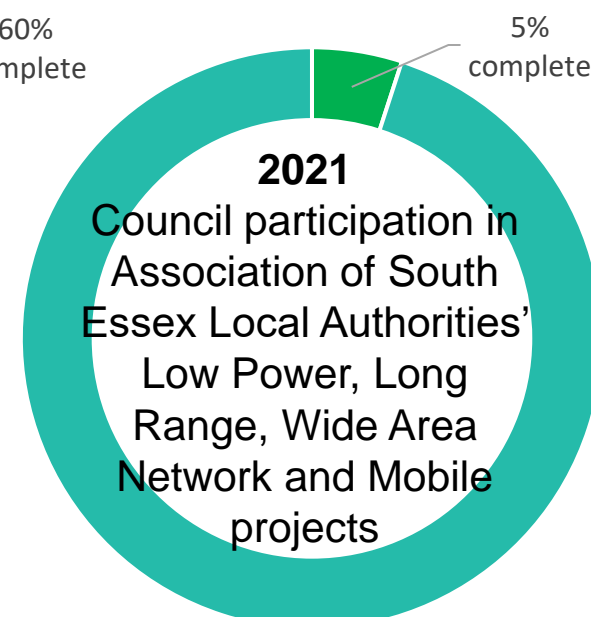
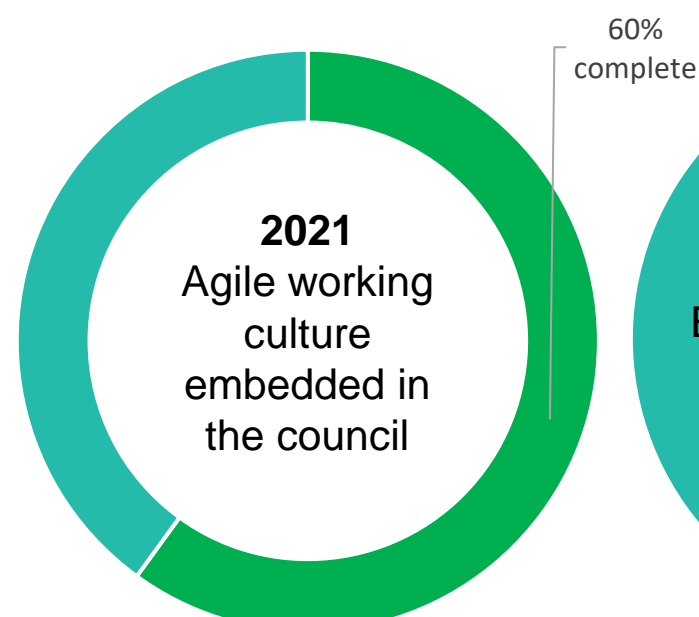
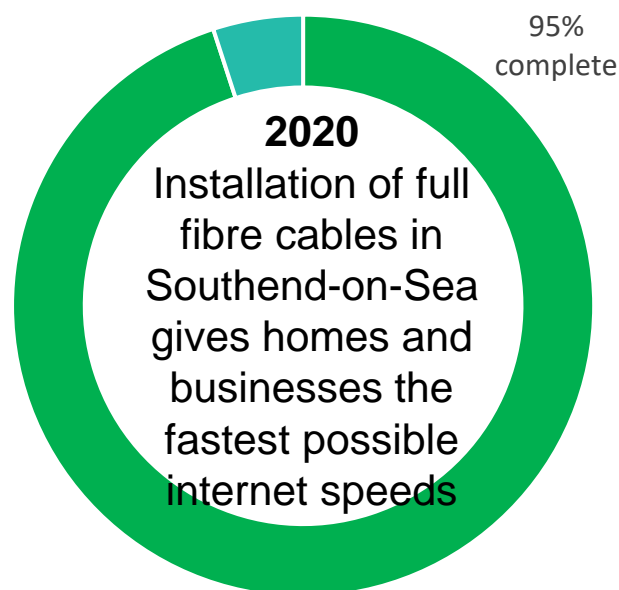
Residents' Perception
Survey 2019

