

Southend-on-Sea Borough Council

Report of Chief Executive
To

EB / Cabinet

on

9 February 2021 / 23 February 2021

Report prepared by:

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Agenda
Item No.

Southend 2050 Outcomes Success Measures Report 1 September to 31 December 2020

Cabinet Member: Councillor Gilbert

All Scrutiny Committees

A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1. To report on the third period of the Southend 2050 Outcome Success Measures for 2020/21, covering 1 September – 31 December 2020.

2. Recommendations

- 2.1. To note the progress made on delivery of the Southend 2050 outcomes and activity on the roadmap as at 31 December 2020;
- 2.2. To note the continuing impact of Covid-19 and the iterative review of the Southend 2050 Roadmap; and
- 2.3. To agree the revised reporting schedule of the Southend 2050 Outcome Success Measures Report (as set out at 4.3 in the report).

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 (available for CMT and all Members to view online)
 - 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.
- 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 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 December 2020 can be found at **Appendix 1**.
- 4.3. Regular reporting against progress on the Southend 2050 outcomes enables the Council to robustly monitor and measure progress against the five themes. At the end of 2020 access to an online dashboard, updated monthly, was rolled out to all Members, providing any time access. This has enabled a review of the frequency of the Outcomes Success Measures report being presented to Cabinet. Therefore, the following cycle for reporting is proposed:

Report	Reporting period	To be presented to Cabinet
Outcome Success Measures Report	July – December	February
Annual Report	Financial year (including period of January – March)	June
Outcome Success Measures Report	April – June	September

- 4.4. Key insights for the current period are:
- 4.5. Despite the pandemic restrictions during 2020, volunteers delivered almost 6.5k hours of their time to the borough's causes and assets, and millions engaged with the council's cultural and tourism offers through its social media channels. The council picked up nearly 11.5k new followers across its social media channels during 2020.
- 4.6. Southend's combined NEET and Not Known figure is currently 6.1%, a decrease from last month's figure (9.0%). This sees Southend remain in the 3rd Quintile for this measure. This figure however is still below the national average of 8.2%, and below the stats neighbour average of 8.4%.
- 4.7. The cleanliness and repair of the borough's roads and pavements remains at a very high level, with 100% of safety inspections completed in timescale, 98-99% of serious defects repaired within timescale, and 99.95% of waste collections taking place on time.
- 4.8. The Community Safety Unit (CSU) has seen inevitable changes to the nature of their engagements during Q3, with begging, vagrancy and rough sleeping engagements up by 26% on Q2, but ASB engagements down 36% and street drinking engagements down 57%. The CSU has also assisted with 18% fewer crimes and undertaken 51% fewer targeted patrols.
- 4.9. The proportion of older people (65 and over) who were still at home 91 days after discharge from hospital into reablement / rehab services has grown month on month between September and December 2020. This reflects the impact of the pandemic, and the hospital not operating at full capacity, which has reduced the number of individuals requiring short term intervention under the reablement pathway from hospital.
- 4.10. The number of adults in contact with secondary mental health services increased by 25.9% from March to May 2020 and then began to decline from July 2020 onwards. Since June 2020, the proportion of these adults living independently with or without support has increased month on month to a current figure of 66.4% - eight points off the current target.
- 4.11. Year-end data from Arts Council England shows that over £2m of external funding was invested into Southend's cultural organisations during 2020.
- 4.12. Q3 saw a 15.8% decrease in the number of children residing in temporary accommodation (TA), with 217 children residing in TA at the end of Q3 compared to 258 in the previous quarter. An average of 265 households were in TA during Q3, compared to 191 in the same period last year. A shortage of low-cost accommodation remains an obstacle to reducing the number of households in TA, however options will be enhanced by the Next Steps Accommodation funding.
- 4.13. Between 1st October and 31st December 2020, the council ended its Homeless Prevention Duty to 84 households. Of these, 15 were supported to remain in their existing accommodation for at least six months and a further 34 were supported into alternative, settled accommodation.
- 4.14. The rate of ownership of electric vehicles increased slightly to 0.44% in Q3, however the rate of publicly available charging points remains at 7.6 (or 14 charging points

available in the borough), which is significantly lower than the national benchmark rate of 29.2.

- 4.15. During October 2020 (the latest available period for this dataset) there was a 1.9% increase in the number of people claiming Universal Credit whilst in work, compared to the previous month. The number of claimants that are out of work decreased slightly by 0.9%.
- 4.16. The percentage of hate crime victims that resided outside the borough fell to zero in Q3. This is attributed directly to pandemic restrictions in place between October and December 2020.

5. Reasons for Recommendations

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

6. Corporate Implications

6.1. Contribution to the Southend 2050 Roadmap

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

6.2. Financial Implications

The financial implications of delivering Southend 2050 including the refresh and update on delivering better outcomes for local residents and businesses are considered in the Draft Prioritising Resources to Deliver Better Outcomes – 2021/22 to 2025/26 report to Cabinet in January 2021 and final report being presented on 16 February 2021.

6.3. Legal Implications - No specific implications.

6.4. 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.

6.5. Property Implications

There are no property implications as part of this report.

6.6. 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. At the end of 2020, running into the first two weeks of 2021 the Council invited residents to participate in a Pulse Survey to capture experiences of the pandemic and aspirations for recovery.

6.7. 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.

6.8. **Risk Assessment**

The Council is reviewing the Corporate Risk Register in the light of the impact and implications of the pandemic.

6.9. **Value for Money** – No specific implications.

6.10. **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 in response to the pandemic there is a new outcome: 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 (July-August 2020)

8.3. Equality Impact Assessment to assess the impact of Covid-19

9. Appendices:

9.1. Appendix 1: Outcome Success Measures Report as at 31 December 2020

OUR
SHARED
AMBITION

SOUTHEND
2050
it all starts here

Outcomes Success Measures Report
Report #4 of 2020/21
Data as at 31 December 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.

Place branding development work continues. Concepts and brand narrative will be developed and agreed over the next 2 to 3 weeks. This is in readiness for a public launch in January 2021. Destination Southend, which is the council's updated tourism strategy, has been approved by Cabinet. The strategy's action plan started in November 2020.

Southend-on-Sea now has a record seven Green Flag awards. The Green Flag awards recognise well maintained parks and green spaces.

The Estuary Festival is on target to take place in May 2021. Metal, who are organising the festival, held a press launch in November 2020. All activities and events will be outdoor-based if necessary due to Covid-19 restrictions. 'The Caretakers' project, a six-part audio series involving Southend Museums and supported by Metal, received excellent media coverage, including in The Telegraph, as well as engagement on social media.

Engagement with visitors to the seafront in the summer highlighted the need to improve the visitor experience at Pier Head. The immediate focus will be on enhancing the offer at Pier Head. The medium and long term aim is to assess the financial viability of future building projects at the shore and Pier Head and to work with the Pier Museum Trust to develop an improved visitor experience. Cabinet approval for pier development works achieved in December 2020. Programme for first phase will be delivered during spring and summer 2021. The Cliffs Pavilion upgrade report is being prepared for consideration for capital investment. Conversations have resumed with HQ Theatres about contributing towards this project.

Anti-littering communications continue throughout autumn and winter (in line with Veolia's communications plan). Litter picking equipment is available for volunteers who sign up to do litter-picking activities. Veolia continued engagement with Street Champions and Community Liaison Group members to encourage participation where possible in line with COVID-19 restrictions. Veolia's work on adapting its education outreach in schools continues, looking at online content for lessons and extra-curricular activities for schools. The results of Veolia's Customer Survey carried out in September 2020 were very positive, indicating the current collection service is meeting the needs of residents. Satisfaction with waste collections was 92.1% (up from 86% in 2018) and Recycling Centres was 91.7% (up from 88% in 2018). The council is currently in dialogue with Veolia to agree an extension to the current contract providing an end date of March 2031. If this is not deemed value for money, a full procurement will be launched (already in planning). Stakeholder engagement is planned if a new procurement exercise is run. The negotiation is set to be concluded by March 2021.

Tree planting resumed in October 2020 and the programme is on track, with 400 trees planted and 58 felled to date.

A sustainable drainage system has been installed at Southchurch Park East car park (see photographs). It is part of sustainable drainage project 'SPONGE 2020'. The sustainable drainage system will reduce the amount of rainfall entering sewers and prevent flooding. Construction of another sustainable urban drainage system on London Road started at the end of summer and continued throughout the period. It uses a crated system incorporating seven tree pits.

The Telegraph

'It's like we're putting the Anglo-Saxon prince to bed': behind the scenes at museums in lockdown

Artist Eloise Moody collected audio recordings from museum caretakers during lockdown, and the results are mesmerising

By Lucy Davies
16 July 2020 • 3:01pm





Pride & Joy Summary

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

Our annual coastal asset condition survey finished in September and the results have been fed into the council's shoreline strategy. In summer, the Department for Environment, Food and Rural Affairs published a new coastal and flood erosion risk management strategy. This will inform the council's flood risk management strategy, which is due to expire in 2021. Work to refresh it will begin this year, along with updating the Combined Essex Flood Risk Management Plan.

The Environment Agency is reviewing the outline business case for the Shoebury Coastal Management Scheme. Cabinet will be informed in early 2021. The planning exercise for the East Beach area has commenced. This is part of the development framework for the seafront. Repairs to coastal assets damaged by the winter storms continues.

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.

Monitoring of air quality continues at the Prince Avenue Air Quality Management Area. The council's air quality action plan is being reviewed and will be consulted on shortly. Works have commenced at Prince Avenue junction, which should improve traffic flow and air quality in this location. The works are due for completion Spring 2021.



Green roof cycle shelters have been installed in the High Street (see photograph). The shelters use a lockable system, which should prevent theft and vandalism of bicycles. The shelters give our increasing number of cyclists a safe place to leave their bikes and support sustainable travel. The paving programme has continued throughout the period with the London Road and Victoria Circus elements due to be completed by April 2021. The National Productivity Investment Fund-funded works on the High Street (in the areas of Warrior Square, Whitegate Road, York Road and Tylers Avenue) are complete - except for the planting of the new planters and seating, which should be completed in the next couple of months.

The council's 'Shop Local, Shop Southend-on-Sea' campaign was relaunched to coincide with the lifting of restrictions on 3 December 2020. Revised digital assets were made available for businesses and shoppers to share on Facebook. Businesses were encouraged

to use the hashtags #shoplocal and #shopsouthendonsea. The best festive business competition was run as part of the campaign.

Two of the borough's informal cold-water swimming groups, which have surged in popularity over the course of the pandemic, were featured in The Guardian newspaper in December 2020. The [article](#) contained fantastic images of the swimmers, our coastline and beaches, and stated, "Swimmers say working from home [as a result of the pandemic] has given people more time to enjoy simple pleasures and the sea allows a moment to step away from normal life in uncertain times."



The Guardian picture essay
Bluetits and Bluebells:
Essex's open water
swimmers - a photo essay

With fewer people travelling abroad this year, open water swimming has gained popularity in Essex, particularly among women. Photographs by Stefan Roussens. Written by Sam Russell
by Press Association



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

Spotlight on...

Timeless Tales

Southend Museums has been uploading a weekly reading of a story from our beautiful Victorian Parlour in the Prittlewell Priory. The stories relate to our buildings and collections with several episodes so far on stories written by the children of the Scrutton family, who lived at the Prittlewell Priory from 1887. We are looking to use our collections to inspire children to send in their own creative writing that will then be read out in future episodes.



Analysis of key communications campaigns on social media

Influencer campaign

Used four social media “influencers” to reach new target audience with Christmas safety messages

- Combined **impressions**: 319,354 (105% increase from previous influencer campaign)
- **Engagement** with posts: 94,937 (269% increase on previous influencer campaign)

#Quit4COVID public health video

A high quality video commissioned by public health as part of their stop smoking initiative. The video utilised real Southenders and their stories about quitting smoking to try and inspire inveterate smokers to quit in light of the pandemic.

- **Reach**: 11,152
- **ThruPlays** (number of people who watched the video to completion): 2,689

The video was noticed by ASH (Action on Smoking and Health) UK and was commended and used (with our agreement and credit) in their online marketing

LEAP energy

Advert promoting the LEAP (Local Energy Advice Partnership) which gives advice, grants and help to those struggling to pay for heating over the winter period

- **Reach**: 22,209
- **Clicks** through to information page: 791

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

6,421

YTD at Q3 2020/21

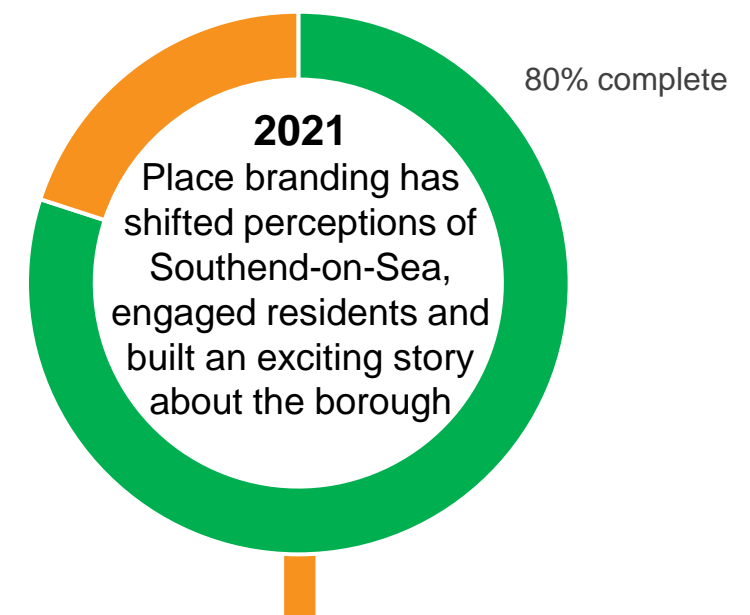
vs. 14,493 same period 2019

% 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%





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.

Number of visitors to the borough's cultural and tourism social channels* in 2020**

Visit Southend – 5,099,001
Southend Museums – 880,023
Focal Point Gallery – 569,620
Southend Pier – 526,995
Beecroft Gallery – 359,371
Southend Libraries – 694,574
Make Southend Sparkle – 150,928

**Facebook, Instagram and Twitter*

Number of visitors to the borough's cultural attractions

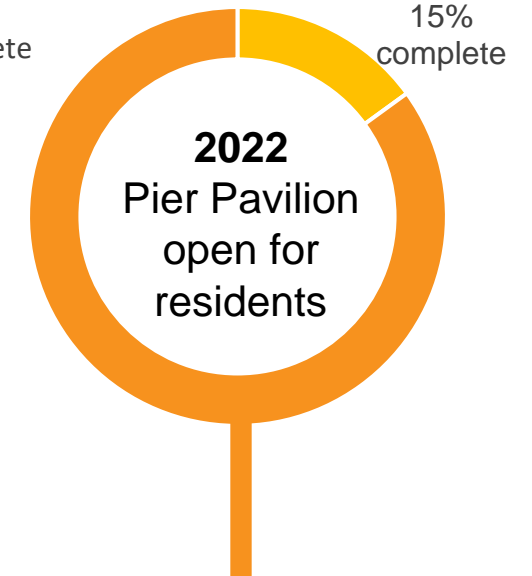
The Forum - 96,933
Southend Museums – 3,111
Focal Point Gallery – 3,343
The Pier – 168,691
Arts & cultural events– 11,800
The Big Screen – 140,000 (estimate)
The Railway Bridge – 103,000 (estimate)
Offsite projects – 40,000
[Venues such as Twenty One, Southend Theatres, Old Waterworks, Beecroft Art Gallery, Metal and TOMA closed due to pandemic restrictions]

end Q3 2020/21, all figures cumulative YTD

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

7

at 31 Dec 2020
+1 vs. Q2 2020/21



"We enjoy walking, mainly the sea front and cliff gardens. We often visit all the museums. We enjoy the Pier and Cliff Lift. We love Old Leigh and always visit the Heritage Centre if it's open."

Culture Vision Survey respondent



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

at 31 Dec 2020

Beach cleans by Veolia

Daily

During the Winter season...

