

# Southend-on-Sea Borough Council

Agenda  
Item No.

Report of Chief Executive

To

Cabinet

on

14 September 2021

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## Southend 2050 Refresh & Outcomes Success Measures Report Period 1, 2021/22

Cabinet Member: Councillor Gilbert

All Scrutiny Committees

A Part 1 Public Agenda Item

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### 1. Purpose of Report

- 1.1. To report on the first period of the Southend 2050 Outcome Success Measures for 2021/22, covering 1 April – 30 June 2021.

### 2. Recommendations

- 2.1. To note the Period 1 performance.

### 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 (Corporate Management Team and all Members)
  - Southend 2050 periodic Outcomes Success Measures report
  - an Annual 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 bi-monthly 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 2021 which presented progress to date on the review and refresh of the Southend 2050 outcomes and associated roadmap milestones. This included that four of the existing 26 outcomes stay the same and the remaining outcomes be reworded to give a greater focus on delivery:
- refining the total number of outcomes to 21 (not including the nine Future Ways of Working workstreams);
  - prioritising the outcomes within each theme (denoted with bold text);
  - repositioning the Green City outcome within Pride & Joy; and
  - formalising Future Ways of Working as the sixth Southend 2050 theme.
- 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 focus on the move to delivery.

- 3.5. It is also important to recognise that there are still ongoing 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 delivery roadmap will be closely monitored and updated to ensure the very best for the borough. It is recommended that Cabinet receive reports as appropriate which will present recommended changes as they arise in the future in order to remain responsive.

#### **4. Southend 2050 Outcome Success Measures Report**

- 4.1. The Southend 2050 Outcome Success Measures Report is a high-level summary of the Council's corporate performance and progression over a quarter against the 21 Southend 2050 Outcomes and nine Future Ways of Working workstreams. Outcome Delivery Teams provide a strategic narrative on the progress made against the delivery of the Southend 2050 outcomes and associated Roadmap Milestones.
- 4.2. The format of the report has been further developed as part of the review and refresh of Southend 2050. The report is now structured by theme, firstly containing a summary page, followed by the roadmap milestones associated to that theme, and then the outcome success measures and roadmap milestones. The Outcome Success Measures Report for period 1 can be found at [\*\*Appendix 2\*\*](#).
- 4.3. Southend Pier saw its second highest June admission figures in June 2021 – 38,565 visitors – a noteworthy figure considering the current pandemic-related restrictions. For context, the highest June admissions figure was in 2018 with 40,073 visitors and the third in 2019 with 38,370 visitors.
- 4.4. There was a decrease of 34% in the number of visits to the Visit Southend website with 24,810 for Q1 2021/22 compared to 37,542 for Q1 2020/21, aligned with the overall decrease in website traffic seen since 2019. However, reach and engagement on social media has increased since 2019.
- 4.5. In the first quarter of 2021/22 the Homeless Prevention Duty was ended to 91 households. Of these, 42 ended with an offer of alternative, settled housing, and six were supported to remain in their existing accommodation for at least six months. This means that over half of prevention approaches this quarter ended with the applicant being housed in settled accommodation.
- 4.6. In addition, the Homeless Relief Duty was ended to 122 households. Of these, 44 (just over a third) ended with being housed into settled accommodation that will be available for six months.
- 4.7. And at the end of Q1, 196 homeless households, including 233 children (16% less than the same period last year), were residing in temporary accommodation provided by the council. This includes three rough sleepers accommodated under a voluntary power where no duty to provide interim housing is owed. The 'Everybody In' programme is no longer being funded and therefore the council is no longer offering temporary bed and breakfast accommodation to all rough sleepers; however, a personalised plan is developed for all rough sleepers and commissioned and non-commissioned resources are made available wherever possible.
- 4.8. Nine of the 17 properties purchased to date from the Next Steps Accommodation Fund are now tenanted.
- 4.9. Q1 saw an increase of 3.9% in domestic abuse incidents and violence against the person offences on the same period last year. These increases are undoubtedly a result of changing pandemic restrictions, and the increase in hate crime reporting can demonstrate confidence in reporting and increase in general awareness, which in turn improves the likelihood of successful police action, victim support and reduction in re-offending. The Community Safety Partnership advises that changes in the data should always be considered within the context of data anomalies caused by the pandemic.

- 4.10. The Community Safety Partnership has adopted hate crime as a priority for 2021/22 financial year, with work being undertaken to identify potential outcomes and KPI's.
- 4.11. For June Southend's combined NEET and Not Known figure was still 2.9% which is sustained from May 2021. This sees Southend sustain the 1st Quintile once again for this measure. This month's figure is below the national average of 4.9% and below the statistical neighbour average of 5.7%. This sustained figure reflects continued good work from Connexions in this fluctuating global pandemic.
- 4.12. The installation of a further publicly available electric vehicle charging point in the borough led to an increase this quarter in the rate of charging points available per 100,000 of the population. However, the rate of ownership of ULEVs remains static and lower than the Eastern region average.
- 4.13. MySouthend saw 2,873 new registrations in Q1, 17% less than the 3,472 new registrations in Q4 2020/21. A total of 76,081 users are currently registered on the platform and submitted a total of 43,260 service requests in Q1. Notable this quarter is the impact of the pandemic on the nature of waste-related service requests submitted to the platform - Missed Collection reports increased by 45% in June compared to May, and Fly-Tip/Street Cleansing reports increased by 15%.
- 4.14. However, the data on missed waste collections shows that 99.94% of waste collections were carried out on time in June 2021, with the month seeing only 1,269 waste collections missed.
- 4.15. The timetable for reporting the Outcome Success Measures Report is as follows:

		<b>To be presented to Cabinet:</b>
<b>Period 1</b>	April – June 2021	September 2021
<b>Period 2</b>	July – December 2021	February 2021
<b>Period 3</b>	January - March 2022	June 2022 (as part of the Annual Report)

## 5. Other Options

- 5.1. The council could choose not to review its current ambition and desired outcomes. This would mean failing to set out the huge impact the crises have had on the borough, its people and the council and the council's approach to recovery. The council has committed to undertake an annual review of the outcomes and milestones.

## 6. Reasons for Recommendations

- 6.1. To drive the delivery of the Southend 2050 ambition through robust and strategic performance management arrangements and to ensure the council is clear on prioritised milestones to achieve the desired outcomes, focusing on response to the pandemic, economic recovery, and sustainability – including financial, environmental and our transformation as an organisation.

## 7. Corporate Implications

### 7.1. Contribution to the Southend 2050 Roadmap

The report presents the achievements and highlights performance against the Southend 2050 outcomes along with delivery towards the milestones on the Roadmap.

### 7.2. Financial Implications

Major projects delivered through the Capital Programme are highlighted on the refreshed Roadmap. External funding opportunities will be sought in order to support the delivery of milestones on the Roadmap, with consideration given to additional match-funding and revenue costs often required.

### 7.3. Legal Implications – No specific implications.

### 7.4. People Implications

There are no specific people 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**

The report highlights 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 and Diversity Implications**

An Equality Impact Assessment has been undertaken to assess the impact Covid-19 has had on equality groups. This was updated in June 2021.

**7.8. Risk Assessment**

The Council has reviewed the Corporate Risk Register in the light of the impact and implications of the pandemic (see Background Papers at 8.3).

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

**7.10. Community Safety Implications**

Safe & Well is one of the 6 2050 themes; Residents feel safe and secure in their homes, neighbourhoods and across the borough is one of the outcomes within Safe & Well.

**7.11. Environmental Impact**

Green City and climate change is one of the priority outcomes.