vs. 37% in 2018

Number and % of MySouthend
service request forms completed
independently

14,645 / 84.2%

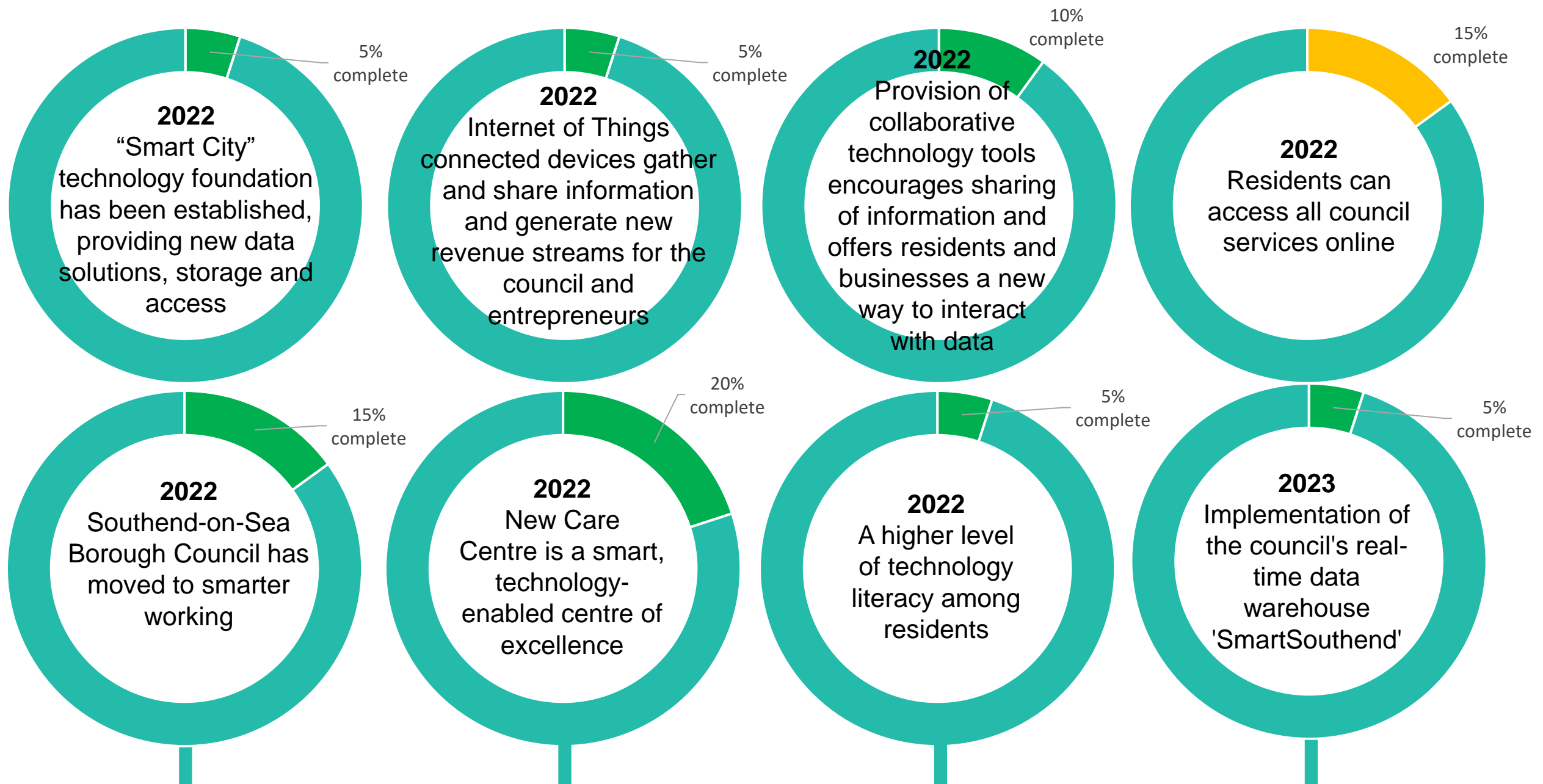
as at 31 Aug 2020
vs. 25,212 / 89.1% during
Q1 2020/21



*Milestones continued
over page...*



Outcome 4 - Southend is a leading digital city with world class infrastructure that reflects equity of digital provision for the young, vulnerable and disadvantaged.