- litterbins are emptied as frequently as needed to ensure they don't overflow
- litter-pickers are on duty every day in all areas, including beaches
- beaches are raked as often as needed

Volunteer-led Community Beach Clean events

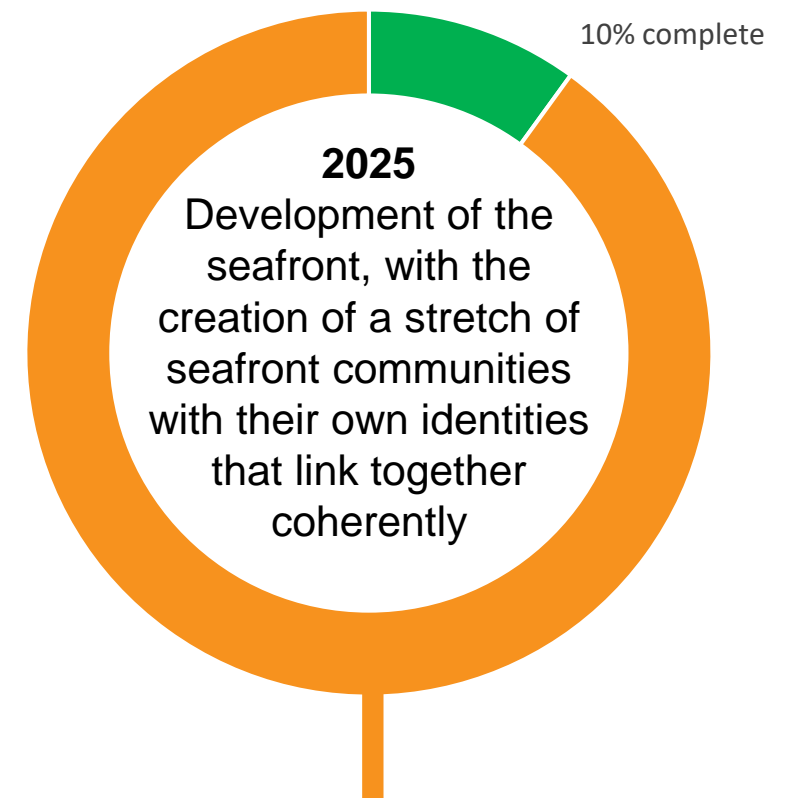
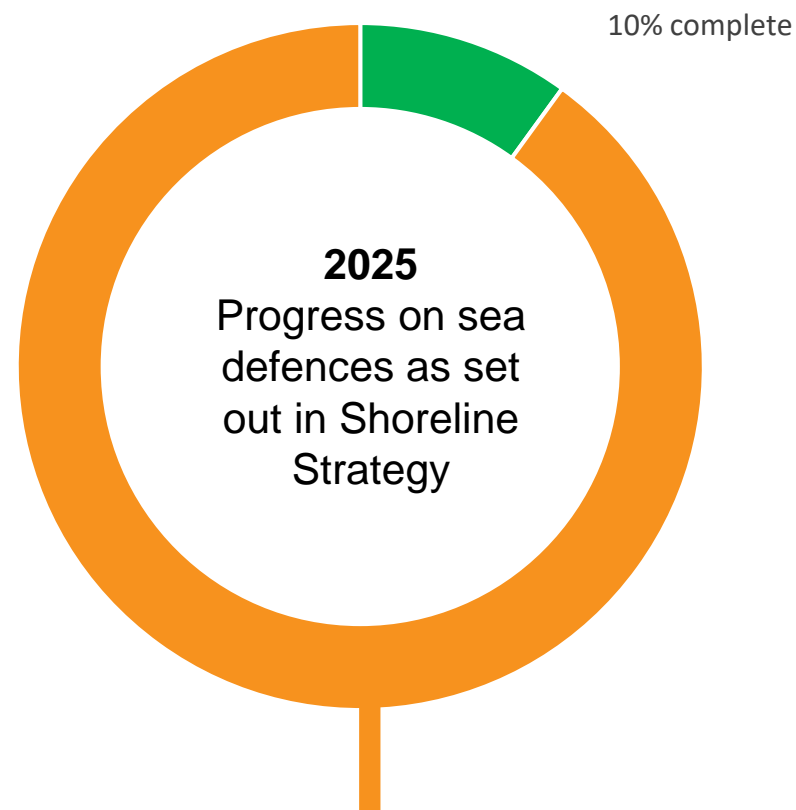
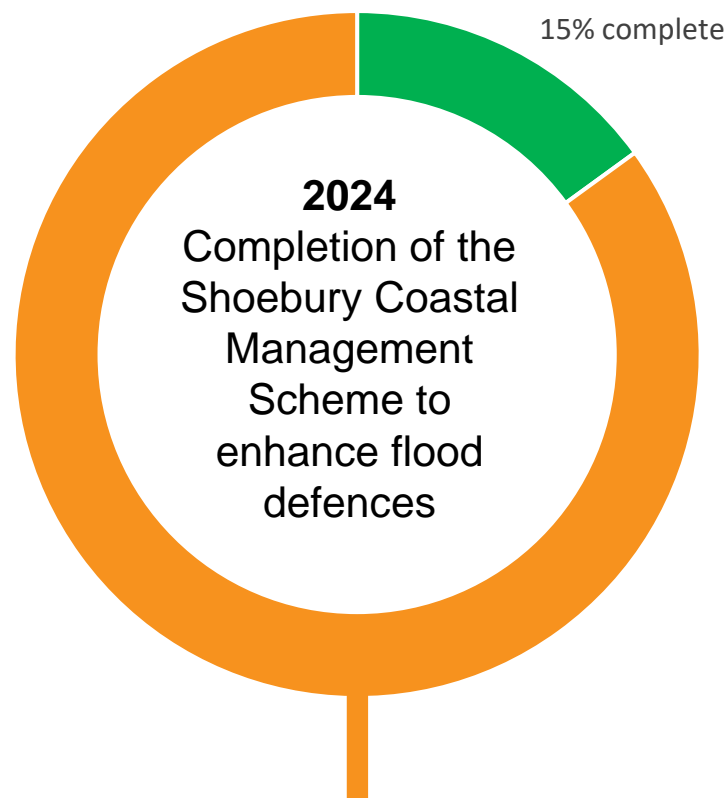
Awaiting data

at 31 Dec 2020

Anglian Water-led Beach Clean events

Awaiting data

at 31 Dec 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**

99.81%

end Q3 2020/21
+0.1% vs. end Q2 2020/21
Target: 95%

**% acceptable standard
of cleanliness: detritus**

98.98%

end Q3 2020/21
+0.1% vs. end Q2 2020/21
Target: 94%

**% waste collections
carried out on
schedule**

99.95%

end Q3 2020/21
no change vs. Q2 2020/21
Target: 99.96%

**% safety inspections of
roads and pavements
completed within timescale**

100%

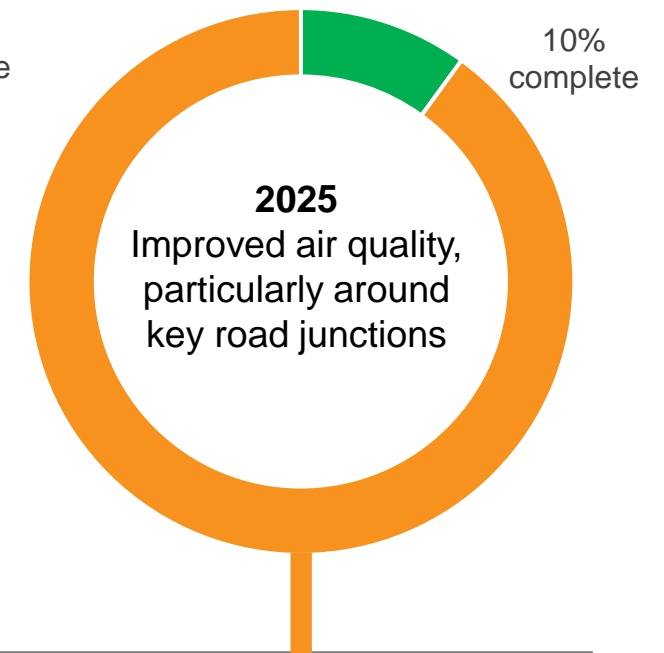
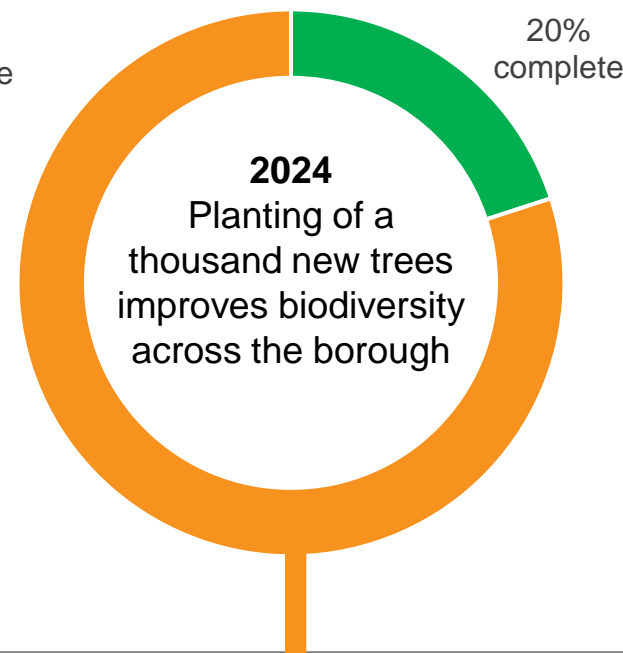
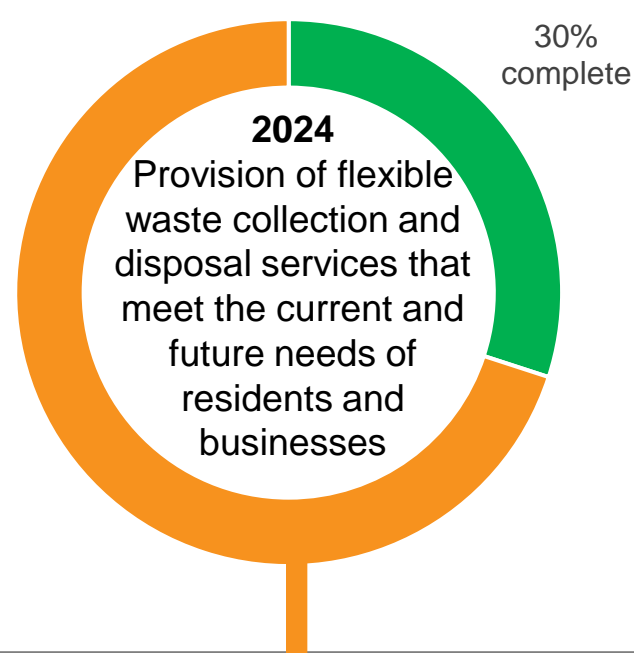
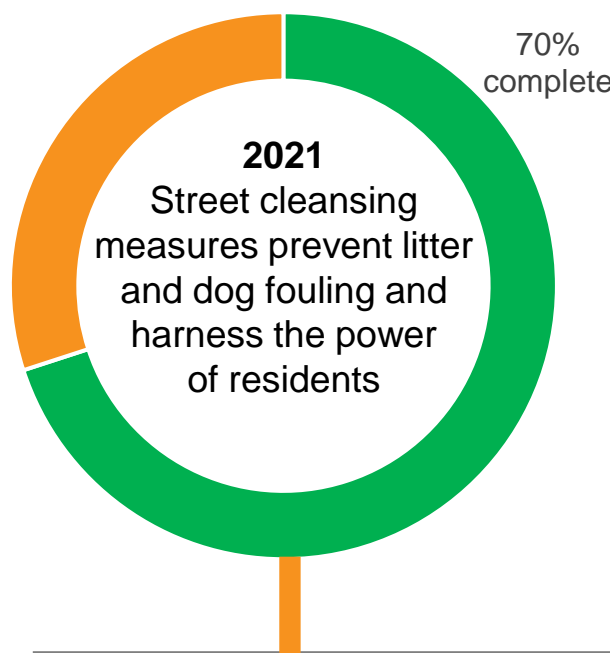
Q3 2020/21
+1% vs. Q2 2020/21
Target: 90%

**% serious defects made
safe within response times**

Roads: 98%

Pavements: 99%

end Q3 2020/21
vs. 100% / 94% at end Q2 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

Southend-on-Sea's violence and vulnerability strategic group is driving a coordinated approach across the council on modern slavery, including on data collation and pathway referrals. A new publicity and engagement programme is imminent following the previous 'See the Signs' campaign and work around establishing an approach for people with mental health issues caught in criminal exploitation.

The council's Community Safety Unit (CSU) is engaged in a council-wide enforcement review. External contractor Stambridge continues to provide additional support to the CSU to complete targeted patrols and respond to any issues.

An application for Purple Flag status has been submitted and is due for review January 2021. The Purple Flag accreditation scheme allows the public to identify town and city centres that offer an entertaining, diverse, safe and enjoyable night out. Work on the night-time economy Safe Haven Hub Pilot scheme went live on 4 December 2020 – this was briefly active but due to Tier 4 restrictions and the following national lockdown, it has scaled back on its operations. Work is on-going with this pilot. The Night Time Economy Group continues to meet once a month and is accountable to the Community Action Group.

A local steering group has met to progress the recruitment of a cadet manager to develop the cadet programme and to do more to engage young people in light of the impacts of COVID-19.

Better Queensway housing programme is progressing well and partnership working is continuing with the LLP in regards to the housing and decant elements of the project. A Housing Needs survey was completed in Q3 which looked to further understand the needs of the secure tenants currently living on the BQ estate. The survey results are now being analysed and will assist in the planning of the next stages of the design and the decant proposals.

Work on the pipeline of potential housing sites continues to be developed by teams across the council. High level feasibility has now been completed on the first 3 tranches of sites and work is underway on the remainder of the sites that make up the pipeline.

Liaison is continuing with Homes England in regard to the development of their site at Fossetts Farm as it moves towards to the planning stage. Work is also continuing to progress on the Roots Hall housing development, which in turn is paving the way for further housing development as part of the football stadium development at Fossetts Farm. The 2020/21 Acquisitions Programme is progressing well with nine properties now having completed (£1.7m inc. Stamp Duty Land Tax (SDLT)) and a further 11 in solicitors' hands (£2.8m inc. SDLT) - total forecast spend in financial year £4.5m (Property & SDLT only). The council has also been successful in receiving Next Steps Accommodation Programme capital funding for acquiring Move on Accommodation and 20 one-bed properties are now in solicitors' hands for this project.

Work is continuing to bring forward further housing on Housing Revenue Account (HRA) sites as part of Phases 3 & 4 of the HRA Land Review programme and Modern Methods of Construction (MMC) pilots. A contractor has been appointed for the Archer Avenue MMC Project and both Saxon Gardens MMC sites have received planning permission. Phases 3 & 4 of the HRA Land Review project have now progressed to the final design stage.

We have supported 80% of the original ('Lockdown 1') cohort of rough sleepers to move into more sustainable accommodation. Additionally, we have now progressed some key routes of support, including the rapid assessment hub, which provides 5 single Covid-secure self-contained units of accommodation now being operational. We have also supported 40% of our EU nationals to gain their eligibility status in the UK and have assisted 80% of them to make EUSS applications for settlement status (awaiting decisions). We have successfully bid for additional resources from Public Health England to address drug and alcohol use among the homeless / rough sleepers accommodated since the start of the first lockdown in March 2020. This funding is being used to recruit a range specialist roles that will work across the acute and community health system, as well as within local substance misuse services.



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

This funding (over £317k) is further to the Next Steps in Accommodation funding secured from Ministry for Housing, Communities and Local Government (MHCLG) and Homes England, and which will target both support and accommodation for rough sleepers and those recently supported from the streets into temporary accommodation. The council's new Severe Weather Emergency Plan for 2020-21 has just been published and details support that will be put in place in the event of sustained adverse weather.

The council is working to create 20 miles per hour zones around schools. Two 'School Street' pilots were implemented in November 2020 at Greenways Primary School and Leigh North Street Primary School. These are using experimental traffic orders that will run for 12 months. The pilots are being monitored to enable evaluation of their success to be determined. Bournes Green Infant School and West Leigh Junior School will be next, but there is now a need to wait for the schools to re-open after the current national lockdown. Richmond Primary School cannot accommodate a 'School Street', however we are seeking to use another method to improve the situation at the school with CCTV enforcement of the "School: Keep Clear" carriageway markings.

The council's Green City Action Plan has been prepared following consultation the Environment and Planning Committee. The range of indicators reported on are being enhanced to focus attention on the issues that will make a difference to the climate change challenge. The Climate Disclosure Project toolkit has been used to review the council's progress on climate change. The council received a climate change adaptation score of A-, a mitigation score of C and an overall score of C. This has informed the measures to be focussed on within the Green City Action Plan that is being presented at Cabinet on 14 January 2021 for adoption.

In October 2020, Southend-on-Sea Borough Council, along with nine other local authorities, were awarded £3,000,000 funding through the Green Homes Grant Local Authority Delivery (LAD) project. The consortium is set out to deliver 450 significant low carbon measures to 300 eligible households. The scheme aims to help low-income homes keep warm by improving their energy efficiency rating and reducing energy bills, as part of the Warmer Homes LAD programme.