**8. Background Papers**

8.1. Southend 2050 Annual Report – June 2021

8.2. Southend 2050 Annual Review and Refresh of the Outcomes and Roadmap Milestones – July 2021

8.3. Corporate Risk Register – July 2021

**9. Appendices:**

9.1. Appendix 1: Southend 2050 Road Map

9.2. Appendix 2: Outcome Success Measures Period 1 Report (1 April – 30 June 2021)

### Key:



Pride & Joy



Safe & Well



Active & Involved



Partner milestone



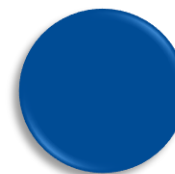
Milestone completed



Opportunity & Prosperity



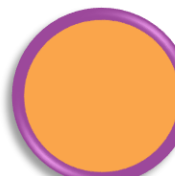
Connected & Smart



Future Ways of Working

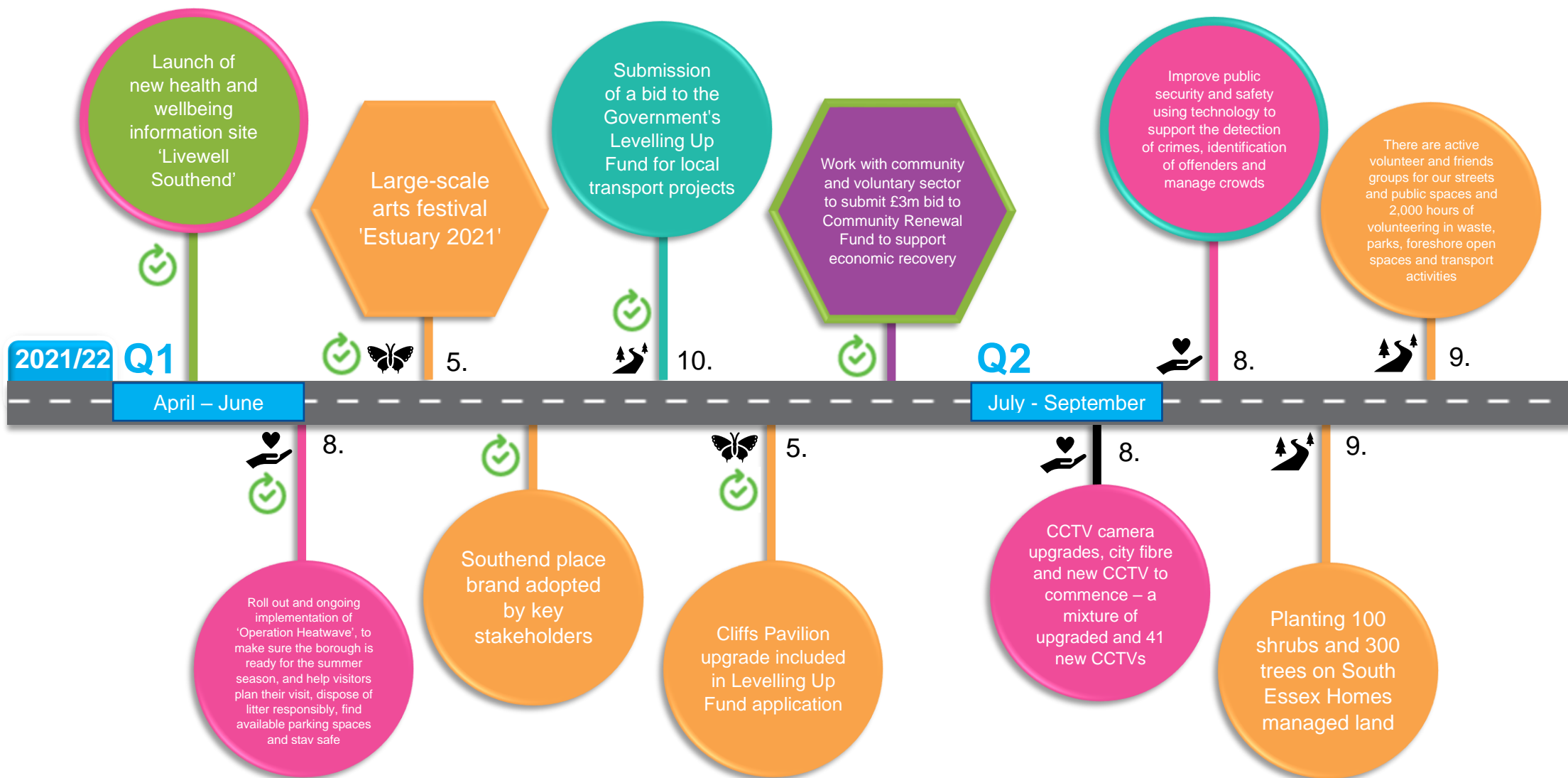


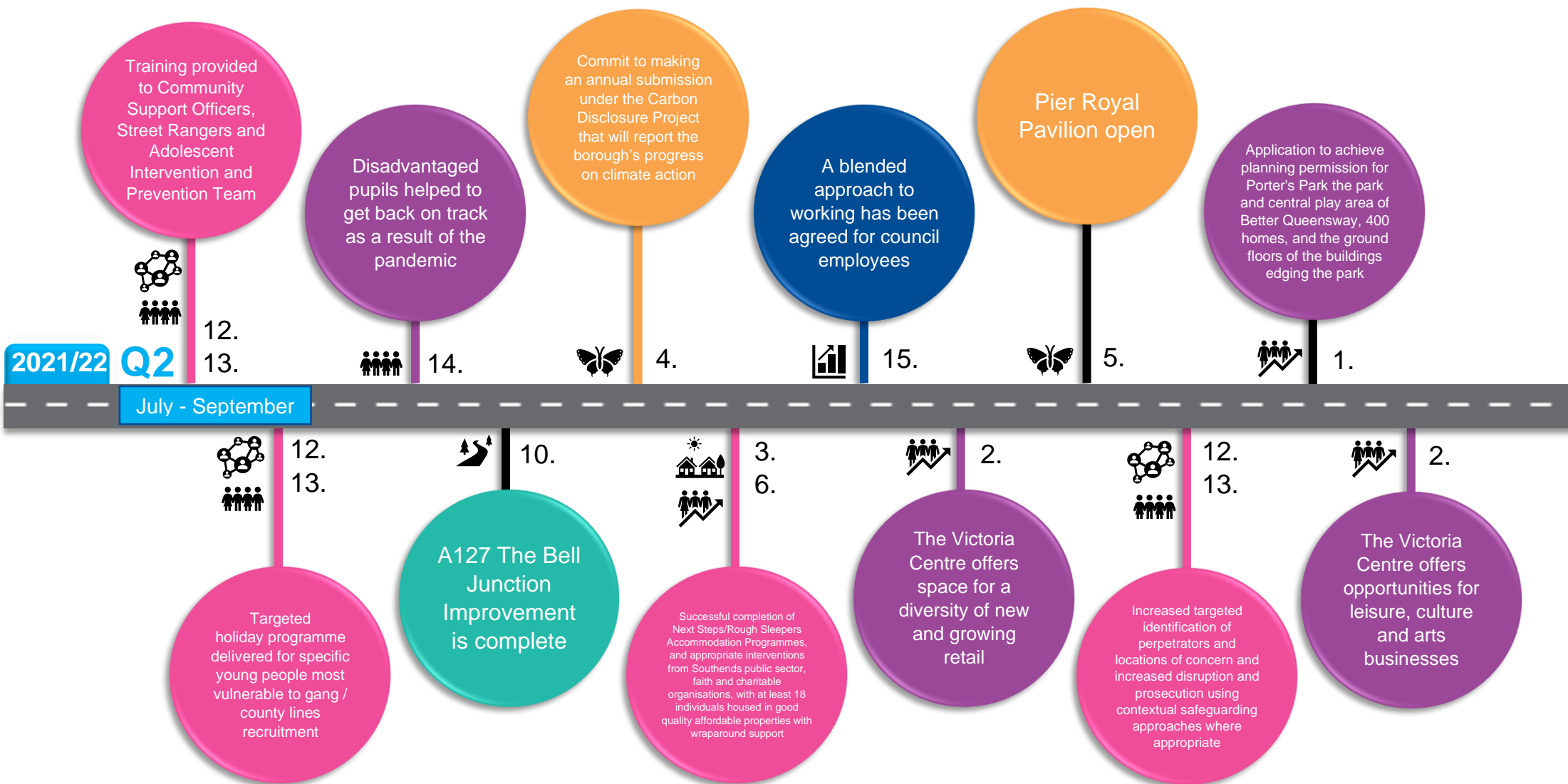
Milestone linked to a Major Project in the Capital Programme