Key: Link the Transforming Together Themes



Skills, Learning, & Development - To ensure TT has the right skillsets to tackle the right challenges, and leads in upskilling the entire organisation



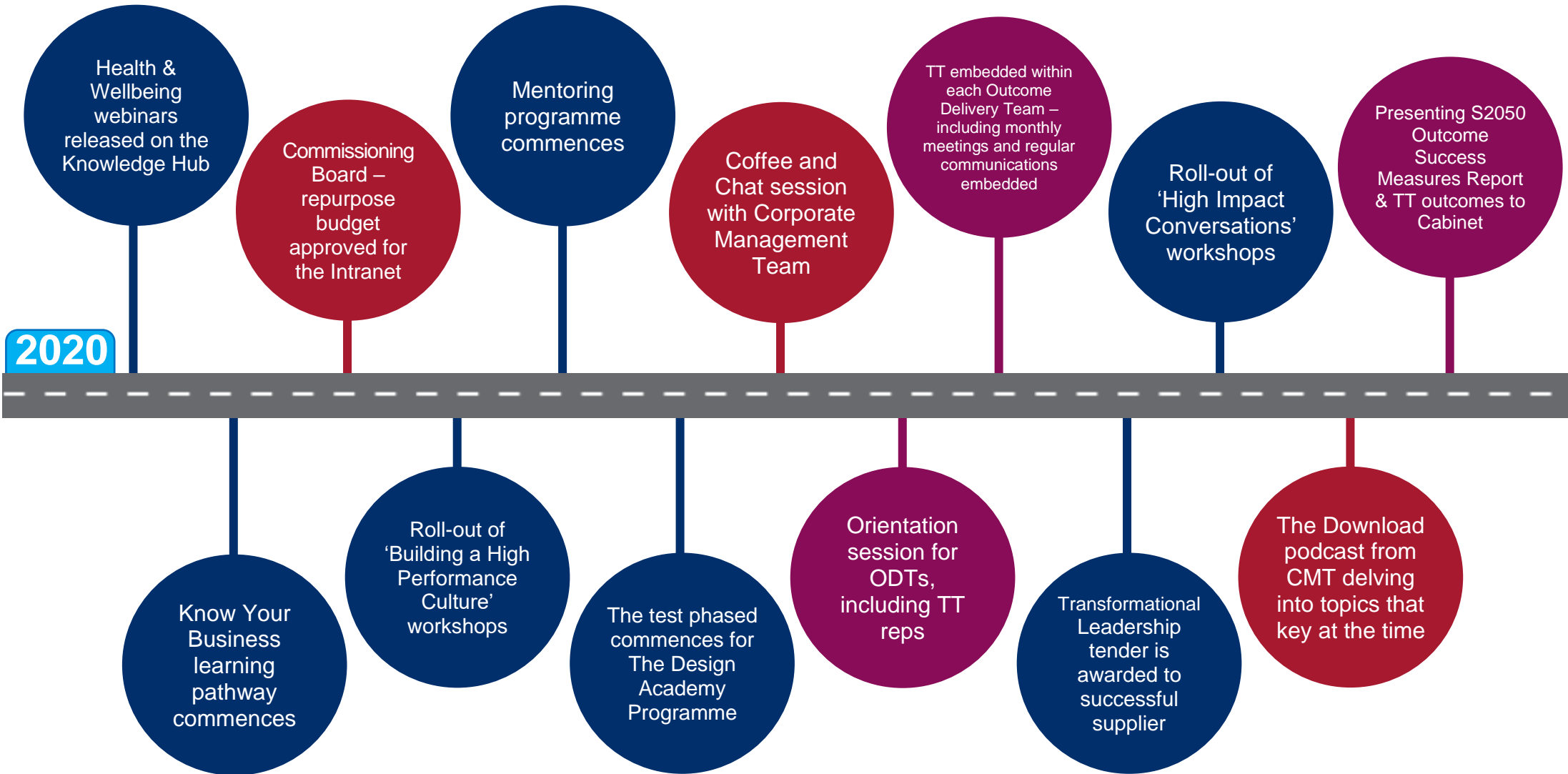
Behaviours & Culture - To promote TT as a model for how we expect Colleagues to act, modelling our Values & Behaviours and championing the best ways of working