The nitrogen dioxide levels at Air Quality Management Area 1 have been improving since 2015, reducing from 50 to 45 ug/m³ by 2019, and in 2020 the provisional data indicates that this has reduced further to 36.6 ug/m³, with the impact of Covid-19 lockdowns reducing traffic flows being demonstrated to have reduced traffic emissions by up to 50% nationally and locally. The Air Quality Management Area 2 in respect of Victoria Avenue, West / East Street and Fairfax Drive / Priory Crescent has now been declared, sealed on 10 November and submitted to the Department for Environment, Food and Rural Affairs. The council is required to produce an Air Quality Action Plan within 12 months. Our first Air Quality Action Plan was published in 2018. The council will commence the consultation on the Air Quality Action Plan 2, which will aim to improve air quality around the Air Quality Management Area 2. Works have commenced on the road layout at the Bell Junction at the location of the Air Quality Management Area 1, and the Air Quality Action Plan for that area will also be refreshed at the same time.

A proposal for an integrated pathway of children's services, including community paediatrics, was taken to the Special Educational Needs and Disabilities (SEND) Joint Commissioning Group in this period. At present there is no single coordinated way to access services for children with neurological needs, and the Group noted the complex journey that children, young people and their carers and families have to face to get support with needs such as ADHD, autism and behavioural disorders, for example. There was unanimous agreement that a change in the pathway would lead to an improvement in children and young people's experiences. The Southend Clinical Commissioning Group has committed to part-funding the resources needed, with additional funding available through the NHS and the Public Sector Health Grant. This £200K development over two years provides an exciting step forward to ensure that children and young people are supported, and that the voice of children, young people and their families are included when designing how the pathway will work.



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 – 212 vs. 168 (+26%)
Street drinking – 72 vs. 170 (-57%)
Antisocial behaviour – 203 vs. 319 (-36%)

Other:

Crimes assisted – 71 vs. 87 (-18%)
Targeted patrols undertaken – 1,845 vs. 3,749 (-51%)
Q3 2020/21, all figures vs. Q2 2020/21

Domestic abuse incidents

2

per 1,000/pop
at end Q3 2020/21
no change vs. end Q2 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%

Violent crime with injury

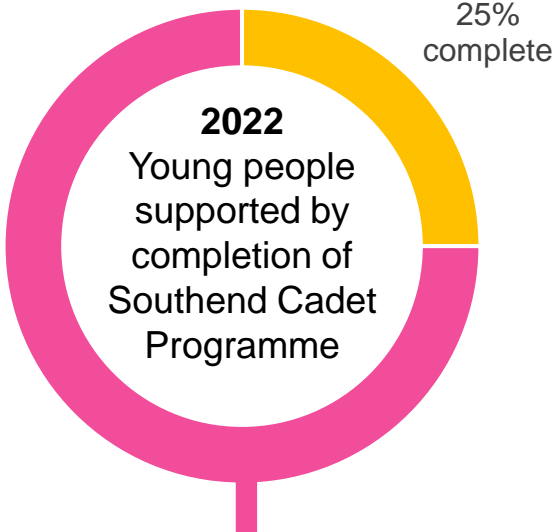
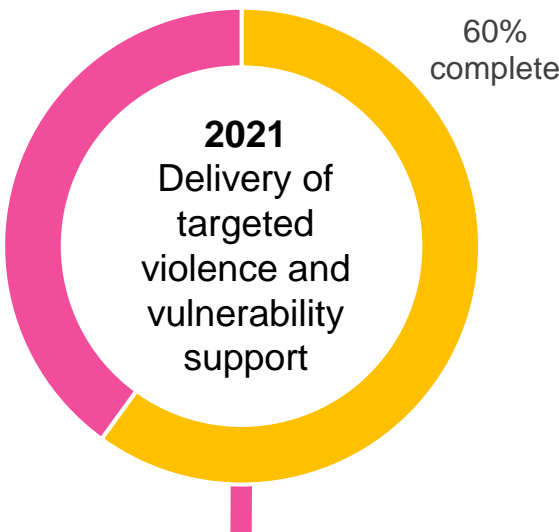
0.67

per 1,000/population
at end Q3 2020/21
vs. 0.87 at end Q2 2020/21

Violence against the person offences

8,320

rolling 12 months to 31 Dec 2020
-5.7% vs. same period in 2019





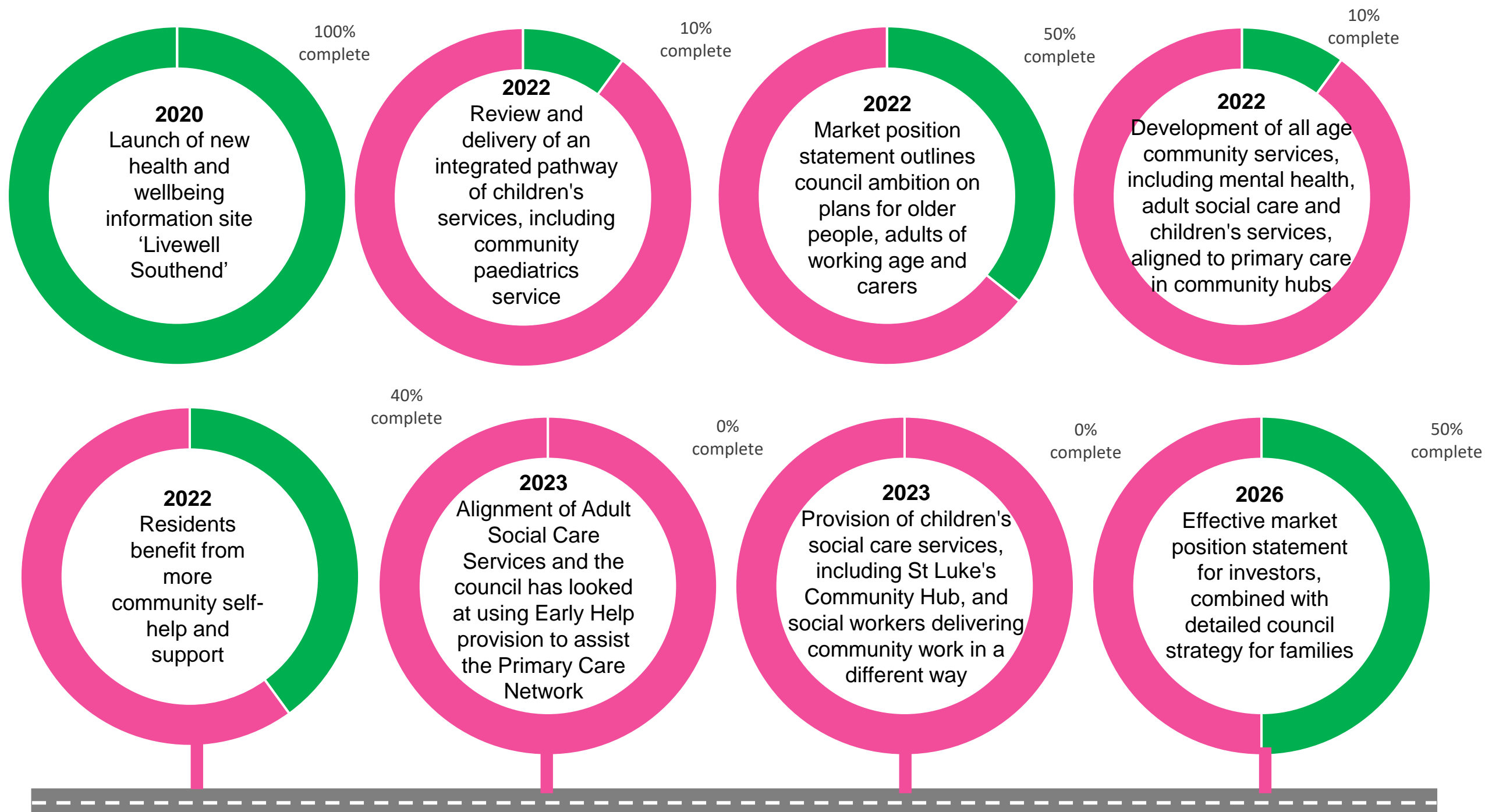
Outcome 2 - Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.

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%

Q3 2020/21
+6.8% vs. Q2 2020/21

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

58%

or 49 out of 84 households
Q3 2020/21
-7.9% vs. Q2 2020/21

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

0 cases

Q3 2020/21
no change vs. Q2 2020/21

Number of children in temporary accommodation

217

Q3 2020/21
-15.8% vs. Q2 2020/21

Households in temporary accommodation

3.35 per 1,000/pop or 261 households

at 30 Nov 2020 (latest data available)
vs. 3.38 / 264 at end Q2 2020/21

2020/21 Acquisitions Programme

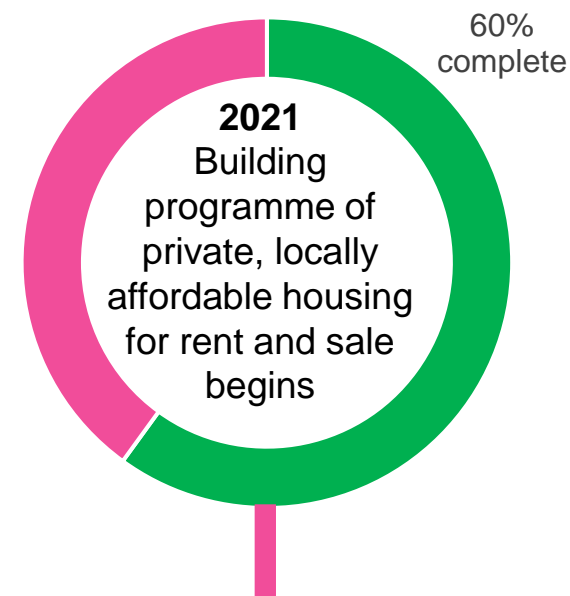
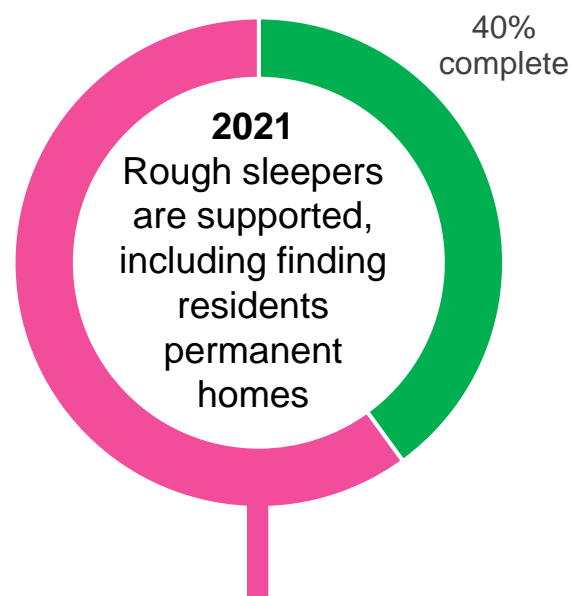
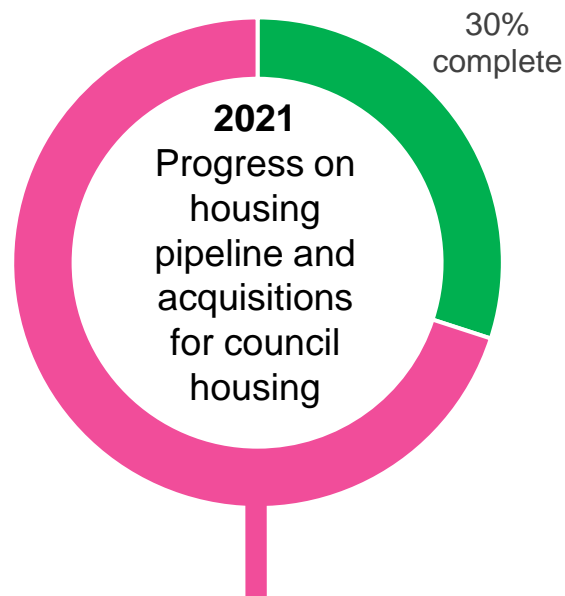
Nine properties delivered

11 pending
at 31 Dec 2020

Housing Delivery Test result

52%

2018/19 (annual data)
+3% vs. 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 safeguarding investigations (section 42 enquiries) with a risk identified and an outcome of either Risk Reduced or Risk Removed

91.8%

end Q3 2020/21
vs. 90.5% at end Q2 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

54.5%

end Q3 2020/21
vs. 54.7% at end Q2 2020/21
Target: 80%

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

85.6%

end Q3 2020/21
vs. 76.8% at end Q2 2020/21
Target: 80%

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

87.3%

end Q3 2020/21
vs. 86.8% at end Q2 2020/21
Target: 85.5%

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

66.4%

Nov 2020 (latest available data)
vs. 62.6% at end Q2 2020/21
Target: 74%

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

94.9%

end Q3 2020/21
vs. 95.5% at end Q2 2020/21
Target: 90%

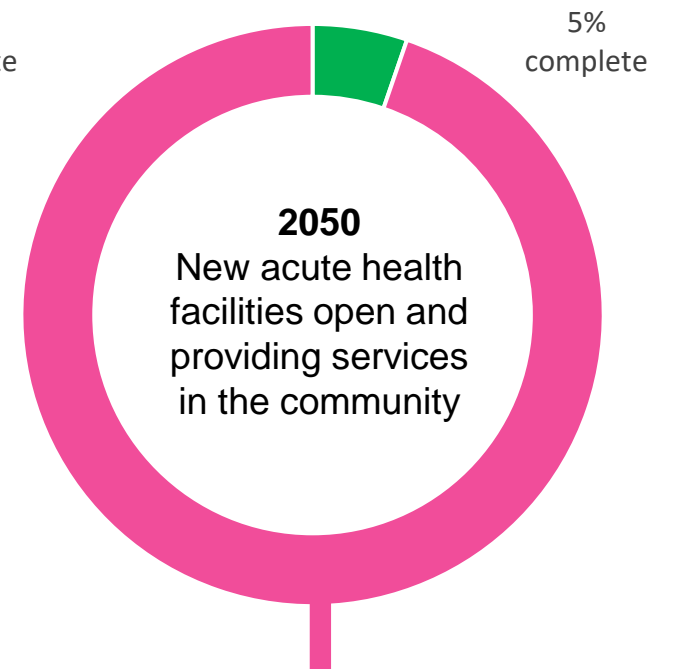
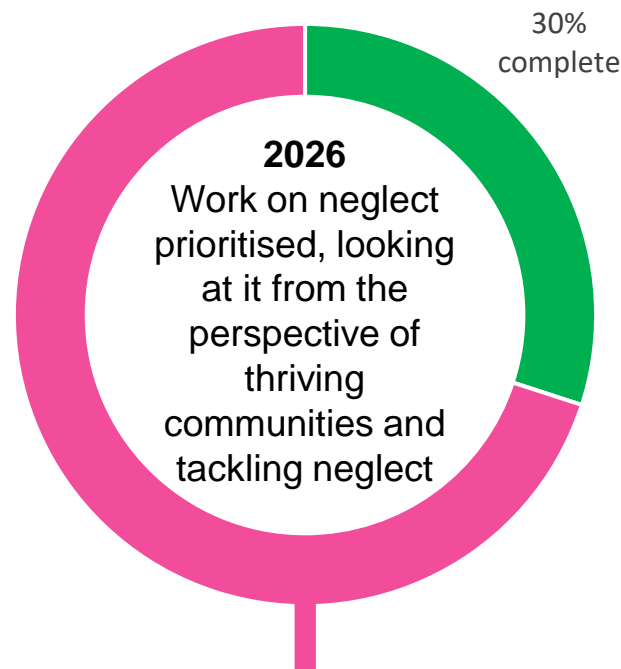
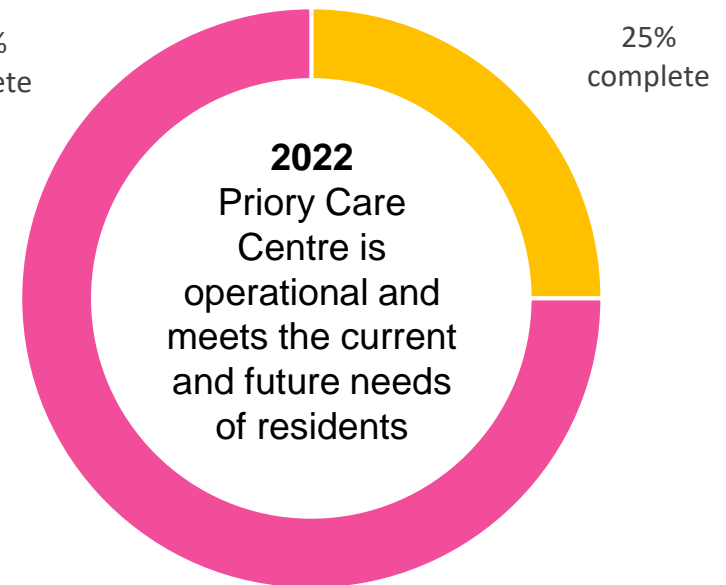
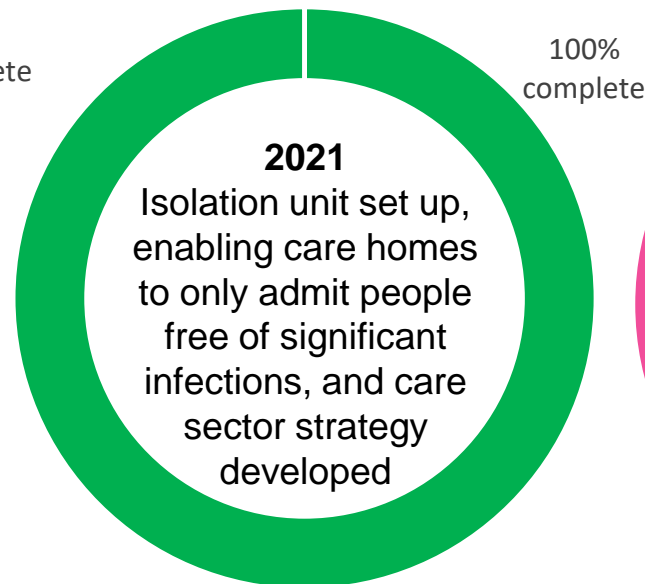
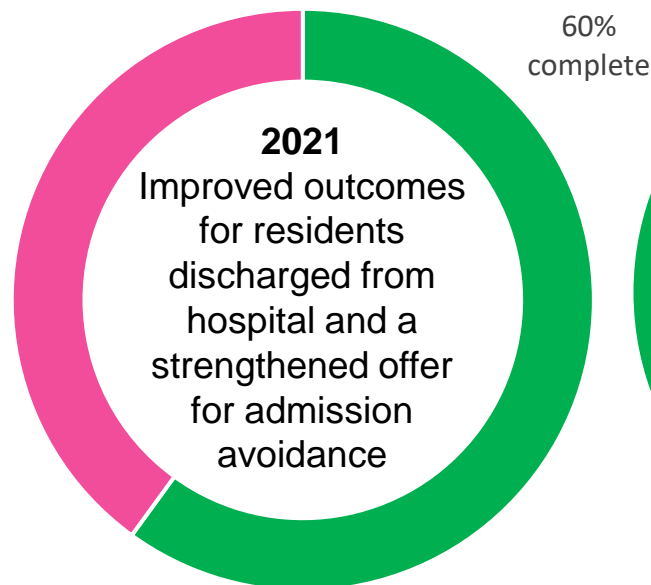
Rate of permanent admissions into residential / nursing care (65+)