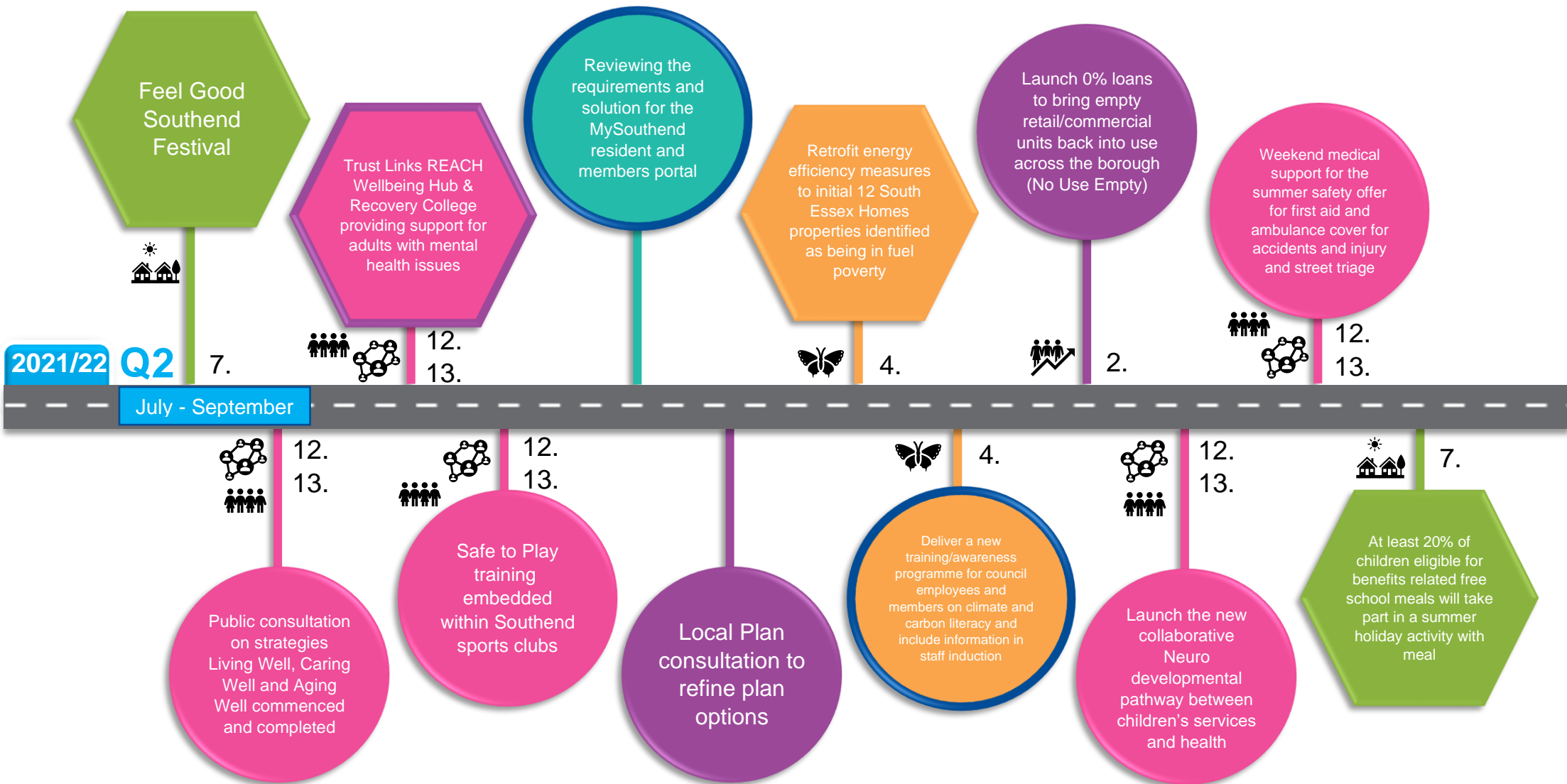


Milestone links to 2 themes, centre colour denotes the lead theme

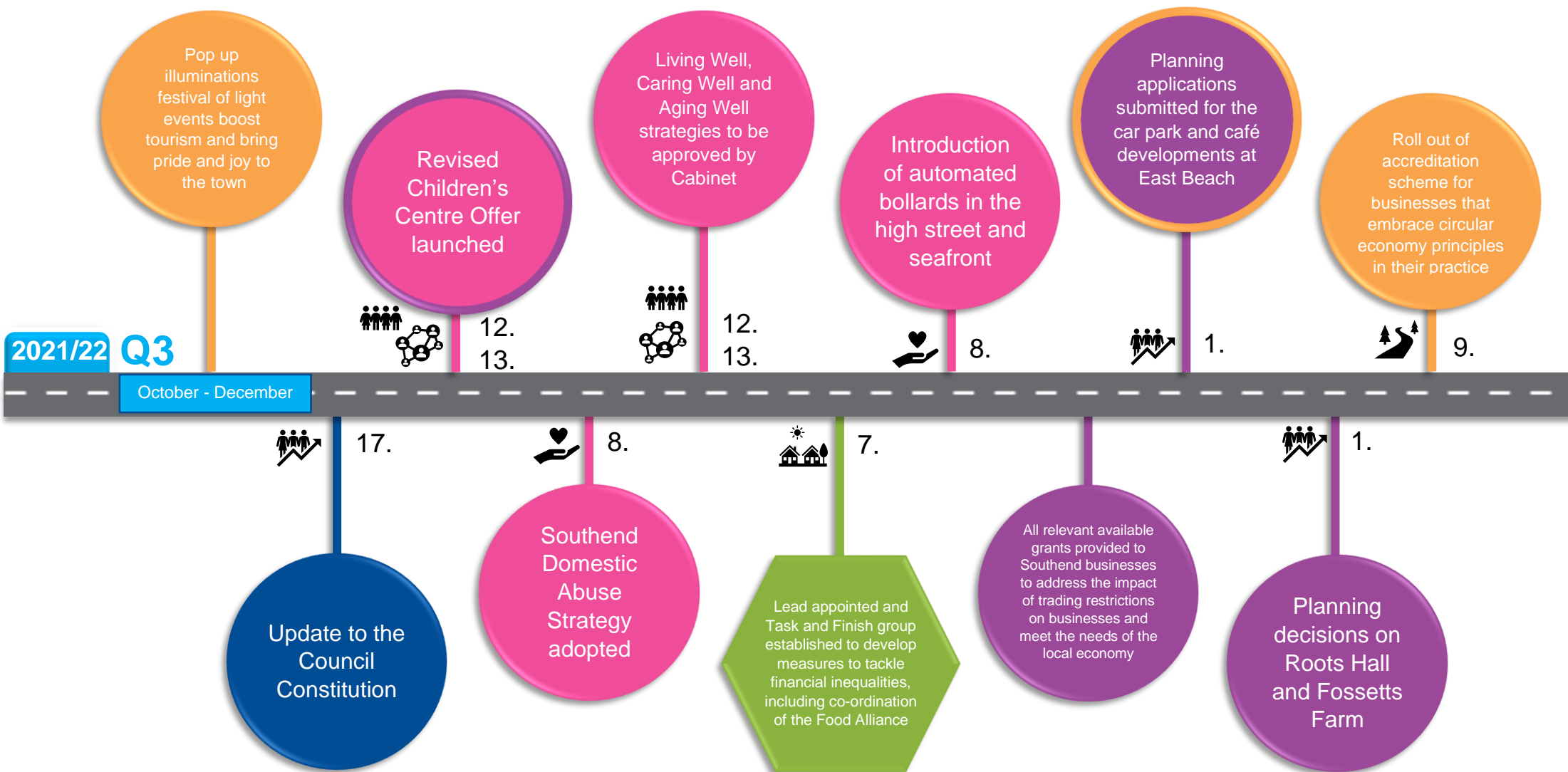
# DRAFT Southend 2050 Roadmap – 2021 Refresh