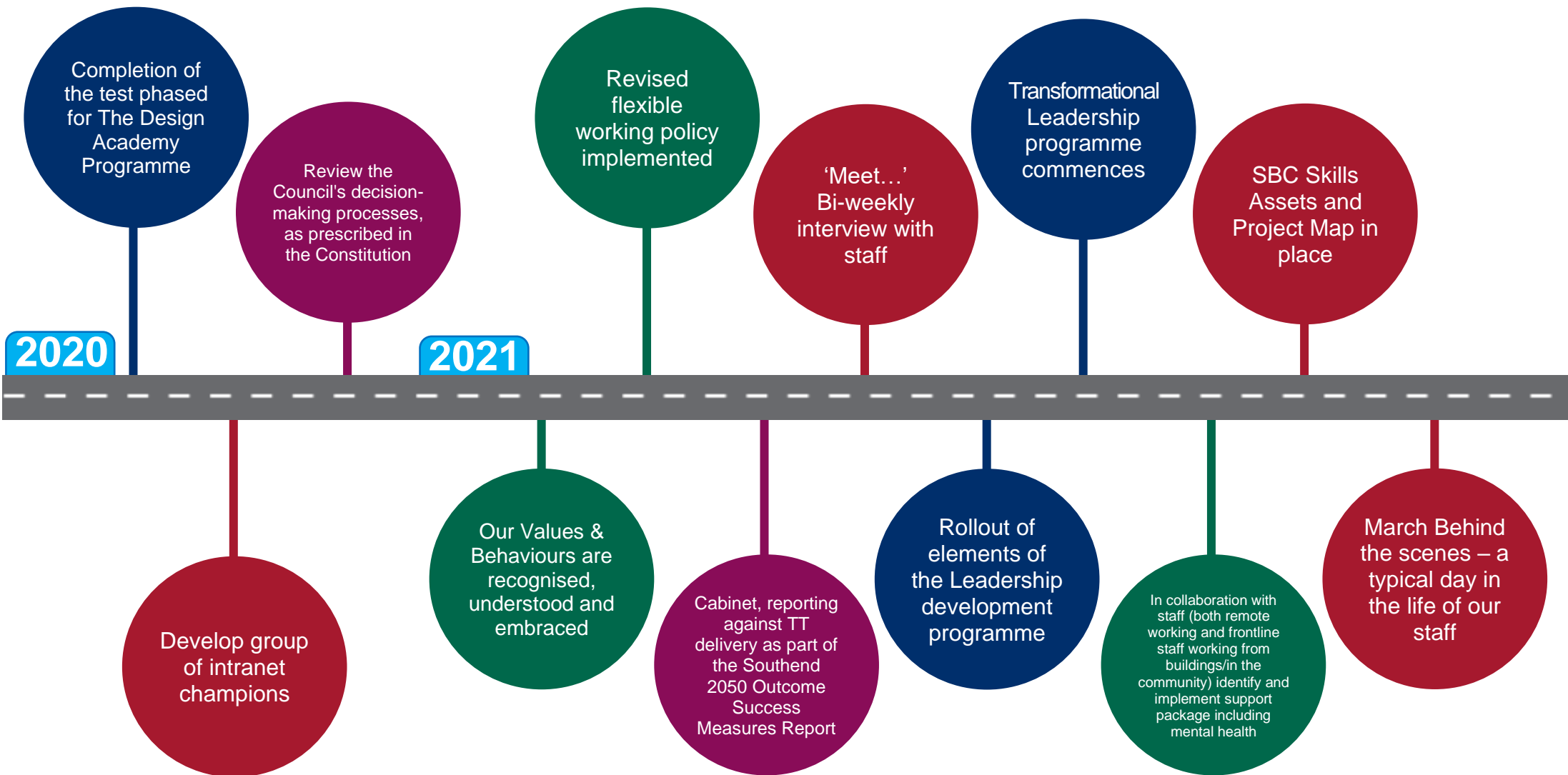


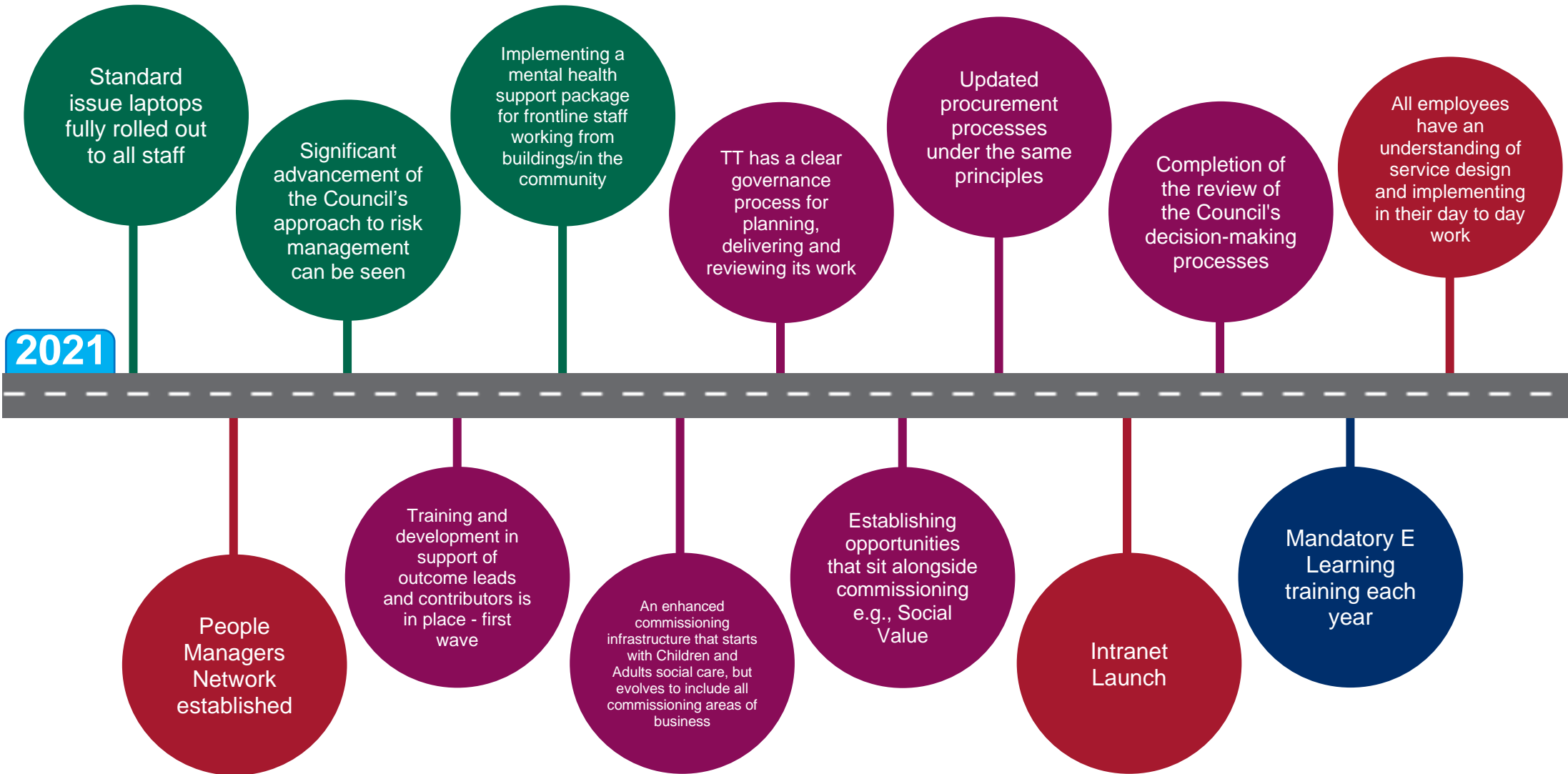
People & Networks - To keep TT at the forefront of people's thinking and an accessible network of engagement, support and opportunities