**8.35 per
1,000/pop**

end Q3 2020/21
vs. 6.5 at end Q2 2020/21



(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.

Ownership of ultra-low emissions vehicles

0.44% or 414 vehicles

% of all vehicle registrations in the borough

Q3 2020/21

vs. 0.38% Q2 2020/21

Eastern region – 1.1%

UK – 1%

Air Quality at Prince Avenue Air Quality Management Area

44.55 $\mu\text{g}/\text{m}^3$

Nitrogen Dioxide annualised mean concentration for 2019

Annual data

vs. 45.20 $\mu\text{g}/\text{m}^3$ in 2018

vs. 49.28 $\mu\text{g}/\text{m}^3$ in 2017

National target: 40 $\mu\text{g}/\text{m}^3$

% Household waste sent for reuse, recycling and composting

46.81%

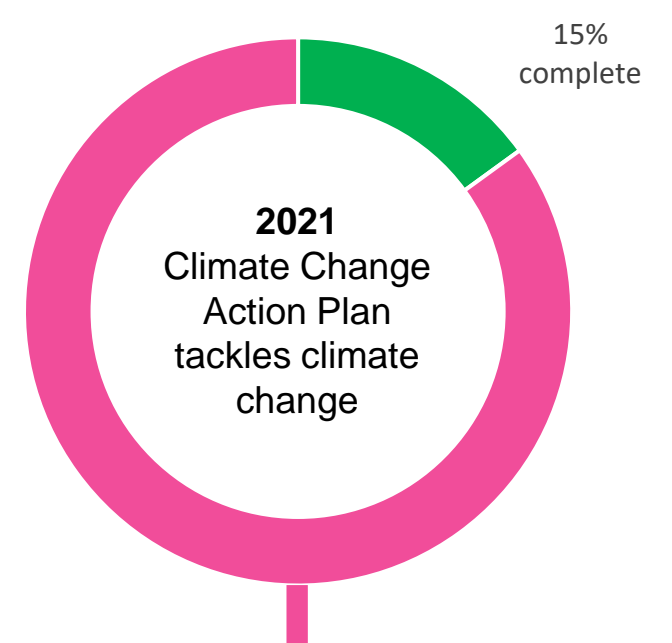
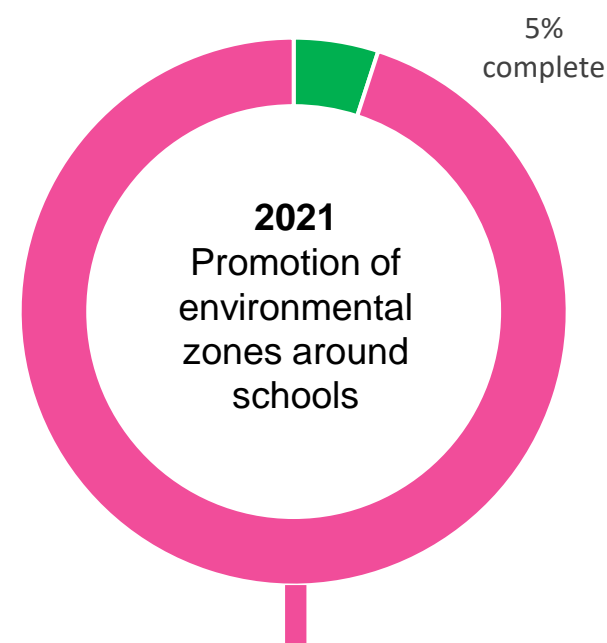
at end Q1 2020/21

(latest available data)

vs. 46.83% Q4 2019/20

vs. 47.97% Q3 2019/20

Target: 50%

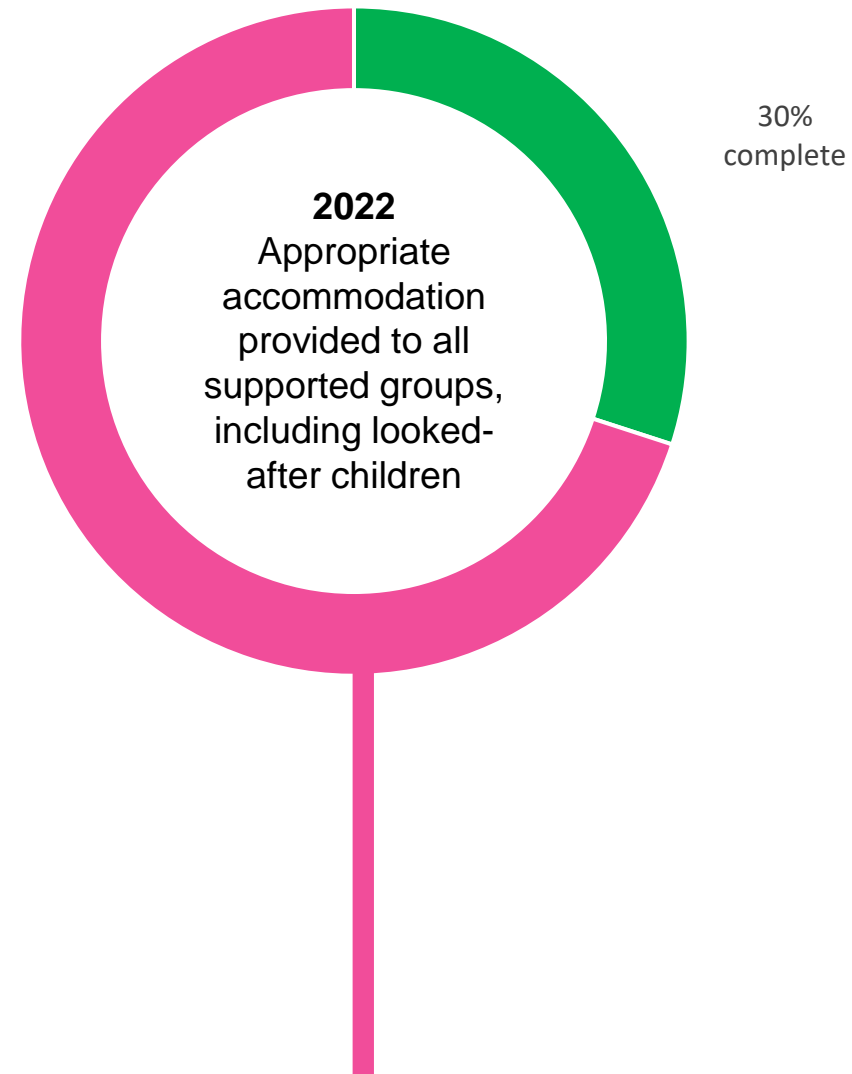




Outcome 6 - Residents feel safe and secure in their homes.

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.

In October, we celebrated Black History Month. The Youth Council posted online events and resources on [OneSouthend](#) and resources were also promoted on the council's [website](#) and newsletter. Powerful presentations were heard at a [Black, Asian and minority ethnic \(BAME\) communities listening event](#) in October and December. People spoke about the impacts of COVID-19 and told stories about challenges and adaptations. Over 100 people participated in the events. The listening event has informed further activity, such as inviting BAME leaders to regional and local work in the areas of Mental Health, Arts and Culture.

Following a Southend BAME listening event, SAVS set up a page with resources and local contacts, two grassroots events promoted via page – “In Conversation” and “Keeping children safe online”. Southend Healthwatch and SAVS organised a Southend BAME network Coffee & Catch Up for local groups and leaders. It informed a follow up: Southend BAME Listening & Action event, with presentations from the Polish community and Essex Masjid Trust representatives. A follow-up to the Mental Health topic organised by the commissioning team, with two meetings focusing on MH and BAME, is planned for January 2021.

The Faith and Communities working group has continued to meet up fortnightly, supporting local priorities such as the Food Alliance, the Test, Trace, Contain and Enable and vaccination programmes through its media and networks.

The council's Economic Development Team launched the Southend Business Partnership diversity survey, to understand the composition of our membership as well as identifying potential ways to improve our engagement via Your Say Southend, our consultation and engagement platform.

Communications went out in November 2020 for International Men's Day - this year's theme was 'Better health for men and boys'. The day celebrates worldwide the positive value men bring to the world, their families and communities. We highlighted positive role models and raised awareness of men's wellbeing.

Refreshed mapping of communities affected by EU Exit continues, identifying community leaders, online and offline groups to link them with information relating to EU Exit and EU Settlement Scheme support, but also the local priorities around COVID-19 response, vaccinations and the 2021 Census.

SAMS (Southend Against Modern Slavery) partnership, Project 49 and artist Nik Vaughn worked together on a [community art project](#), which promotes the town's zero tolerance approach to modern slavery.

Essex Police launched their [We Value Difference campaign](#) to highlight their dedication to diversity, inclusion and equality. Members of Essex Police also joined Southend's Mayor and local shopworkers and entrepreneurs as part of [Hate Crime Awareness week](#) to say there is no place for hate crime in Southend-on-Sea.

Southend Ethnic Minority Forum held a virtual meeting with the support of SAVS for its membership, which was the first time the group met since lockdown with a presentation and question and answer session about the Test, Trace, Contain and Enable programme, vaccinations and community connectors scheme, which was set up with SAVS to encourage residents and community leaders to disseminate reliable information relating to COVID-19 response locally and feedback observations to shape the local response. 42 Connectors have been recruited so far. South Essex Community Hubs have reported that over 500 volunteers were deployed so far as part of the COVID response through the volunteer centre.

The Southend Emergency fund (SEF) received funding from the council for Clinically Extremely Vulnerable for food and well-being (£30K) and Vulnerable Families for food and fuel (£56K), proactive in supporting voluntary and community sector groups in the lead up to Christmas 2020 to make sure residents' needs are met where support is required. The Southend Food Alliance amongst others were beneficiaries of some of this funding. The SEF panel continued to meet during the festive period to make sure community needs were picked up and continues to meet weekly. The council's helpline continued to operate over the festive period and signposted to community partners, especially Citizens Advice Southend.



Active & Involved Summary

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

The [Social Prescriber Link Worker](#) service continues to develop through the involvement of partners and the voluntary sector. [South Essex Community HUB](#) (SECH) Projects such as Breathing Space (a National Heritage Lottery funded project) has continued through the pandemic, albeit activities have had to be socially distanced. This project aims to support young people and families at risk of exclusion by connecting with nature through gardening, wildlife and exploring the surrounding areas. The pandemic restrictions over this period have impacted on the ability of organisations in the town to encourage wider involvement of volunteers, however many existing community initiatives continue. SECH has taken over another site in North Road to expand their support of community projects and volunteer schemes in the coming months; Waste and Recycling Champions across the borough educate and support people in their local areas to recycle; a Digital Inclusion Project is taking place in the council's sheltered housing schemes (with equipment and training given to residents who do not have internet access or ability to use IT) Project aims to support socially isolated residents although the lockdown has inhibited the ability to roll out training safely at the current time.

The town saw a wave of community spirit across the autumn school term, with hundreds of local residents and businesses coming together to provide hundreds of free meals for children during the half term holiday. The Southend Food Alliance was initiated to bring together the council, grassroots community groups, charities, faith groups and businesses working on food-related matters including free school meals, food parcels and soup kitchens.

The [Livewell Southend directory](#) has officially launched, with over 800 people attending various online events and activities. The site currently has over a 1,000 groups and services listed, making it easier for residents and professionals to find relevant activities, stay well and connected, and for local groups to get noticed. In the quarter October to December 2020 the number of visits to the Livewell site increased by 33% from the previous quarter. Work continues to make [Your say Southend](#) the primary site for council engagement projects and consultations. Site visits, sign ups and responses are all up from the previous month. There have been internal communications within the council to promote the tool and encourage councillors and council officers to use it. An e-learning module for engagement is being designed and launch of the site is being planned.

Fusion Lifestyle continues to operate the leisure centres through the council's financial support package for the September 2020 to March 2021 period.

Surveys of publicly available green space were completed in Summer/Autumn 2020. Analysis of the quantity, quality and access to open space is now underway, with estimated completion of the survey report by end February 2021. Transport Initiatives have been commissioned to undertake cycle network mapping work. Some elements including cycle parking and signage surveys have been completed, but the survey of road grades (reflecting suitability for cyclists of varying abilities to use roads) has not taken place to date, so this has delayed completion of the project. Due to the current pandemic restrictions it would give an unrealistic picture to grade the roads with the level of traffic during this time.