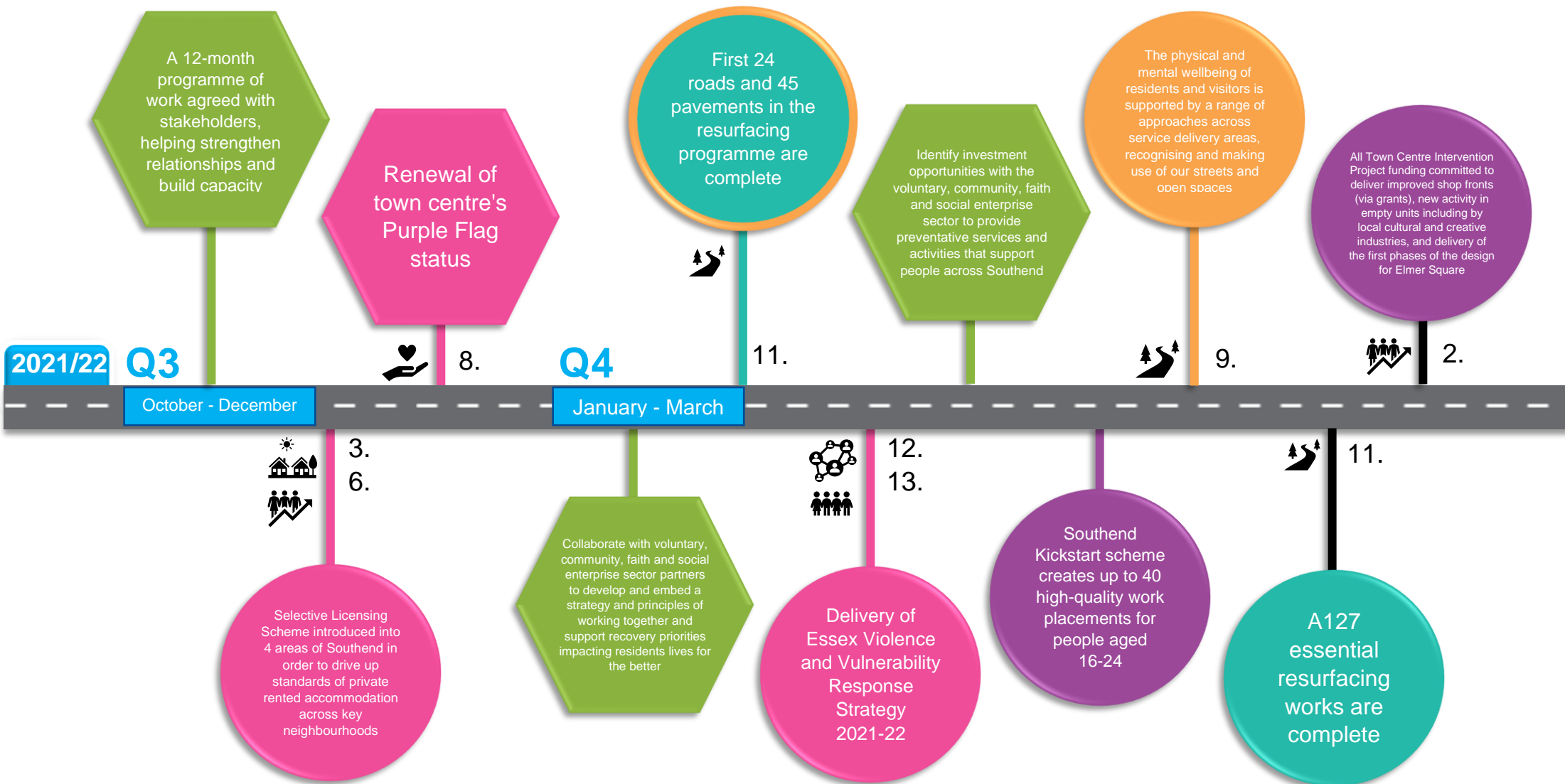


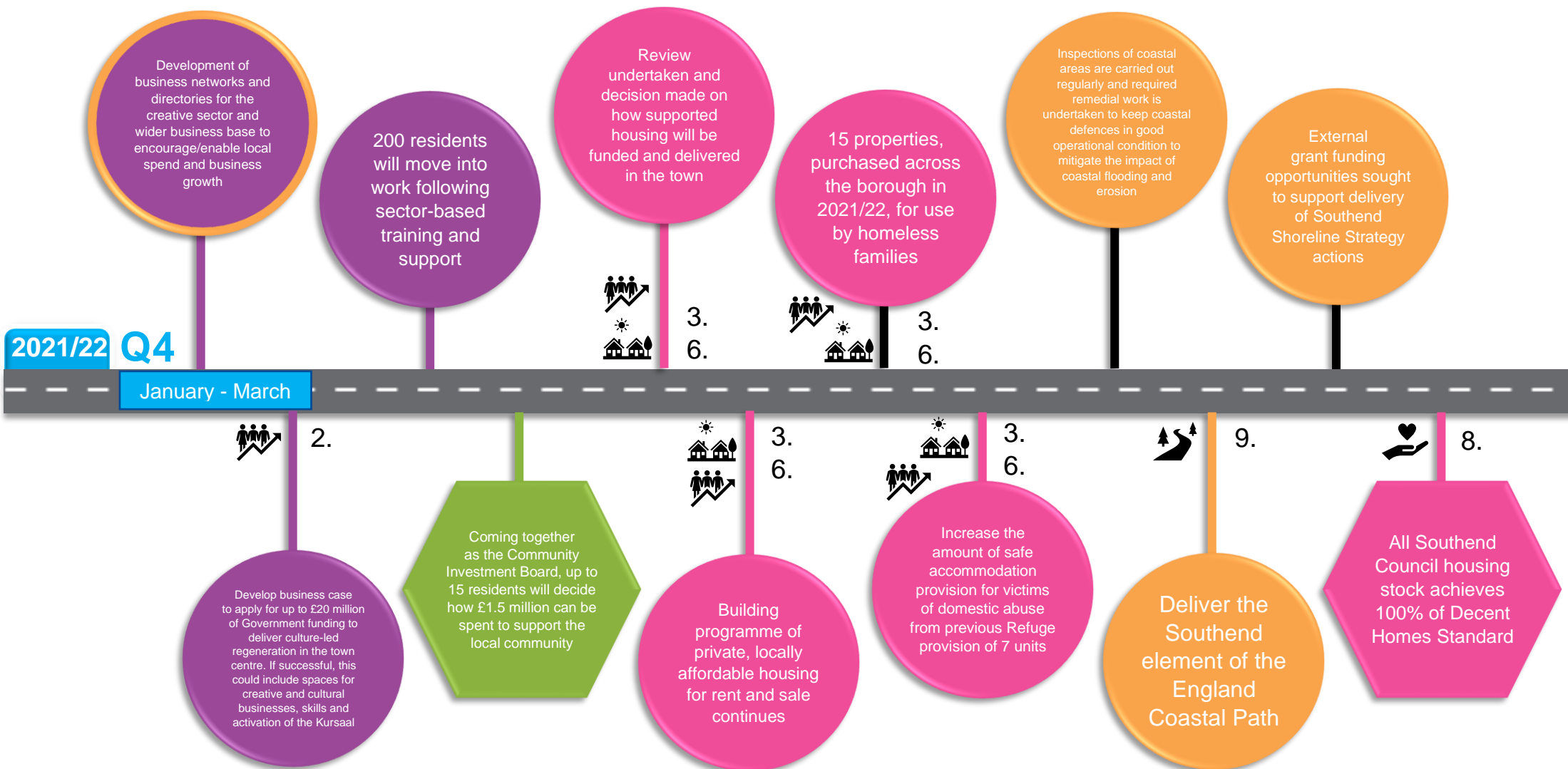


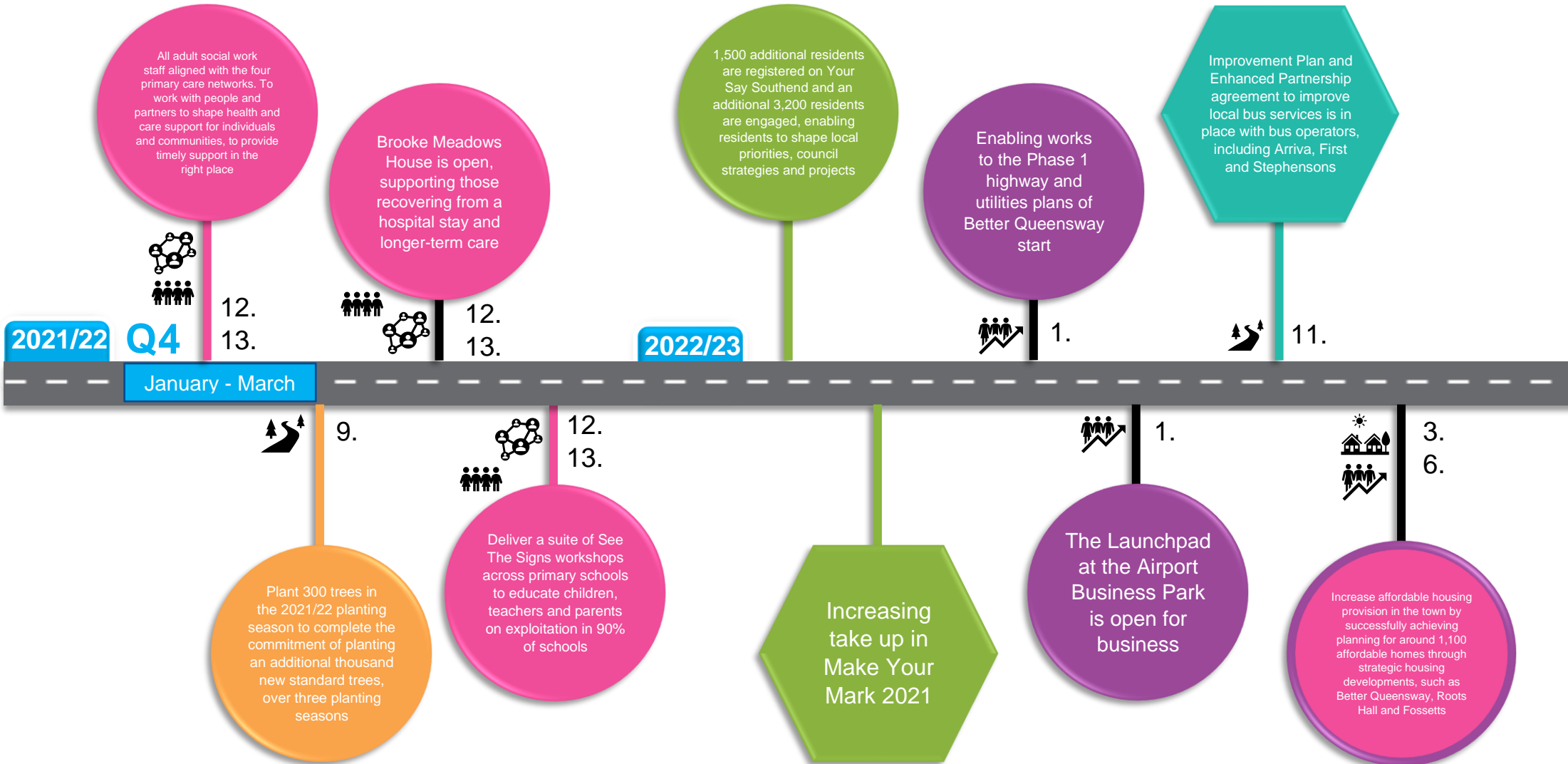


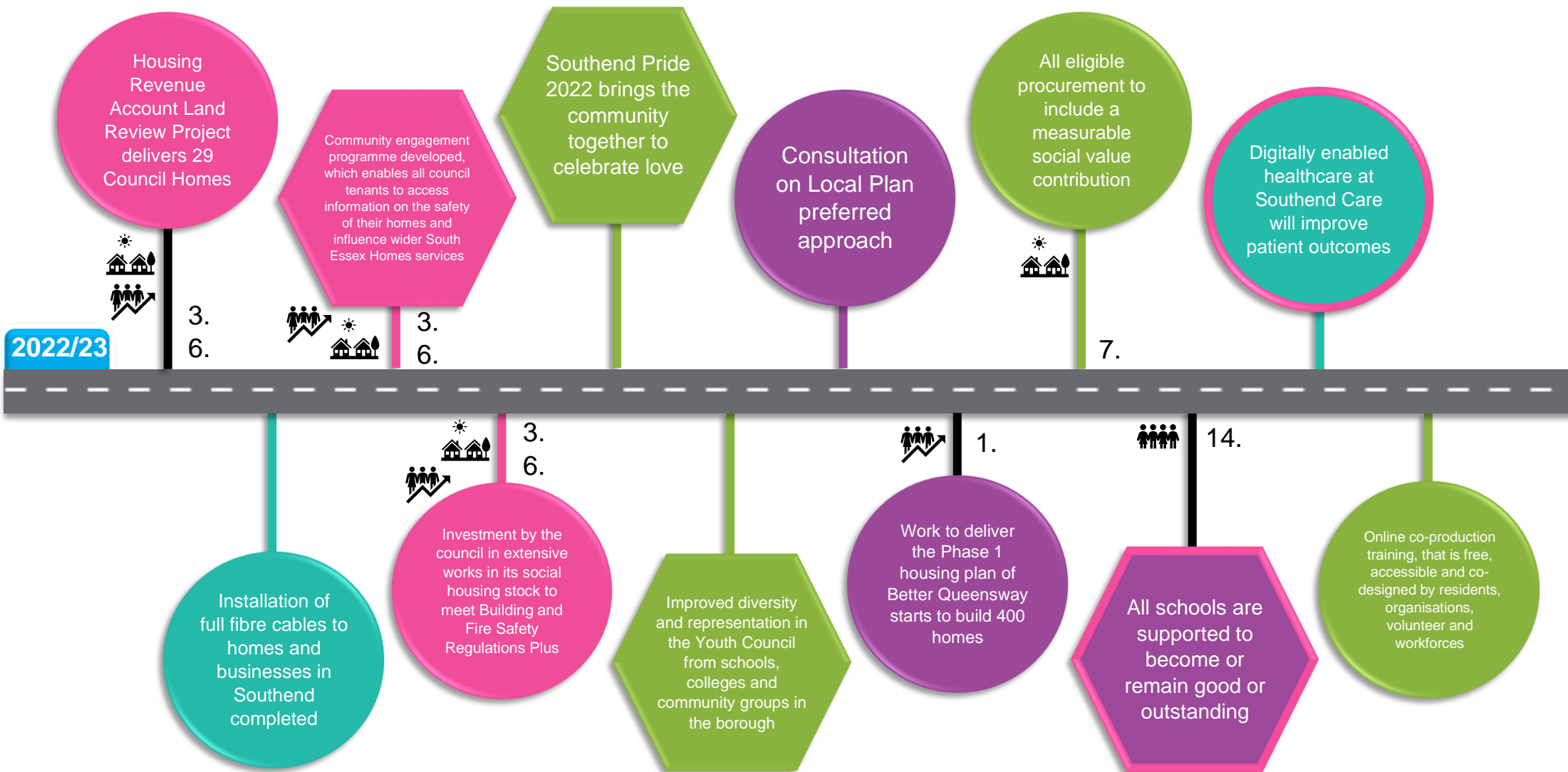


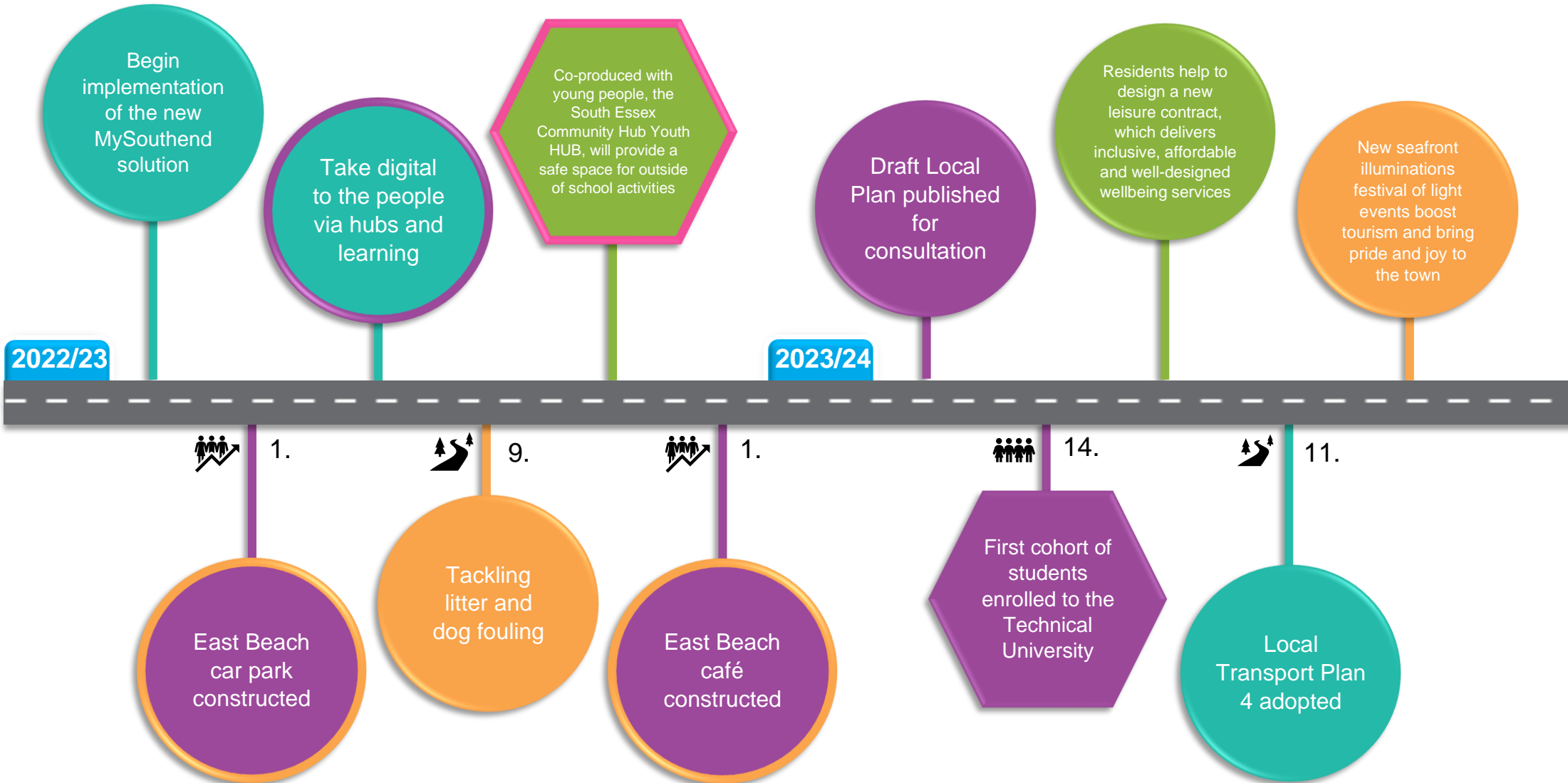


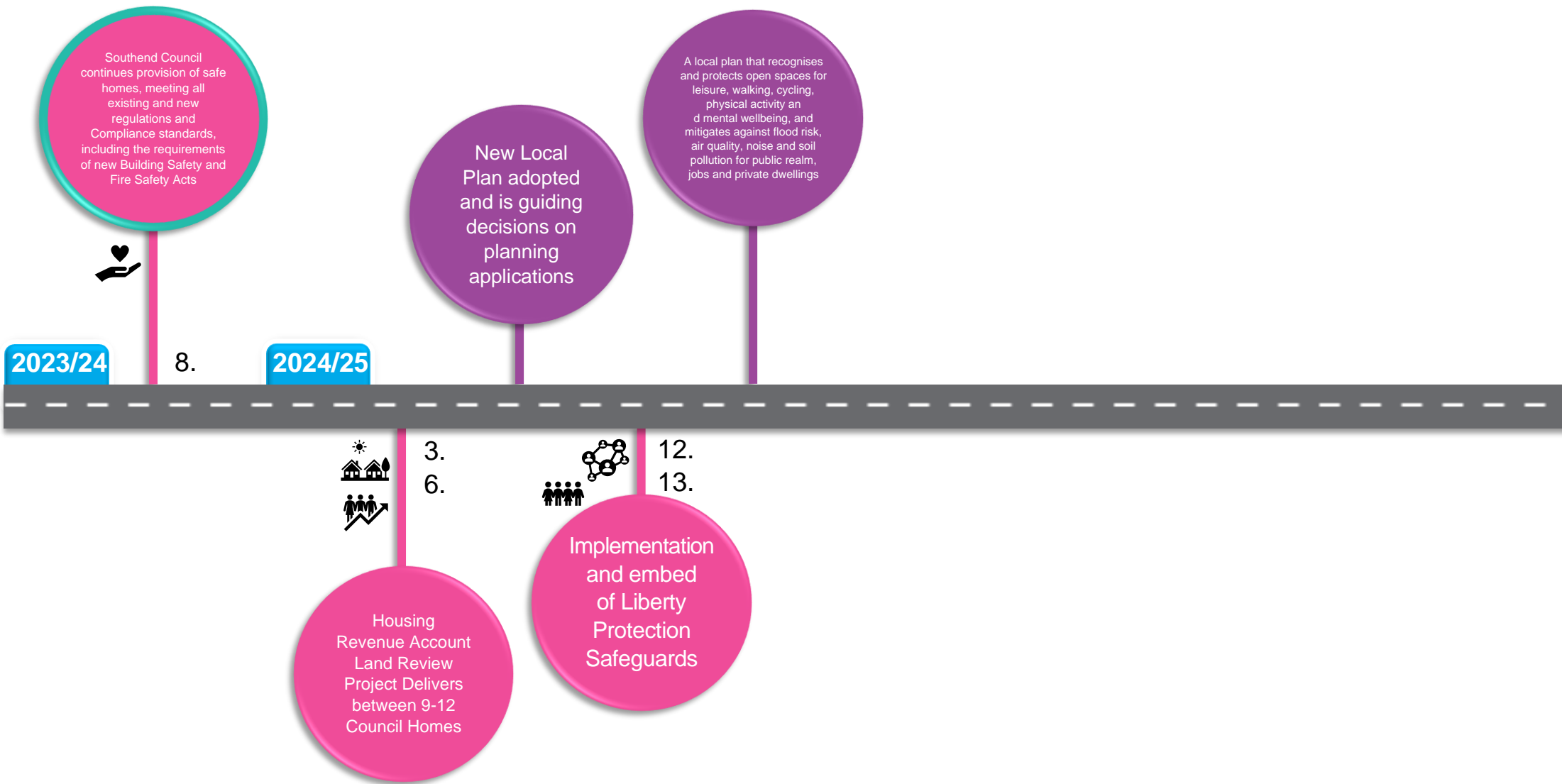














Working to make  
*lives better*  
[www.southend.gov.uk](http://www.southend.gov.uk)



OUR  
SHARED  
**AMBITION**

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

**Outcomes Success Measures Report**

**Period 1 2021/22**

**1 April - 30 Jun 2021**





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

- We act as a sustainable and green city embracing the challenges of the Climate Emergency Declaration made in 2019.
- Our streets and public spaces are valued and support the mental and physical wellbeing of residents and visitors.
- The variety and quality of our outstanding cultural and leisure offer has increased for our residents and visitors and we have become the region's first choice coastal tourism destination.
- We will assess how to best manage our coastline to protect people, residential and commercial properties, designated habitats, public open spaces and agricultural land from coastal flood and erosion risk.
- There is a sense of pride in the place with local people actively and knowledgeably talking up the borough.