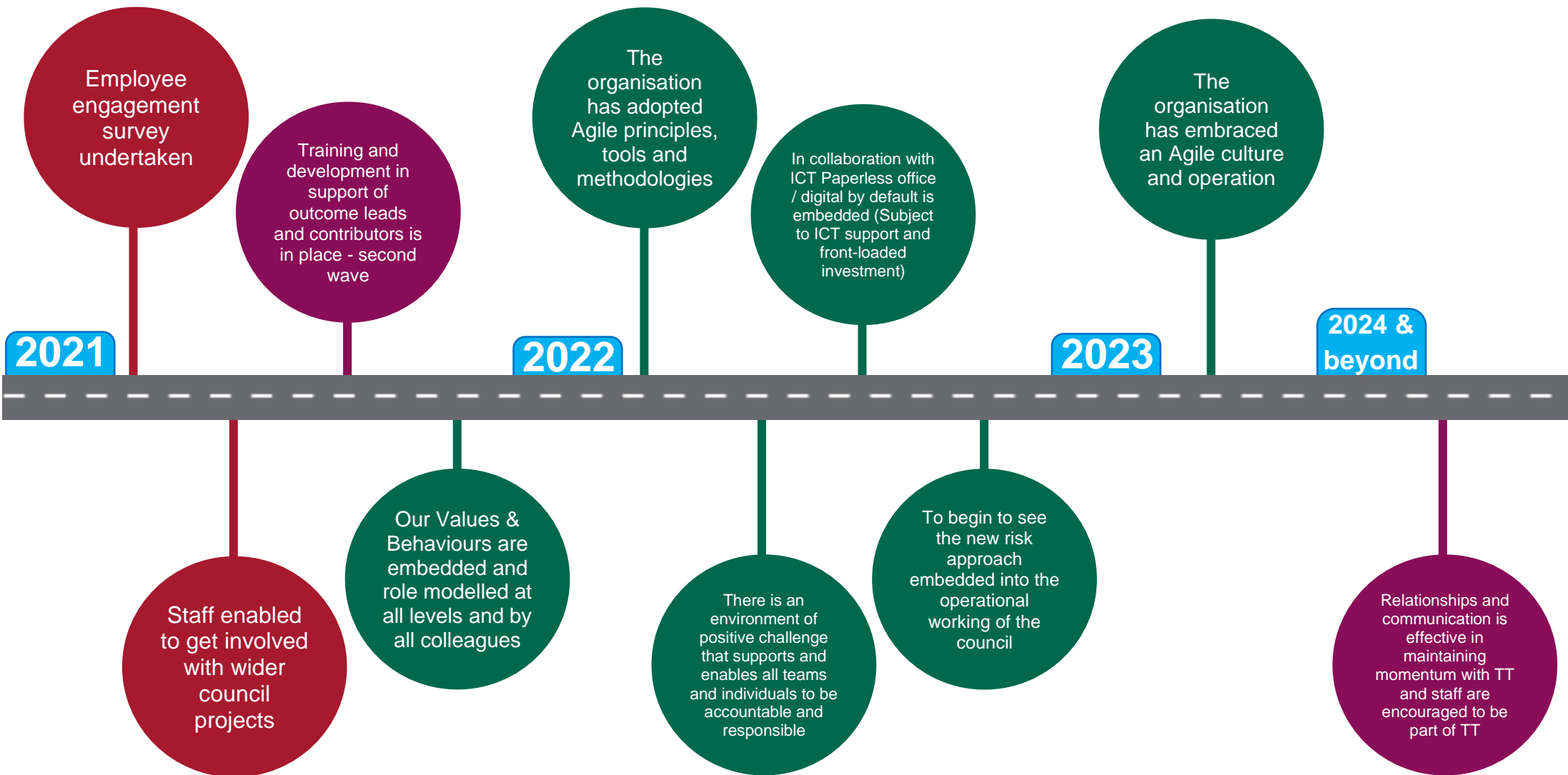


Managing TT and Corporate









2024 &
beyond

Increased
number of
staff bring
involved in the
TT programme

The Council is
a living wage
employer

Explore
options
relating to
future use of
Civic buildings

The Council is
moving
towards
financial
independence