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

% of victims of Hate Crime in the borough that do not live in Southend

0%

end Q3 2020/21
vs. 21.6% end Q2 2020/21
No target set

Number of electoral registrations

136,033

2020
+0.3% vs. 2019
Source: ONS

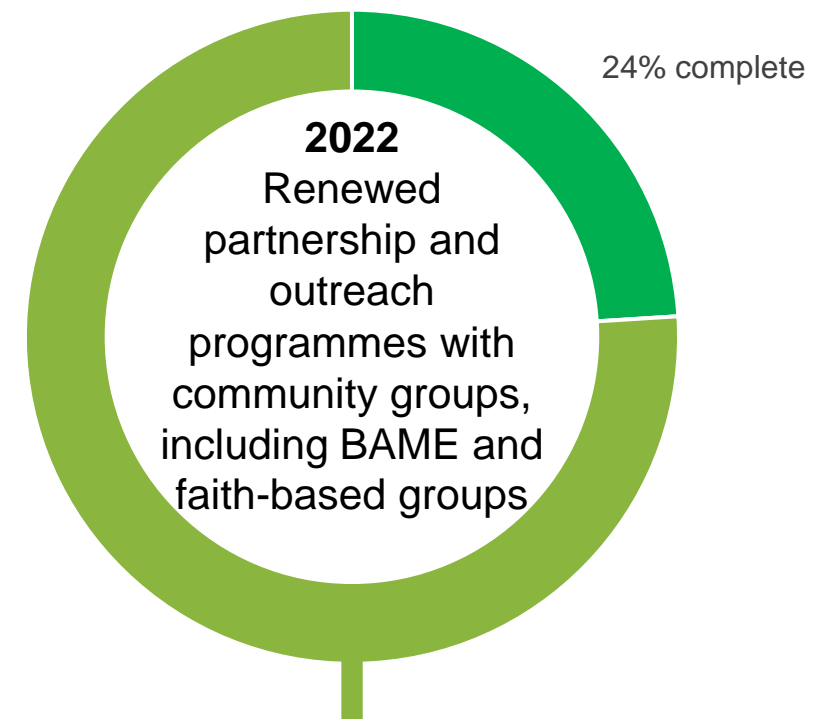
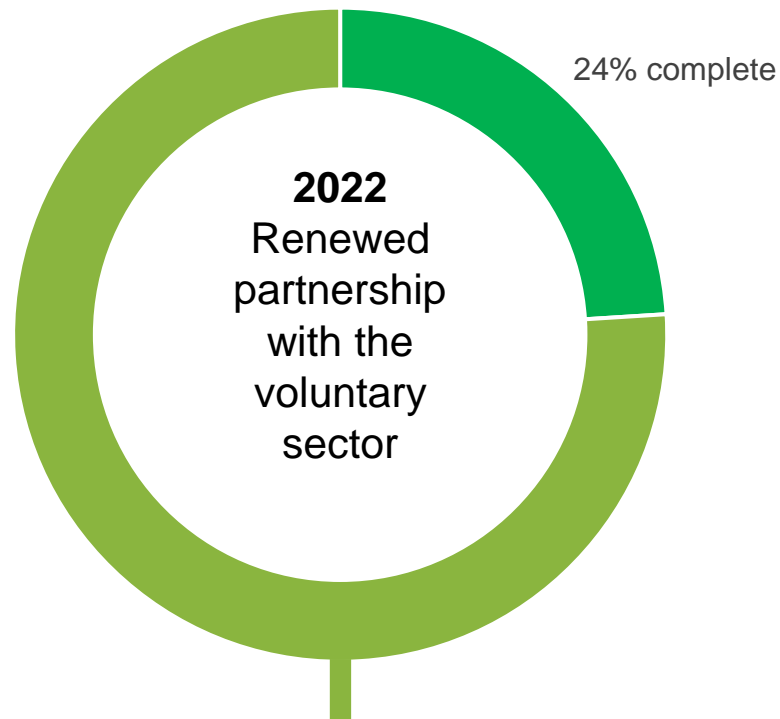
% of respondents agreeing that people of different backgrounds get on well together

59%

Residents' Perception Survey 2019
vs. 56% in 2018
National benchmark: 55%

"It's great that people are talking and that their voices are being heard"

BAME listening event attendee





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

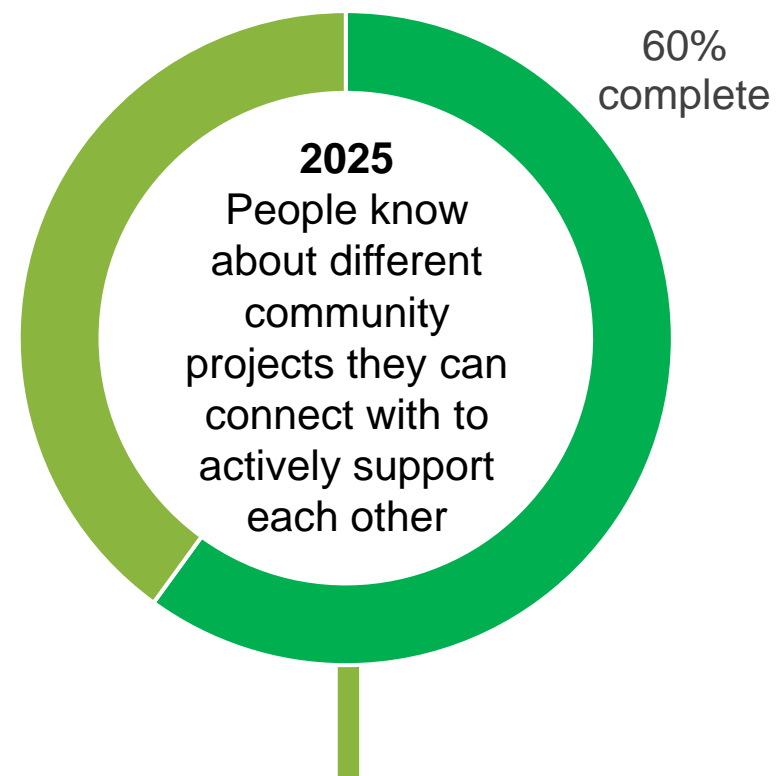
11%

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



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



Your Say Southend engagement

Total registered users: 4,080

During Dec 2020:

4.6k site visits

up to **389** visits per day

484 new public registrations

Visitors: **655** engaged – **2.1k** informed – **3.5k** aware

**Number of A
Better Start
Southend Parent
Champions**

68 trained

36 active

at 31 Dec 2020
vs. 60 / 28 at 31 Oct 2020

No targets set

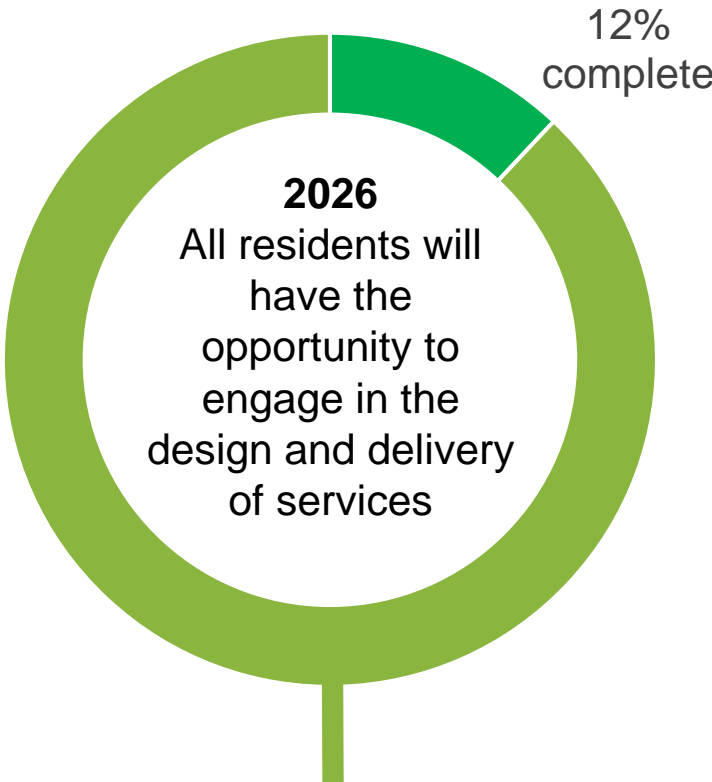
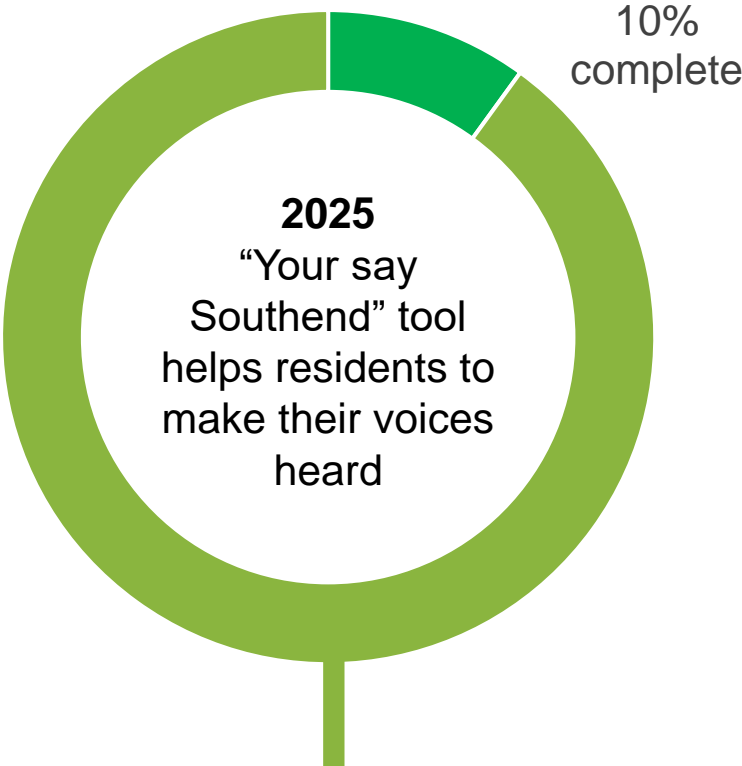
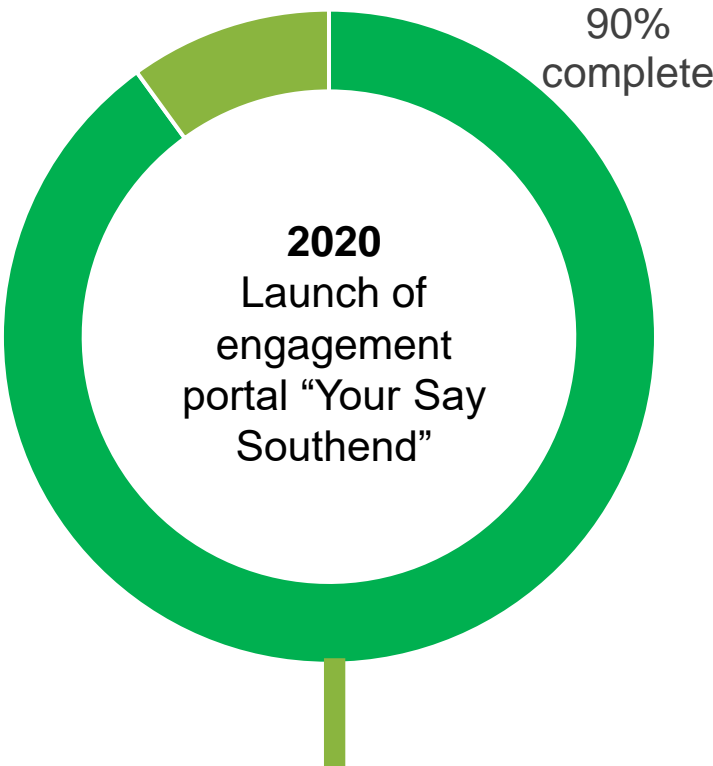
**Number of A
Better Start
Southend Parent
Ambassadors**

31 trained

14 active

at 31 Oct 2020
vs. 27 / 13 at 31 Oct 2020

No targets set





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

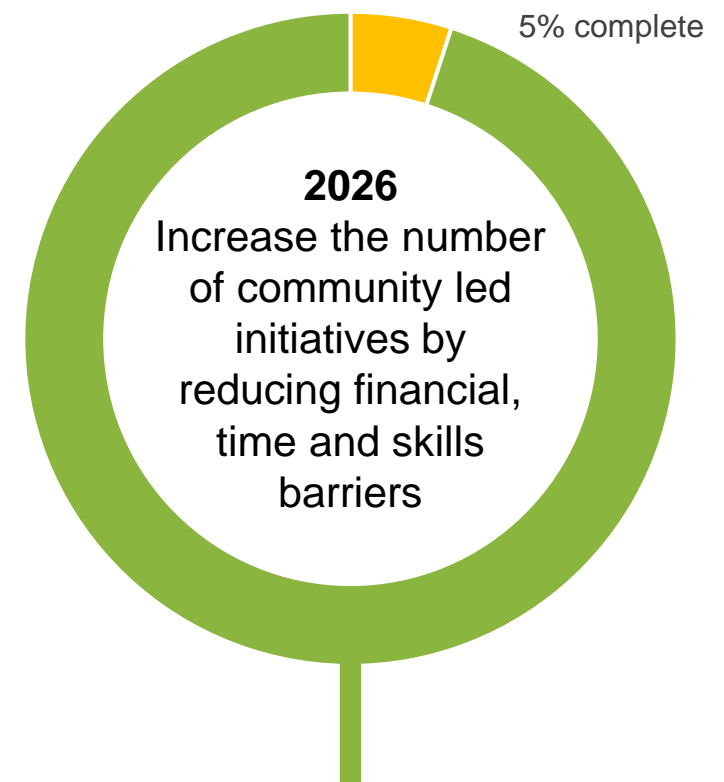
**South Essex Community Hub
(SECH)**

**1,059 volunteers placed
1,217 people given
digital training**

2019/20
(latest available data)

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 so people have been unable to participate so far this year:

- Wellbeing Referral Programme
- Strength and Balance Programme

55 people

engaged with about the 36-week
Strength and Balance
Programme via telephone

**Number of physically inactive adults
completing a physical activity course**

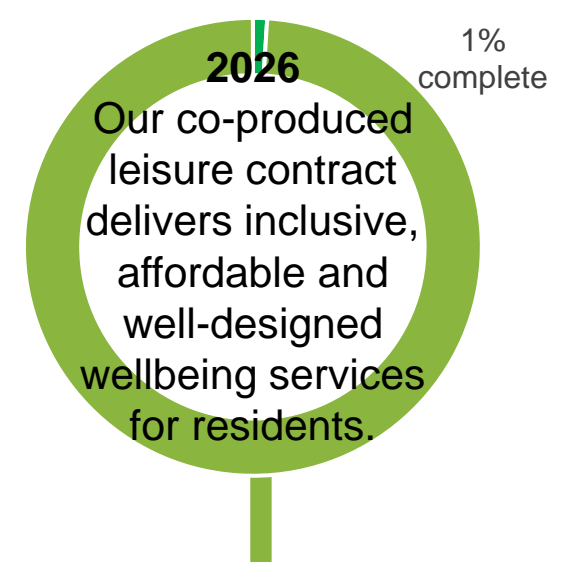
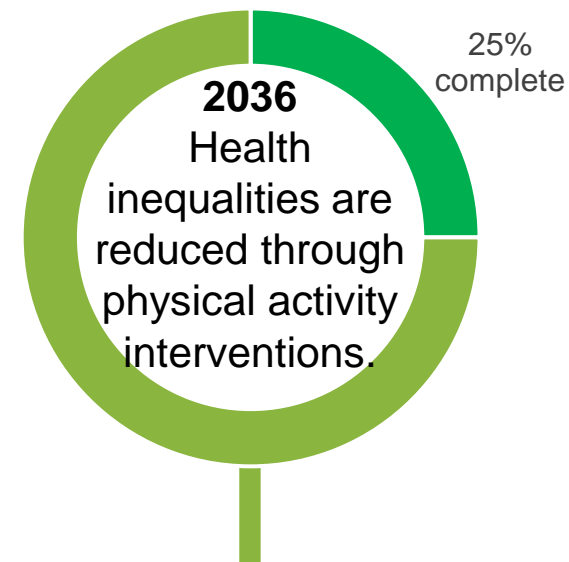
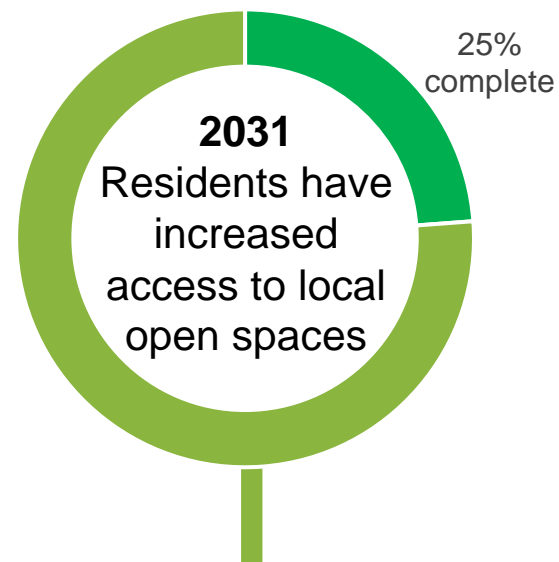
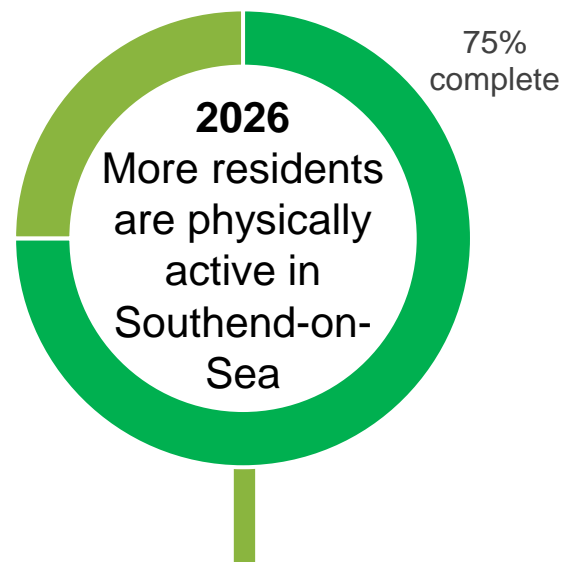
26

Cumulative YTD Q3 2020/21
2020/21 annual target: 150

**Number of people completing the
Back to Wellness programme**

39

Cumulative YTD at 31 Dec 2020
2020/21 annual target: to be set





Opportunity & Prosperity Summary

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

The procurement of footfall cameras has started, and moderation is February. Walkabouts in the town centre involving the council's Economic Development team and the Southend BID (Business Improvement District) are taking place fortnightly. An interim Programme Manager has been appointed to pull together town centre work and priorities. It is being done in conjunction with Local Growth Fund money.