The council is embracing environmental challenges as we strive to become a sustainable and green city.

We launched a consultation on our new draft Air Quality Action Plan, which outlines the actions the council will take to improve the air quality of the borough between 2021 and 2025. It has been produced as part of the council's statutory duties required by the Local Air Quality Management framework. The plan will prioritise Air Quality Management Areas of which Southend has declared two as well as addressing air quality across the whole borough.

Protecting our children's health from air pollution was the focus for this year's national Clean Air Day on 17 June, which the council proudly supported.

Several anti-litter campaigns have been launched to encourage residents and visitors to take responsibility for their litter and take pride in their town:

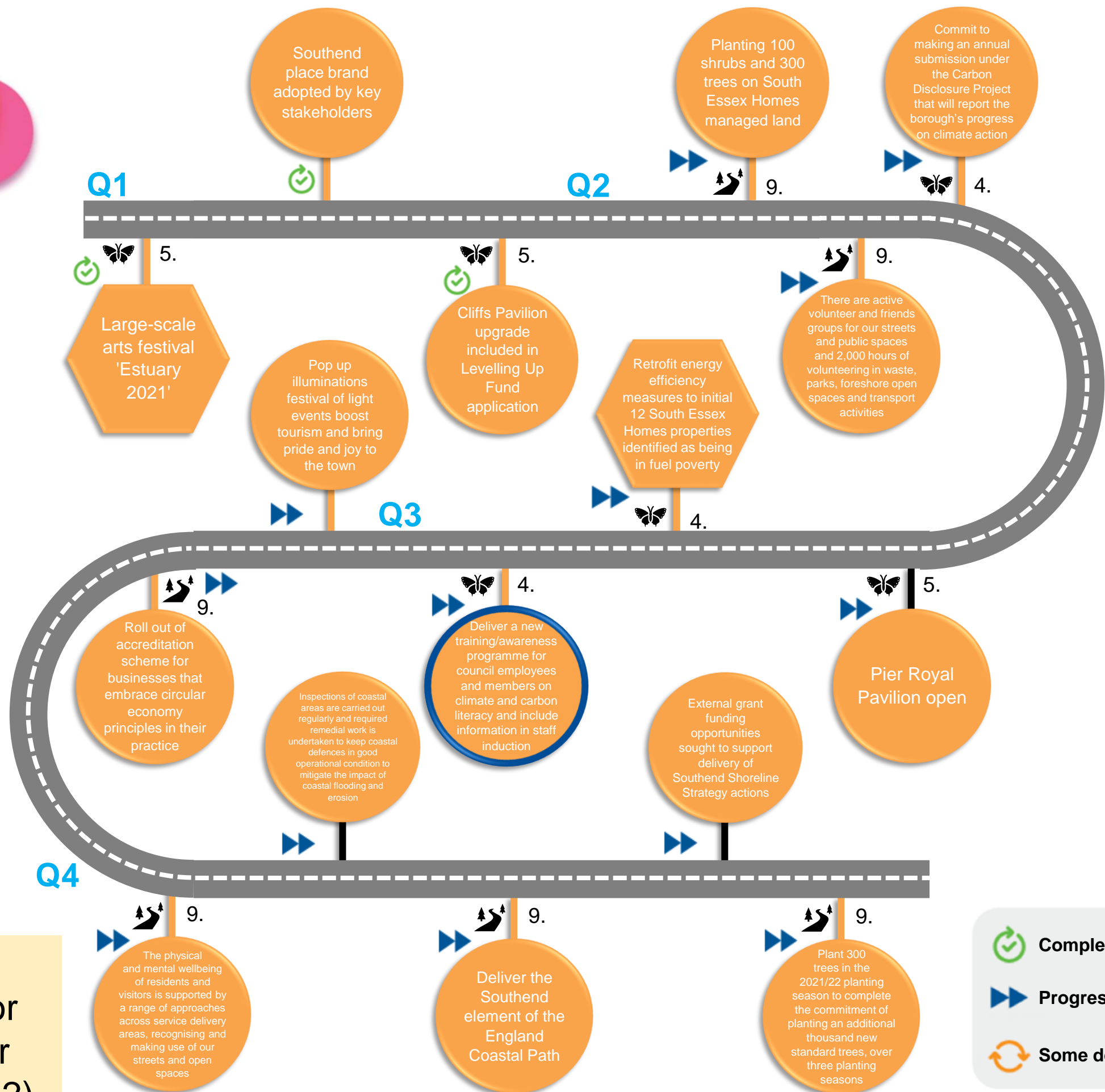
- Our 'your rubbish, your responsibility' campaign, which we are running with the support of Veolia, encourages residents and visitors to use litter bins and to stop and think about the impact littering has on the environment and local wildlife.
- Keep Britain Tidy's Great British Spring Clean is a national campaign, that ran from 28 May until 13 June. The council supported the event with the help of Make Southend Sparkle.
- Make Southend Sparkle ran a community campaign and competition in July to encourage residents, schools, groups and businesses to get involved and make Southend sparkle.

In April, a key part of 'Operation Heatwave' – the plan to ensure the borough is ready to welcome visitors and keep residents safe – included additional resources to deal with the extra waste generated by the increased number of visitors to the borough. The council has put in place larger EuroBins across the borough and introduced additional litter picking and bin emptying.

Also in April, Focal Point Gallery presented a display of drawings, photos, video, poetry and text created by residents during 2020 on the theme of 'Imagining a New Future'. These artworks were on show along Southend High Street.

An art installation which uses panels to take sunlight and moisture from the air and convert it to drinking water went on show on Southend Pier as part of the Estuary 2021 arts festival. Using SOURCE water panels, the innovative technology is being showcased for the first time in England, through a partnership between the council and the Interreg 2 Seas co-financed project Cool Towns. The installation, called Vanishing Point, is by US artist Mary Mattingly.