There continues to be a multi-agency, collaborative approach to children's centres, involving A Better Start Southend (ABSS), SAVS (Southend Association of Voluntary Services) and Thriving Communities. ABSS is to fund the University of Essex to carry out a review of six different delivery models across the country. The review is due to be finished by 31 December 2020. A co-production group of parent champions and service users continue to provide a robust check and challenge on seeking the views of the community. To date, 386 strengths-based conversations have taken place. The first part of this concluded on 31 October 2020, with the group coming together to analyse findings.

Regarding narrowing the attainment gap between disadvantaged pupils and their peers, work previously commissioned through the primary school teaching alliance has been paused because of COVID-19. Vulnerable pupils are being supported directly within schools and settings during the lockdown, and additional digital support has been provided by the Department for Education (DfE). Resources have been directed to support the provision of digital devices to vulnerable families to allow them to engage with remote education and support catch-up work and online learning. Some community groups have established schemes to repurpose old or redundant equipment for vulnerable families. No direct data on performance is available because of the cancellation of examinations in summer 2020.

The consultation and design of the work to improve children's centres is nearing completion and will be taken to cabinet for a decision in January 2020. Extensive engagement with the community and partners have provided opportunity to consider how to ensure that the children's centres can continue to provide a valued service to families as part of an integrated partnership alongside other statutory services, but also with key organisations in the town, including ABSS and SAVs. Depending on the cabinet decision, implementation of the delivery model will be completed by October 2021.

There is no change to the percentage of schools currently rated 'good' or 'outstanding' by the Office for Standards in Education, Children's Services and Skills (Ofsted), as all Ofsted inspections have been suspended during the coronavirus outbreak. Ofsted is beginning to resume pilot visits, but these will not be reported and graded in the same way at the current time and are more focussed on COVID recovery.

On more Southend pupils being able to attend a grammar school if they choose, the DfE applied a delay to the normal assessment timeframes. In late November 2020, a series of COVID-secure testing arrangements took place for Southend residents and those out of borough wishing to attend one of the grammar schools. The council worked closely with school leaders to support these events. The extra window for grammar school applications helped to boost the number of candidates. 5,922 people registered for 2021 entry, with 813 withdrawals or no shows, leaving the current number of candidates at 5,109. This includes those that were scheduled to sit the test in November 2020. Numbers are slightly down from 2020 entry, where 6,248 people registered, there were 775 withdrawals or no shows and 5,473 candidates sitting the test. The council is currently working with the four grammar schools and the two faith schools to determine the admission numbers.



Opportunity & Prosperity Summary

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

15 AV1s, which are mini-robots, were made available to loan out to schools in the borough this autumn. Ten are available through Southend Adult Community College's Interim Tuition Service and five can be loaned directly by schools through the council. The robots allow students who may not be able to go to school because of medical or mental health reasons to attend their classes remotely so they learn in real time, interact with their peers and participate in lessons.

The first commercial build at Southend Airport Business Park has been completed and handed over to Ipeco for fit-out. The relocation of Westcliff Rugby Club is complete. Planning permission has been secured for the Southend Airport Business Park Launchpad. Site initial groundworks have been completed, site hoarding erected and the build tender process is underway with a view to a January 2021 start on site. HBD has submitted planning application to Rochford District Council for the speculative small unit scheme. It is intended that the development will be on site by early in 2021.

The Planning Inspectorate issued its appeal decision on the proposed Seaway development on 9 October 2020, granting conditional planning permission. Following the Better Queensway planning application submission, the business case for phase one of the housing programme is well advanced and progressing through the Porters Place Southend-on-Sea LLP board. Start on site will be subject to the outcome of the planning application and satisfaction of any pre-start conditions.

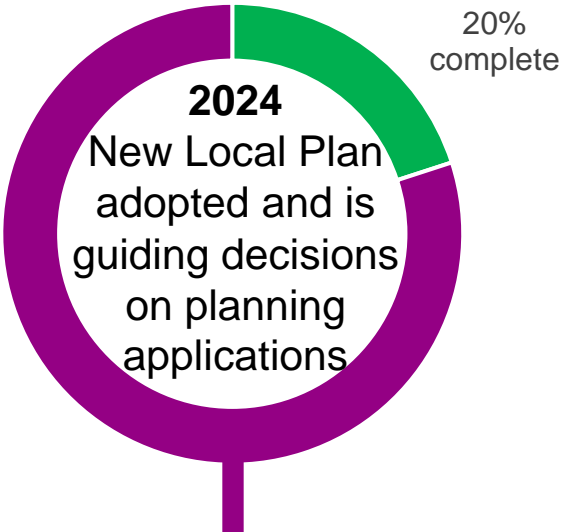
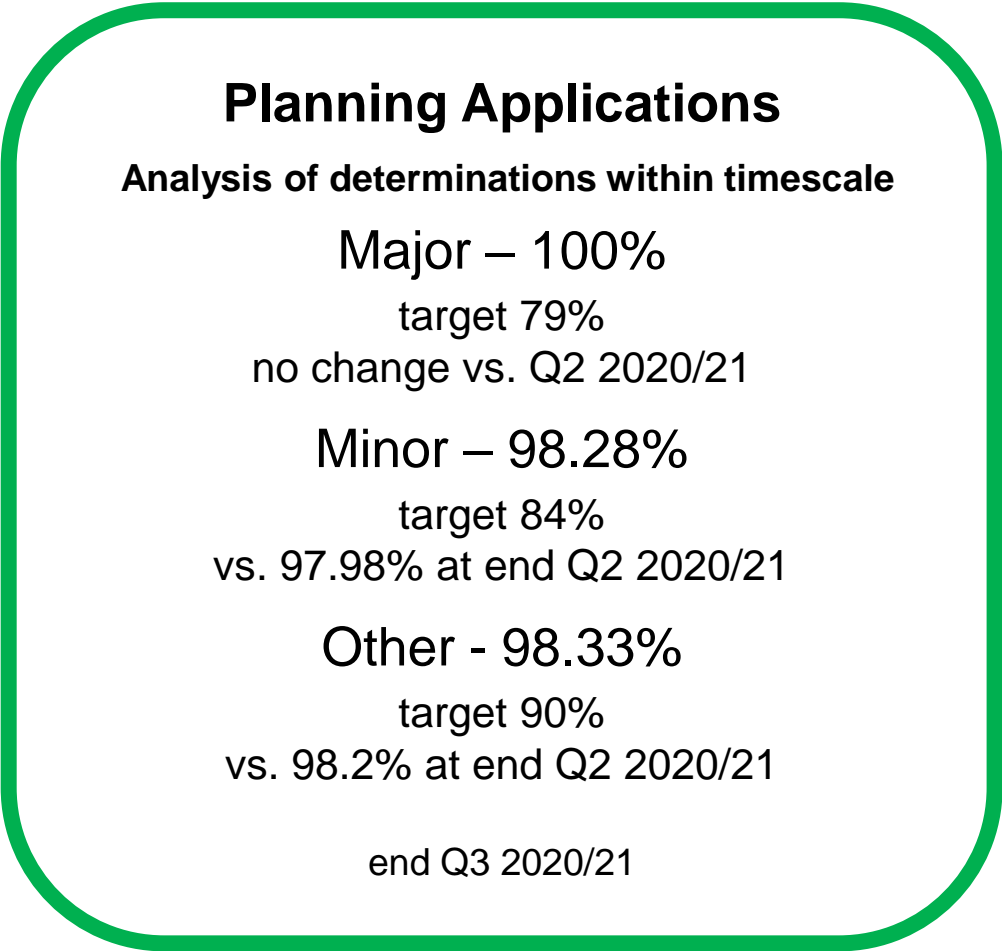
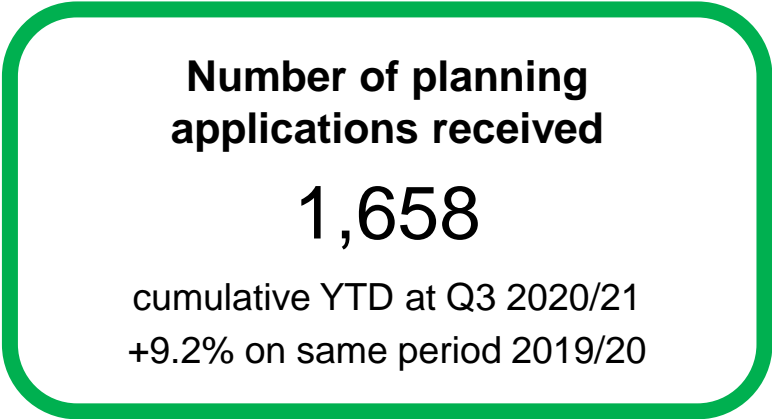
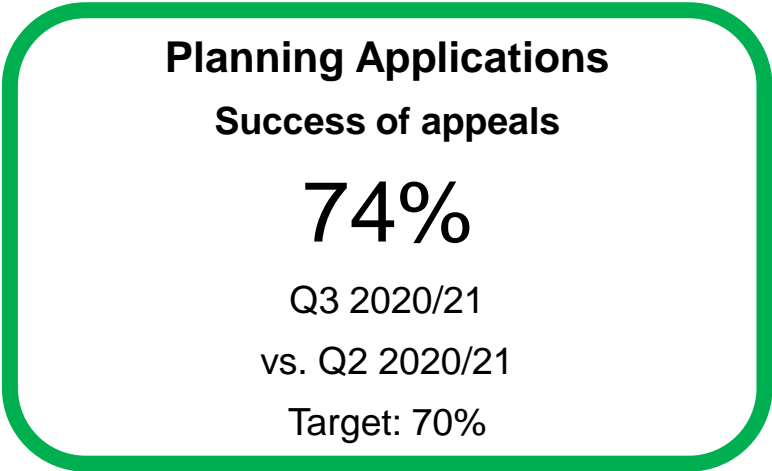
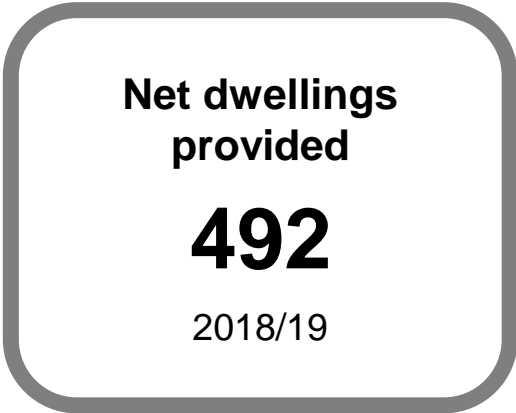
Technical studies are being finalised to inform and evidence the Local Plan and the Joint Strategic Plan. A communications and engagement sub-group is being established to plan consultation and engagement activities for next year's Local Plan consultation. The council has submitted a response to the government's planning White Paper. The proposed implementation of the reforms will be monitored and reviewed against the preparation of the Local Plan and Joint Strategic Plan.

The BEST Growth Hub in Southend-on-Sea has seen a significant increase in contacts from local businesses and has secured additional resources to meet demand. New services on offer include peer mentoring and information and intelligence. With the new funding sourced for the service BEST has been able to recruit additional Business Navigators to get businesses the help and advice they need to meet the challenges and opportunities presented by the COVID-19 pandemic and EU transition.

£41m COVID-19 grants have been allocated since March 2020 to 4,576 businesses (£1.8m to 1,177 businesses in Q3). Additional Restrictions Grant (ARG) policy is currently being agreed and funds will be allocated from this pot starting in Quarter 4 2020/21. A single application form for all grants is being considered to simplify the process for businesses. The council hopes to use ARG to support businesses that have not secured financial support previously – this includes creative and cultural businesses and freelancers.

Southend Adult Community College (SACC) is open for 16-19 year olds but closed to adults, offering a remote learning option, which highlights digital barriers to access. SACC is also offering a hot meals service to the community for shielded people. Businesses in Southend have been offered access to free six-month work placements through Kickstart. Placements will not only help young people aged 16-24 secure valuable work experience and new skills, but also offer businesses additional resource in a time of change and uncertainty.

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





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 empty units borough-wide

Data available in Q4 2020/21

High street occupancy (BID area only)

81.1

Q3 2020/21

-2.6% vs. Q3 2019/20

Number of people in Southend-on-Sea receiving Universal Credit

20,188

1% increase on Oct 2020

In work (Oct 2020) – 7,298 (1.92% increase on Sep 2020)

Out of work (Oct 2020) – 12,451 (0.9% decrease on Sep 2020)

Source: DWP Stat-Xplore, Nov 2020
(latest available data)

Number of business births (annual cumulative)

995

2018/19

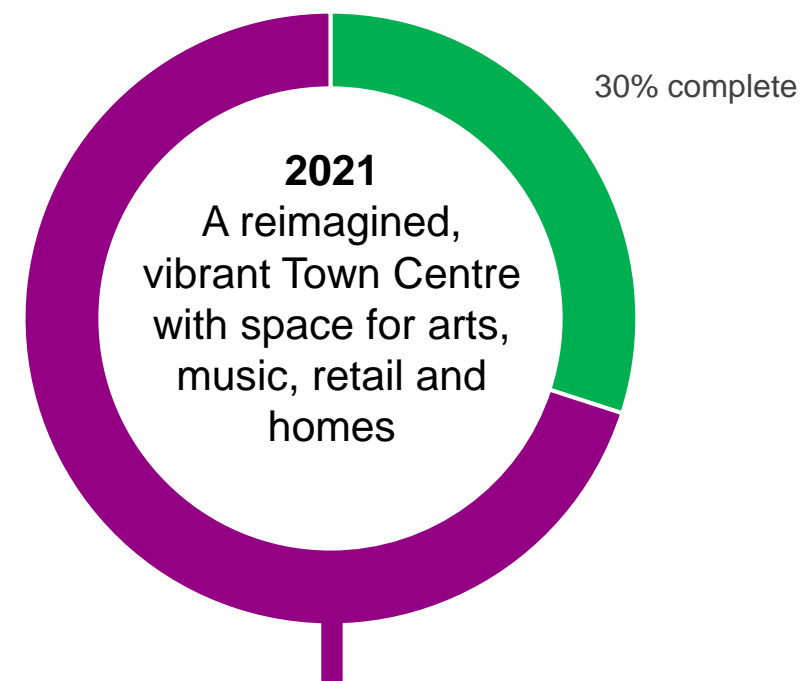
vs. 1,035 in 2017/18

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 benefitting from
2 year old funding**

62.2%

end Q3 2020/21

+15.1% vs. end Q2 2020/21

Target: 72%

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

97.6%

end Q3 2020/21

-0.8% vs. end Q2 2020/21

Target: 95%

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

87.8%

end Q3 2020/21

-0.4% vs. end Q2 2020/21

Target: 86%

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

4.7%

Dec 2020

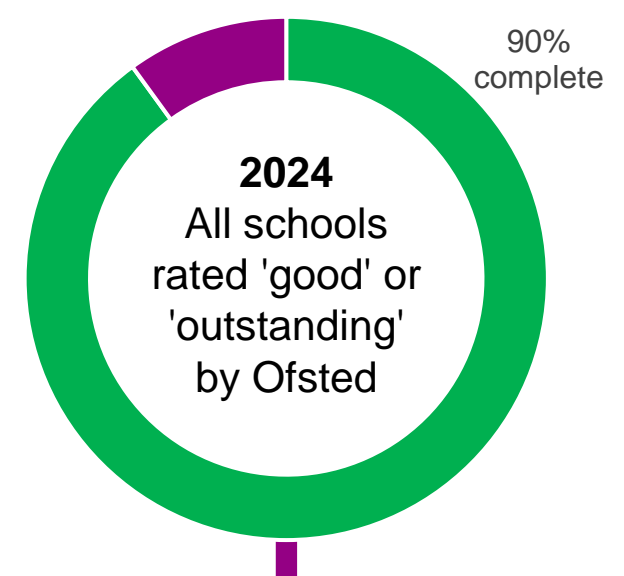
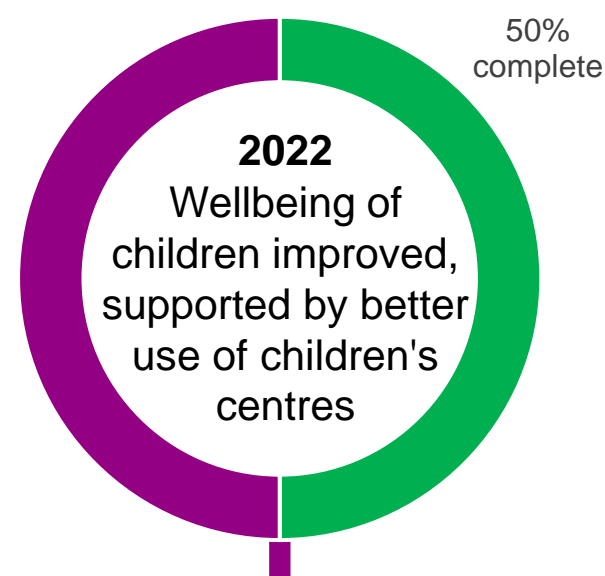
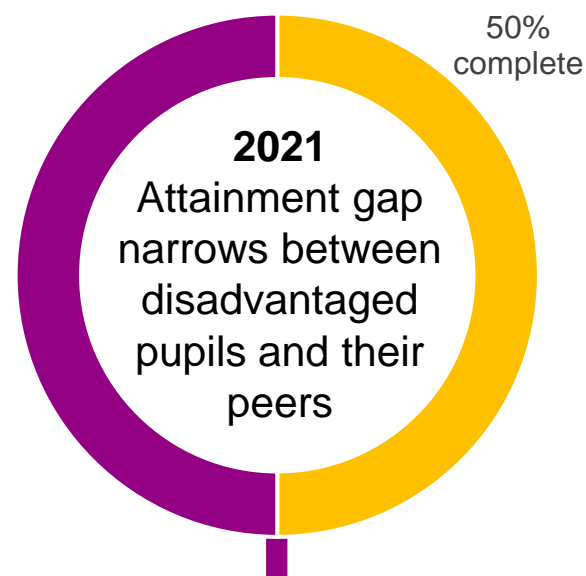
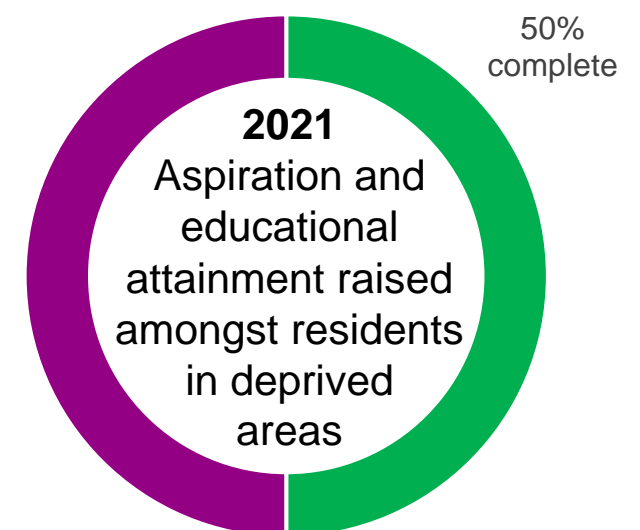
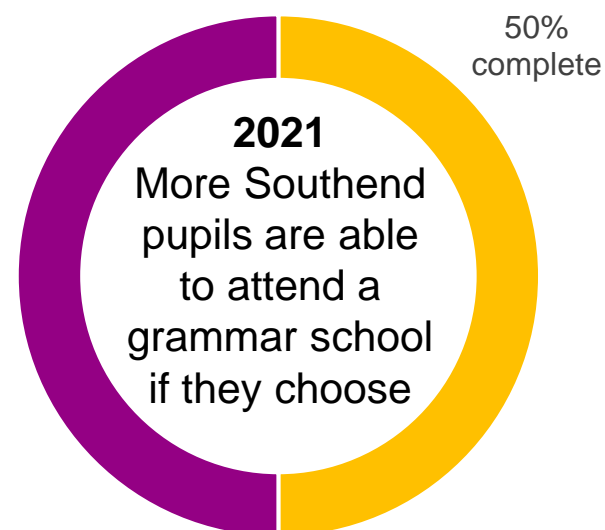
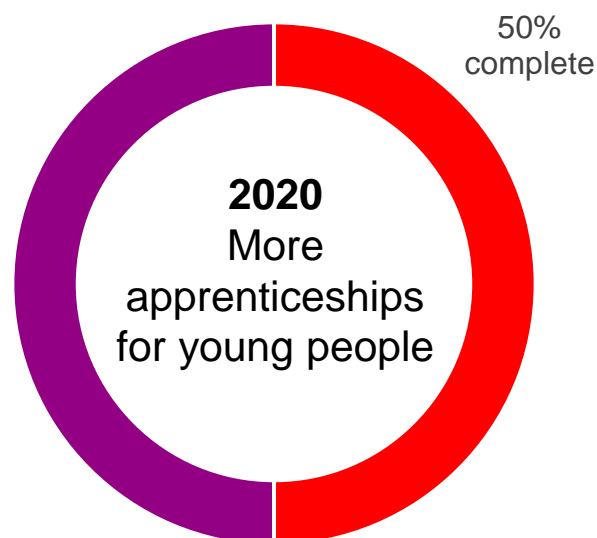
vs. 4.1% in Dec 2019

Target: 4.2%

NEET/NK cohort size: 3,864



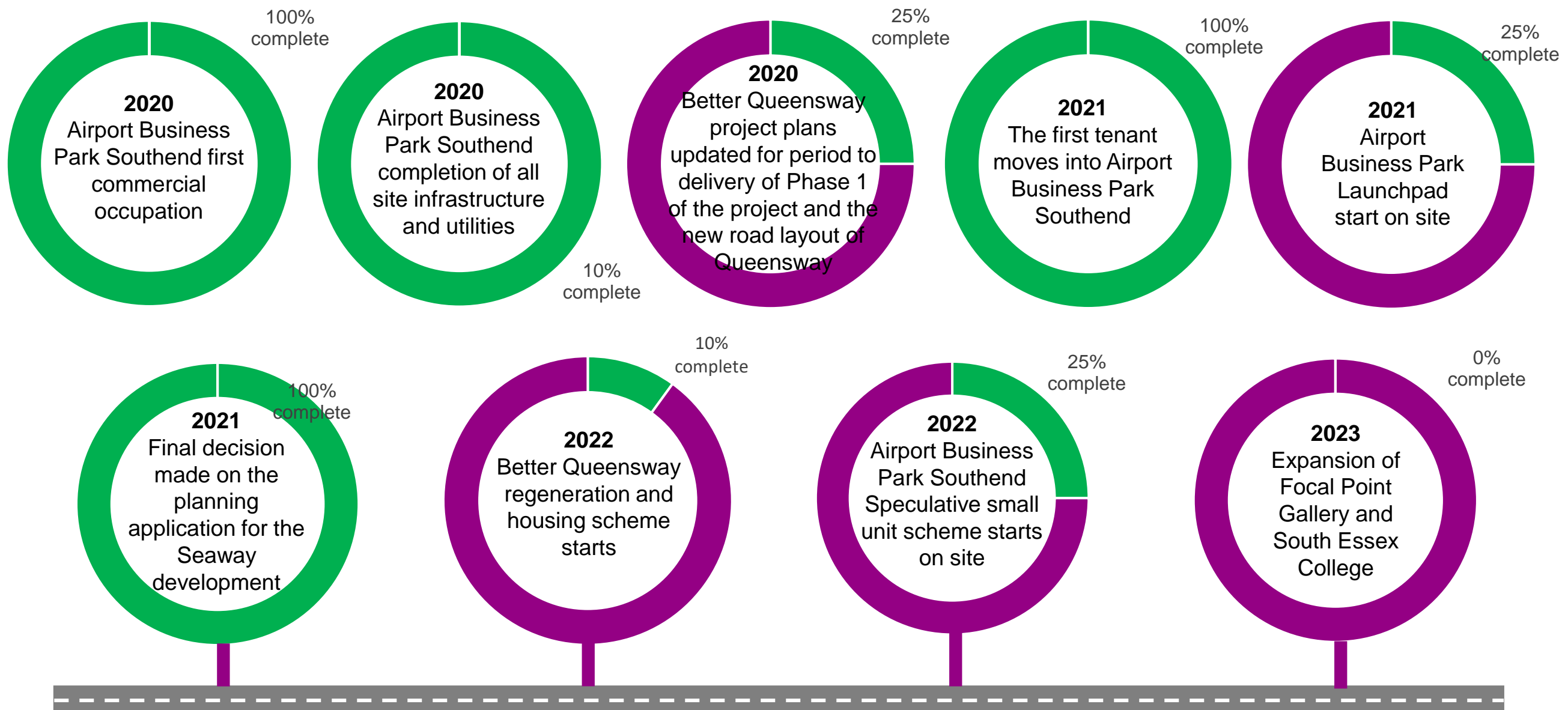
(cont.) Outcome 3 - Our children are school and life ready and young people are ready for further education, training or employment.





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.

Total external investment committed to Southend Cultural Organisations, including Visual Arts, Theatres, Music

£2,381,776

investment from Arts Council England's grant programme

YTD from 1 Jan to 31 December 2020

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

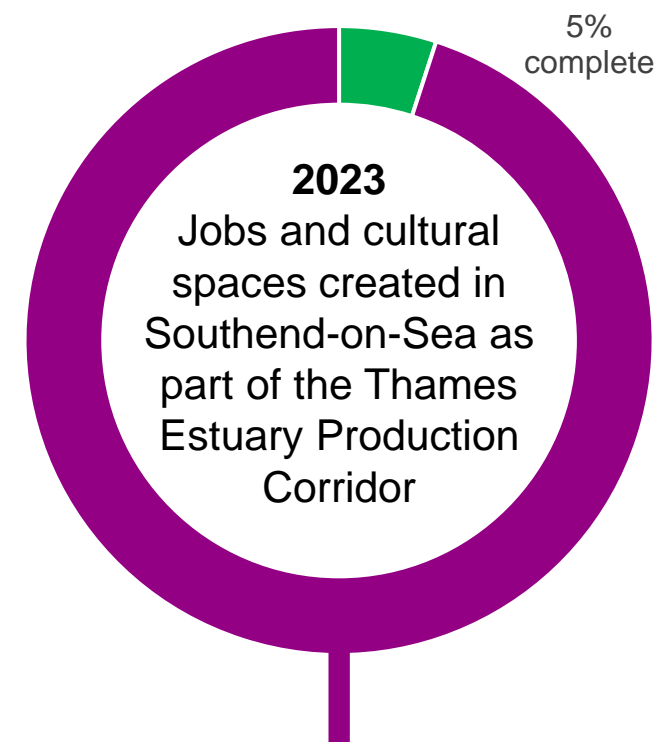
49

vs. 32 at end Q2 2020/21

YTD from 1 Jan to 31 December 2020

Outcome measures requiring development:

- No. of students studying creative courses in Southend
- No. of individuals, organisations, and businesses registered for the Southend Cultural Network and Economic Growth's Cultural and Creative Industries Network





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

Number of trainees enrolled on to the SECTA project -
Construction Skills Training

138

Q2 2020/21
Target: 126

Number of individuals
benefitting from A Better
Start Southend's Skills
Project

34

Q3 2020/21
25.9% increase on Q2 2020/21
Target: 58

Apprenticeship Live
Vacancies in Southend

29

Q3 2020/21
vs. 30 Q3 2019/20
*proxy data from gov.uk due to
suspension of SELEP weekly update

Number of economically
active people in the
borough

96,100

rolling year average to Q2
2020/21 (latest available data)
vs. 93,700 Q3 2019/20

The following activities have been affected by the
COVID-19 pandemic and therefore data at 31 Dec
2020 is not available:

- 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 students
commencing the 60 Minute
Mentor programme

112

cumulative YTD at Q3 2021/21
vs. 102 Q3 2019/20
Target: 170

Total employee jobs in the
borough

65,000

Full-time – 39,000
Part-time – 26,000
2018/19
1.5% decrease on 2017/18



Outcome 7- Southend businesses are resilient to economic shocks and change; they feel supported and able to grow and thrive.

Number of enterprises in Southend

Micro **6,385** (0.95%)
Small **500** (-5.66%)
Medium **80** (0%)
Large **25** (0%)

(business count in 2020, % change compared to 2019)
at 31 Dec 2020
Source: NOMIS

% of council and anchor organisation spend in local supply chain Jan – Dec 2020

35%

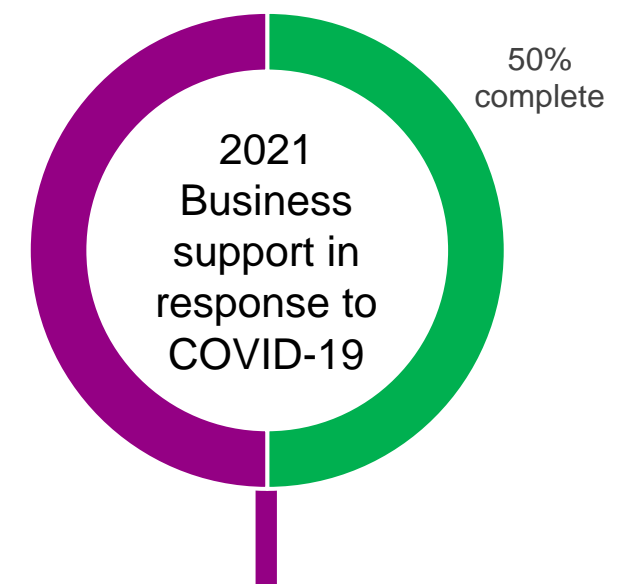
no change vs. Q2 2020/21
No target set

Survey data forthcoming from the Southend Business Survey planned for 2021

- Businesses can adapt to changing circumstances
- Businesses are more prosperous and thriving
- Businesses feel supported by the council and partners in Southend

Spotlight on...number of Southend businesses supported

- Special Grants: **£41m COVID-19 funding allocated YTD to 4,576 businesses (£1.8m to 1,177 businesses in Q3)**
- COVID-19 specific guidance provided: **1,292 (51% increase on last period)**
- Southend Business Partnership: **266 (7% increase on last period)**
- BEST business support: **48 (18% decrease on last period)**
- Redundancy Support: **5**
- Regulatory Services: **1,085**





Connected & Smart Summary

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

The council is liaising with schools about installing modal filters to encourage people to walk and cycle to school. Active travel initiative ForwardMotion continues to encourage individuals and businesses to change their travel behaviour.

The York Road Travel Centre has been risk assessed in relation to COVID-19 and mitigation measures put in place as set out in the risk assessment.

A submission was made by the council to the Department for Transport's consultation on the Lower Thames Crossing in March 2020. The submission highlighted the importance of good transport links and the work of the Association of South Essex Local Authorities on strategic transport and economic growth.

Sessions are being arranged with Cabinet and Members on the interim transport strategy to provide an update on latest thinking. Residents have been asked for their views on future transport via the Your Say Southend online portal. The feedback is being used to write the strategy document. A funding business case to develop a new Local Transport Plan has been put together for consideration by the council's Commissioning Board. Procurement of specialist consultancy services to commence September/October 2020.

The Bell junction footbridge was removed in September 2020. The footbridge was removed to allow room for a new dedicated lane onto Rochford Road and new pedestrian island on Hobbeythick Lane. Work on the Bell Junction is progressing well, with the work for the new dedicated slip road onto Rochford Road set to commence in the new year. The dedicated slip road is major part of the £5m junction upgrade work, which will allow a greater number of vehicles travelling towards London Southend Airport through the junction. Construction of the new slip road is due to begin on Monday 4 January and is due to be completed at the end of February. The works at Prince Avenue junction on the A127 have commenced and are due for completion Spring 2021. The works should improve traffic flow and air quality around this location. Stage 3 amendments for the Kent Elms junction are complete, with a further [Stage 4] review due in Spring 2021.

The 2020/21 programme of road and pavement improvements will be delivered on time. Future works are being planned year on year. To meet the request to accelerate all areas into a five-year programme will require additional investment. Currently there is a £300,000 budget for resurfacing to cover both carriageways and footways. Capital bids are being prepared for 2021/22 and future years. Consideration is also being given to programming the study on the new programme for improving grass verges.