Hares About Town is a public art event, taking place from 1 July 2021 until 12 September 2021 and aims to raise funds for Havens Hospice. Each hare sculpture found along the trail has been designed by an artist and sponsored by local business.



Roadmap  
milestones for  
2021/22 (Apr  
2021-Mar 2022)



**700+** trees planted

**17** trees felled

**996** trees planted since April 2020

at Q4 2020/21 (latest data)

**80,184**



visitors to Southend Pier this quarter

includes the second highest June admission figure despite the ongoing pandemic restrictions and impacts



**24,810**



Visit Southend website visitors

-34% on same period last year

(due to website closure during April 2021)



**73%**



reduction in council's carbon emissions from buildings between 2012/2013 and 2017/2018

Target: 35%



**98%**



of serious defects on our roads and pavements made safe within response times

no change vs last quarter



**100%**



of safety inspections of roads and pavements completed within timescale

no change vs last quarter

777 inspections undertaken this quarter



**74%**



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

Residents' Perception Survey 2019

+1 percentage point vs 2018



## Spotlight on...

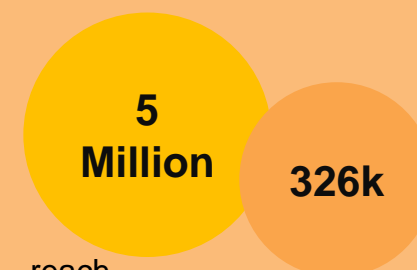
### Website and social media metrics

Total users of the council's websites in 2020



-31% on 2019

Reach and engagement on social media in 2020



reach

engagement

+8% on 2019

**98%**  
★ ★ ★  
acceptable standard of  
cleanliness: litter  
Cumulative YTD  
no change vs last quarter



**100%**  
★ ★ ★  
acceptable standard of  
cleanliness: detritus  
Cumulative YTD  
+1 percentage point vs last quarter



**44.9%**  
of household waste sent for  
reuse, recycling and composting  
Target: 50%



**99.9%**  
of waste collections carried out on  
time  
no change vs last quarter



Blue Flags and Green Flags evidence our well-  
managed, safe and accessible parks, open spaces  
and beaches

## Summer beach cleaning schedule



- Litter bins emptied and  
litter picked all day
- Beaches raked every day
- Late-night and early  
morning cleaning to make  
sure beaches are ready for  
visitors every day





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

- Residents feel safe and secure in their homes, neighbourhoods and across the borough.
- Everyone has a good quality, sustainable home that meets their needs.
- We protect and improve the quality of life for everyone in our community with focused support for those most vulnerable

## May 2021

Community Safety Officers changed their shift hours to provide assistance to members of the public in the nice weather.

Joint patrols and operations continue, including patrolling the polling stations.

Engagement with residents to assist with resolving on-going anti-social behaviour issues was made and intelligence was shared with CCTV, allowing CCTV guide Essex Police to a location to make an arrest.

The council has worked closely with its partners to keep people safe and well this quarter.

Southend Safeguarding Partnership (Children's) and ActiveSouthend teamed up with National Child Safeguarding Charity, NWG, to deliver its 'Safe to Play' campaign. NWG created the campaign using funding from Sport England to get parents, clubs and coaches talking openly about safeguarding. 564 children and 100 parents took part in the campaign in Southend during the last school term.

We have been allocated a final batch of government funding to continue our free school meal provision. The Covid Local Support (previously the Covid Winter Grant) has seen a total of £539,943 allocated to the council to support families and individuals between 21 June and 30 September, enabling the free school meals holiday voucher scheme – run successfully since Christmas 2020 – to continue. Up to £462,120 has been set aside to ensure the free school meals scheme continues throughout the summer. This will help 7,702 children, with £60 of Wonde supermarket vouchers sent directly to parents by their school, college or early years setting before the holidays start.

Over the Easter school holidays providers created tailor-made programmes in collaboration with children and young people, bringing them a range of fun activities, along with a healthy lunch. The programme saw exceptional engagement from participants. Schoolchildren will also be able to enjoy a summer of fun as Holiday Activities and Food programme providers in Southend are now ready to accept bookings for summer sessions. Children who receive benefit related free school meals are eligible to take part in the programme.

As part of Foster Care Fortnight in May, headed up by The Fostering Network, the council's Fostering Service searched for much-needed local heroes to become foster carers and help transform lives of children and young people. This year's theme #WhyWeCare provided the opportunity to showcase the great work of foster carers across the borough.

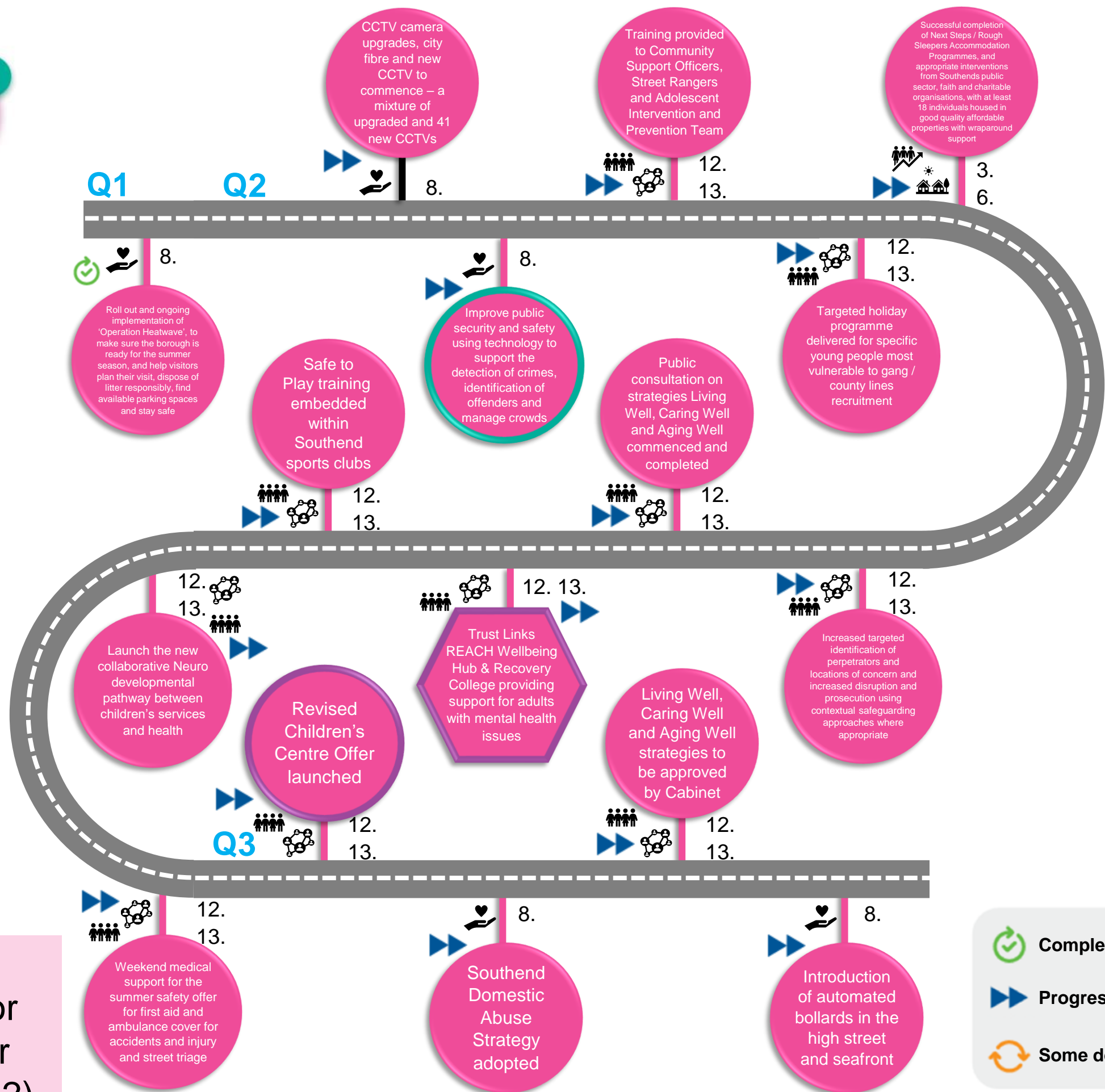
Southend Libraries launched a new campaign to tackle loneliness and support mental health in children, young people and adults. The 'Read, Talk, Share' campaign, championed by authors Amanda Prowse and Natasha Devon and Girls Aloud singer Nicola Roberts, saw every library in Southend provided with books from the Reading Well collections. This included e-books and e-audio books through the library's digital service, BorrowBox.

Plans to build 21 new family homes on disused garage sites behind Eagle Way in Shoeburyness have been given planning approval. The plans include the development of five terraced houses and a four-storey block of 16 self-contained flats, plus 44 parking spaces and a cycle store. The homes will be managed by South Essex Homes.