Cabinet agreed a parking policy statement in July 2020. A programme of enabling projects are underway and due to be delivered April 2021. Plans for a borough-wide short stay parking permit branded The Southend Pass have been agreed. The parking pass will be trialled for a period of 12 months, running from 1 April 2021 to 31 March 2022. An options appraisal on Neighbourhood Streets design is ongoing.

Provision of collaborative technology tools, Residents' Technology Literacy and Smart City technology foundation strategy projects as part of the Internet of Things work are all in research and development phases. The council is participating in broader Essex broadband and mobile projects to improve connectivity across the region. Residents being able to access all council services online is dependent on application re-platforming and upgrades. This is part of the council's information and communications technology (ICT) 12-month plan.



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

61%

NHT Survey 2020

vs. 60% 2019

England average: 66%

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

67%

NHT Survey 2020

vs. 69% 2019

England average: 70%

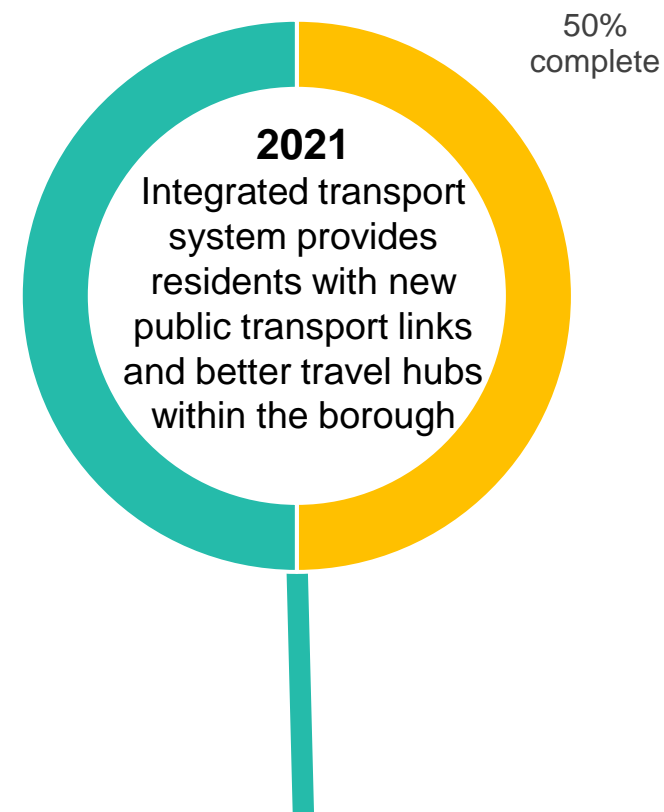
% people who found it easy to get around the borough

76%

NHT Survey 2019/20

vs. 75% 2019

England average: 77%





Outcome 2 - People have a wide range of transport options

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

14 or 7.6 per 100,000/pop

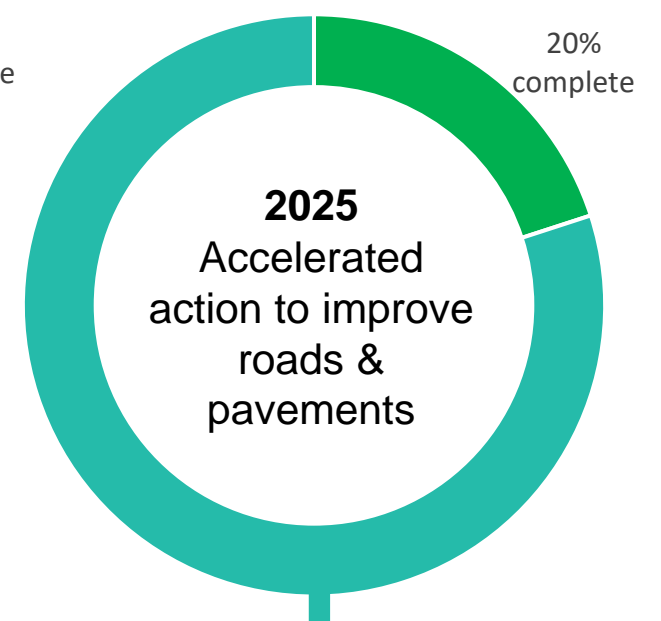
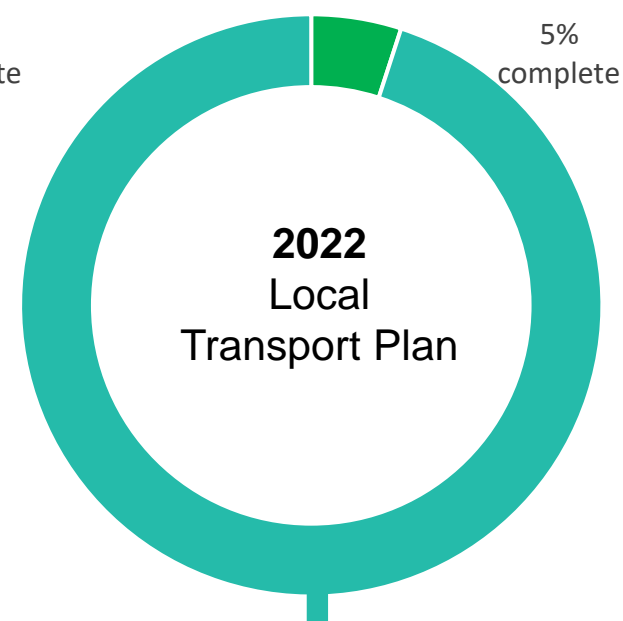
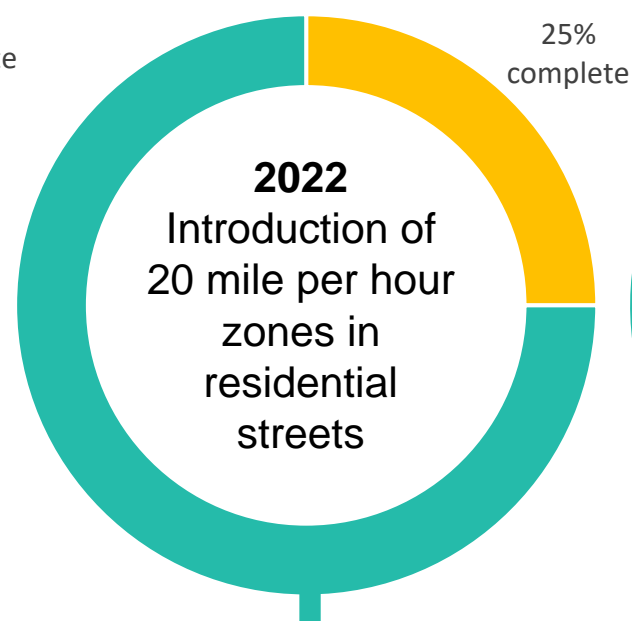
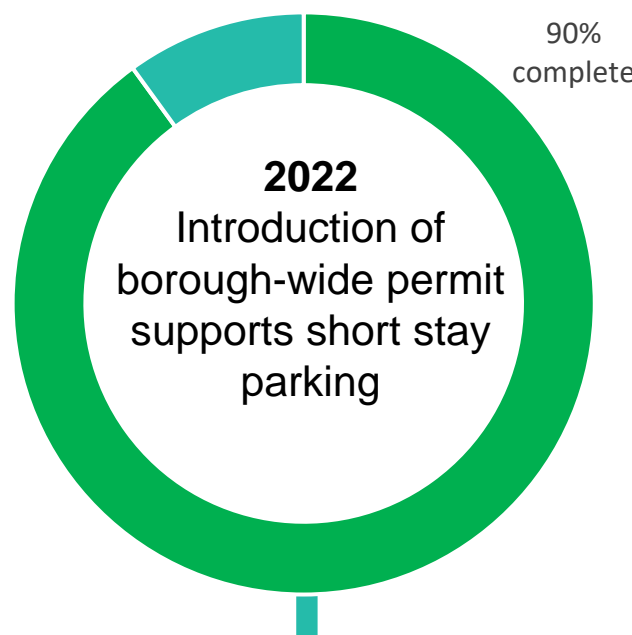
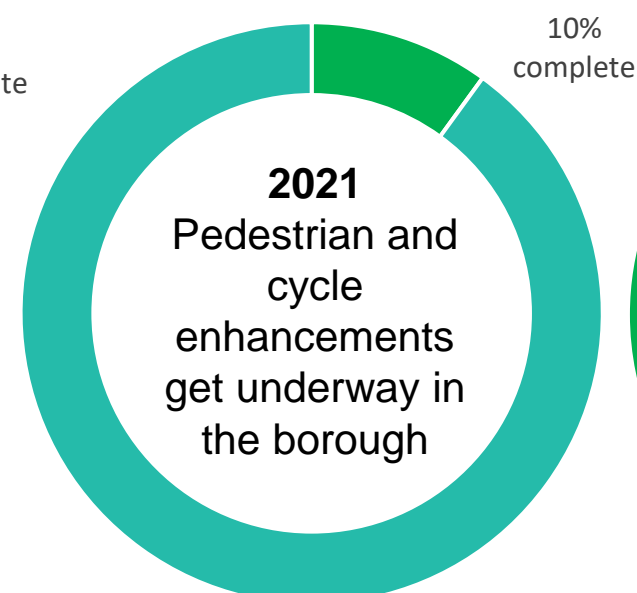
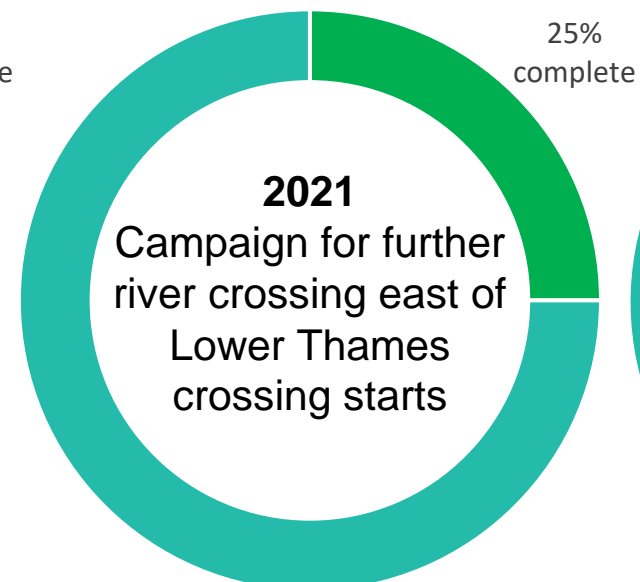
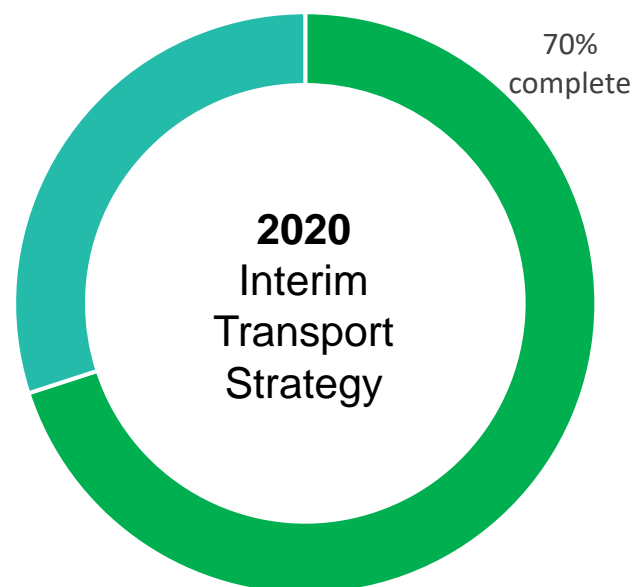
Oct 2020 (latest data available)

no change vs. Q2 2020/21

England benchmark: 29.2 per 100,000/pop

**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

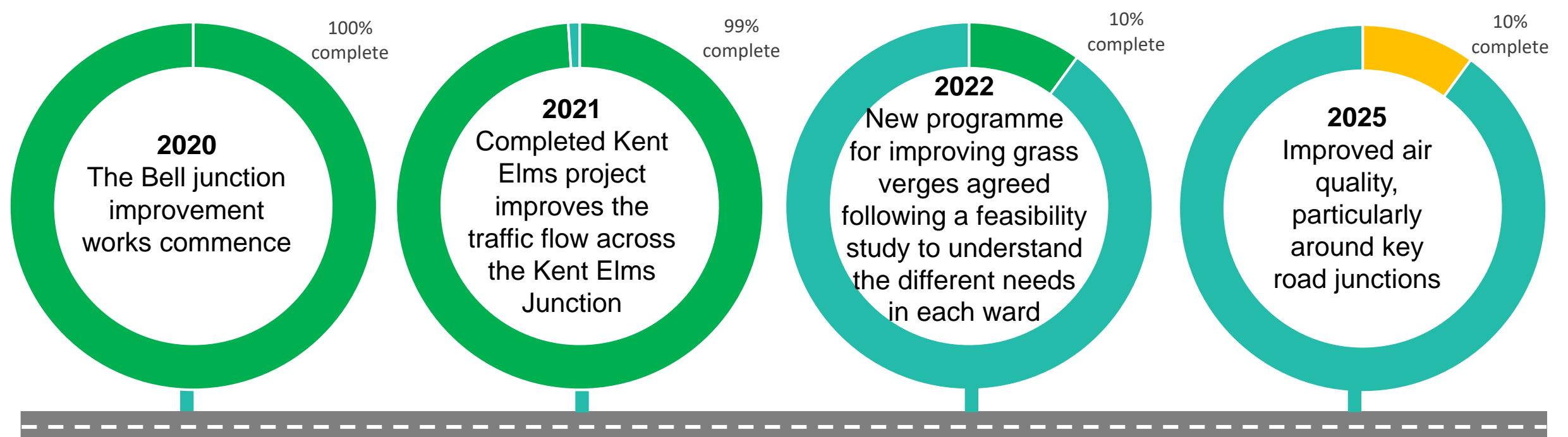
Outcome Success Measures requiring further development:

- 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

68,699

Q3 2020/21

+2.9% vs Q2 2020/21

% of respondents who
have used MySouthend

75%

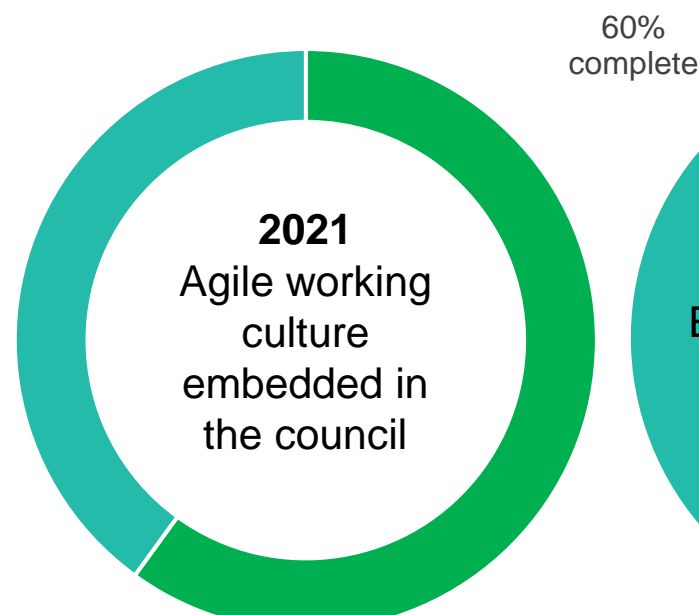
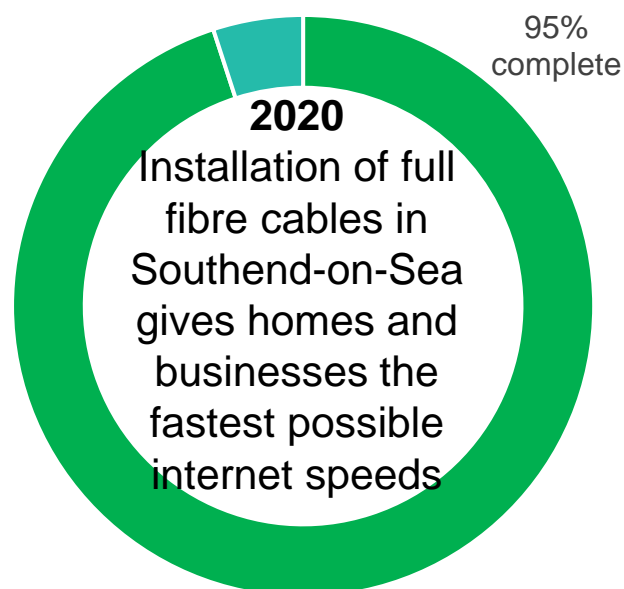
Residents' Perception
Survey 2019

vs. 37% in 2018

Number and % of MySouthend
service request forms completed
independently

76,915 or 88%

Q3 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.