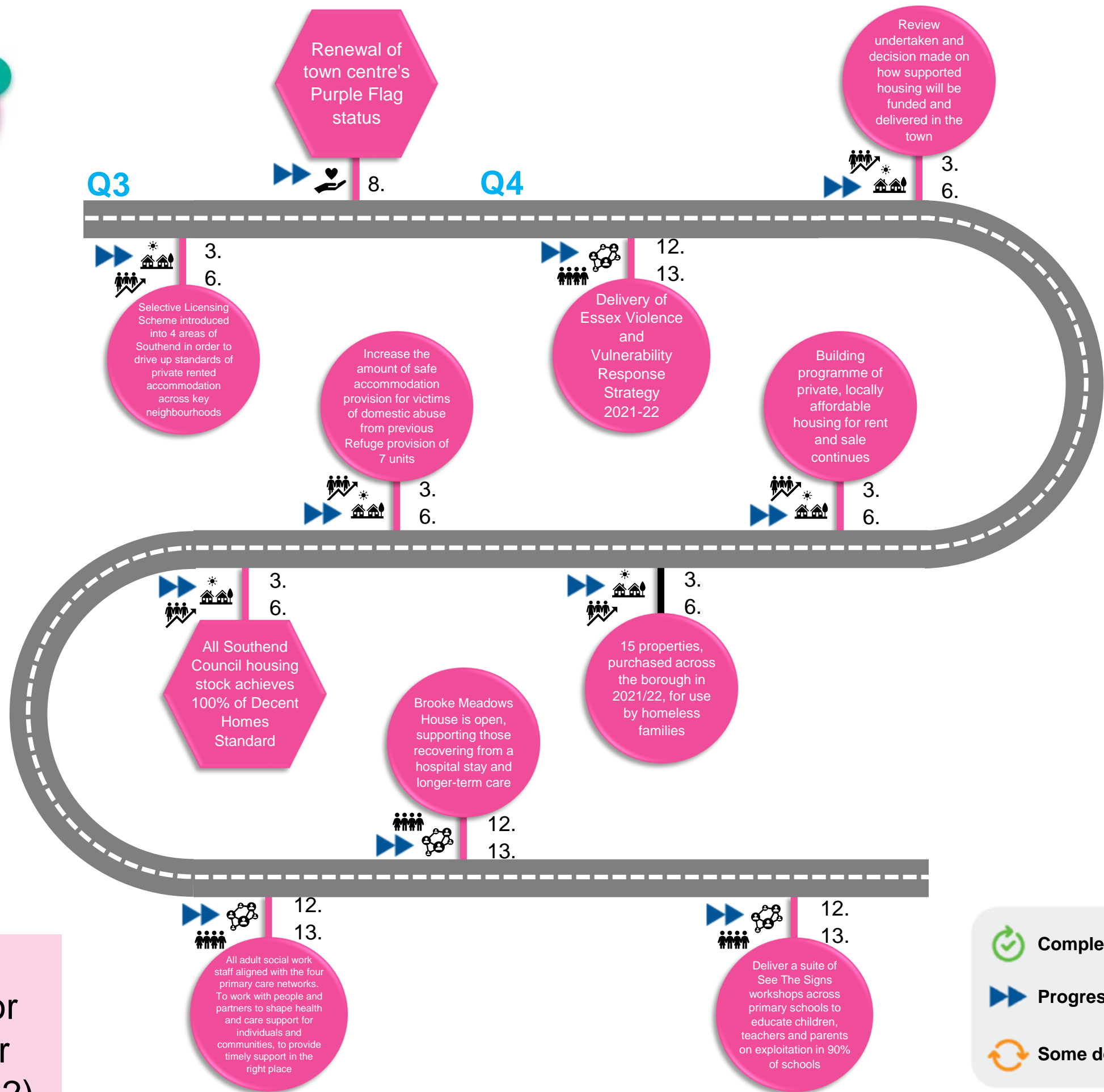
The council has thanked Leigh and Thorpe Bay Rotary Clubs and the Carli Lansley Foundation for donating, installing and maintaining four defibrillators along Southend seafront. The charities will maintain them on a monthly basis, ensuring that seafront visitors have access to the life-saving equipment 24 hours a day. This is in addition to the four defibrillators installed along the seafront in September 2020.

In this quarter, residents were asked if powers should be introduced to tackle anti-social behaviours in Chalkwell and Leigh-on-Sea. This follows on from a series of incidents in Old Leigh. The proposal of a Public Space Protection Order is being put to residents and businesses to gain their views on whether people breaking rules should be fined up to £100. Failure to pay the penalty within 14 days could lead to prosecution.

The council proudly supported Counter Terrorism Policing's Easing Lockdown Vigilance Campaign, which encourages communities, the public and businesses to help the police tackle terrorism by remaining vigilant and reporting suspicious behaviour.



Roadmap  
milestones for  
2021/22 (Apr  
2021-Mar 2022)



Roadmap  
milestones for  
2021/22 (Apr  
2021-Mar 2022)



93%



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

+0.8% vs last quarter  
Target: 85%



52%



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

-7.7% vs last quarter  
Target: 80%



73%



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

(May 2021, latest data)

higher than same period last year  
Target: 65%



95%



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

same as last quarter  
Target: 90%



73%



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

+0.4% vs last quarter  
Target: 80%



88%



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

same as last quarter  
Target: 85.5%



73

per 100,000/pop



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

Cumulative YTD

Target: 137.5 (aim to minimise)



353

per 100,000/pop



Under 75 Mortality rate from all causes (persons)

higher than CIPFA Nearest Neighbours average



0.9



victims of violent crime with injury per 1,000/pop

lower than same period in 2019/20



1.8



domestic abuse incidents per 1,000/pop

+3.9% on same period last year



8,684



violence against the person offences in the rolling year to 30 June 2021

+4% on same period last year (July 2020)



40%



of respondents felt safe in their local area after dark

(Residents' Perception Survey 2019)

no change since 2018  
England benchmark: 76%



53%



of those at risk of homelessness had existing or alternative accommodation secured for at least 6 months

+18 percentage points on last quarter



233



children in temporary accommodation

16% less than same period last year



3.3

per 100,000/pop



households in temporary accommodation (Oct-Dec 2020 – latest data)

higher than East of England



0 cases



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

no change vs last quarter



6

properties pending



5

properties purchased

£2.5M

total value

36%



of houses needed built in 2019/20 (latest Housing Delivery Test result)

-31% vs. 2018/19



## Spotlight on...

## Community Safety Unit activity

### Engagements:

Begging / vagrancy / rough sleeping

**169 vs. 160** (-6%)

Street drinking

**88 vs. 344** (-74%)

Antisocial behaviour reports

**190 vs. 258** (-26%)

### Other:

Crimes assisted

**57 vs. 77** (-26%)

Targeted patrols undertaken

**2,724 vs. 1,424** (+91%)

Q1 2021/22, all figures vs.  
Q1 2020/21



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

- Enable inclusive community projects which provide opportunities for people of all ages to participate, grow skills, confidence and social connection and make a positive contribution to tackling inequalities.
- More Southenders agree that people from different backgrounds are valued and get on well together.
- Residents know how to get involved to improve local services.
- Residents help to shape services which will provide more people with the opportunity to live an active lifestyle, including safe access to open spaces and local facilities.

The council continues to build community relationships and support residents with engagement projects, such as the Pandemic Management Programme and EU Settlement Scheme. The Mid and South Essex Care Partnership designated £14,000 for the Vaccine Inequalities Fund in Southend. Southend Emergency Fund received two applications from community groups to enable them to build capacity and promote vaccine uptake in their communities.

Local organisations were able to apply for a share of £3 million, made available by the Government to support recovery from the COVID-19 pandemic. The council has submitted a shortlist and we wait to hear the results.

We secured 19 providers and 20 venues in Southend for the Holiday Activities and Food programme; although uptake of the sessions has been slow. This is likely due to schools reporting an increase in COVID-19 cases towards the end of term, free school meal vouchers continuing to be available and the provision of summer catch-up schools.

In May, the council's leisure operator reopened Belfairs Swim Centre, Chase Sports and Fitness Centre and Shoeburyness Leisure Centre and restarted indoor group exercise classes at Southend Leisure and Tennis Centre.

The council's Faith and Belief Network continues to grow with new congregations joining meetings or the distribution list. The Faith and Belief Network, SAVS and Southend Museums organised the first ever virtual Faith and Belief Festival in May to celebrate the cultural diversity of the borough.

UNISON and the council supported national Take the Knee event on 25 May. UNISON lead on Take the Knee events on the steps of the Civic Centre and at Southend Victoria station. The Civic Centre, Porters Civic House and City Beach lights turned purple in recognition and to show the council's support.

In June, Music on Sea asked students to share their ideas for the future of music in the borough on Your Say Southend. Music on Sea is funded by Arts Council England to deliver the National Music Plan to Southend's young people. The council also launched consultations on our parks and open spaces, Air Quality Action Plan and Plasticity project.

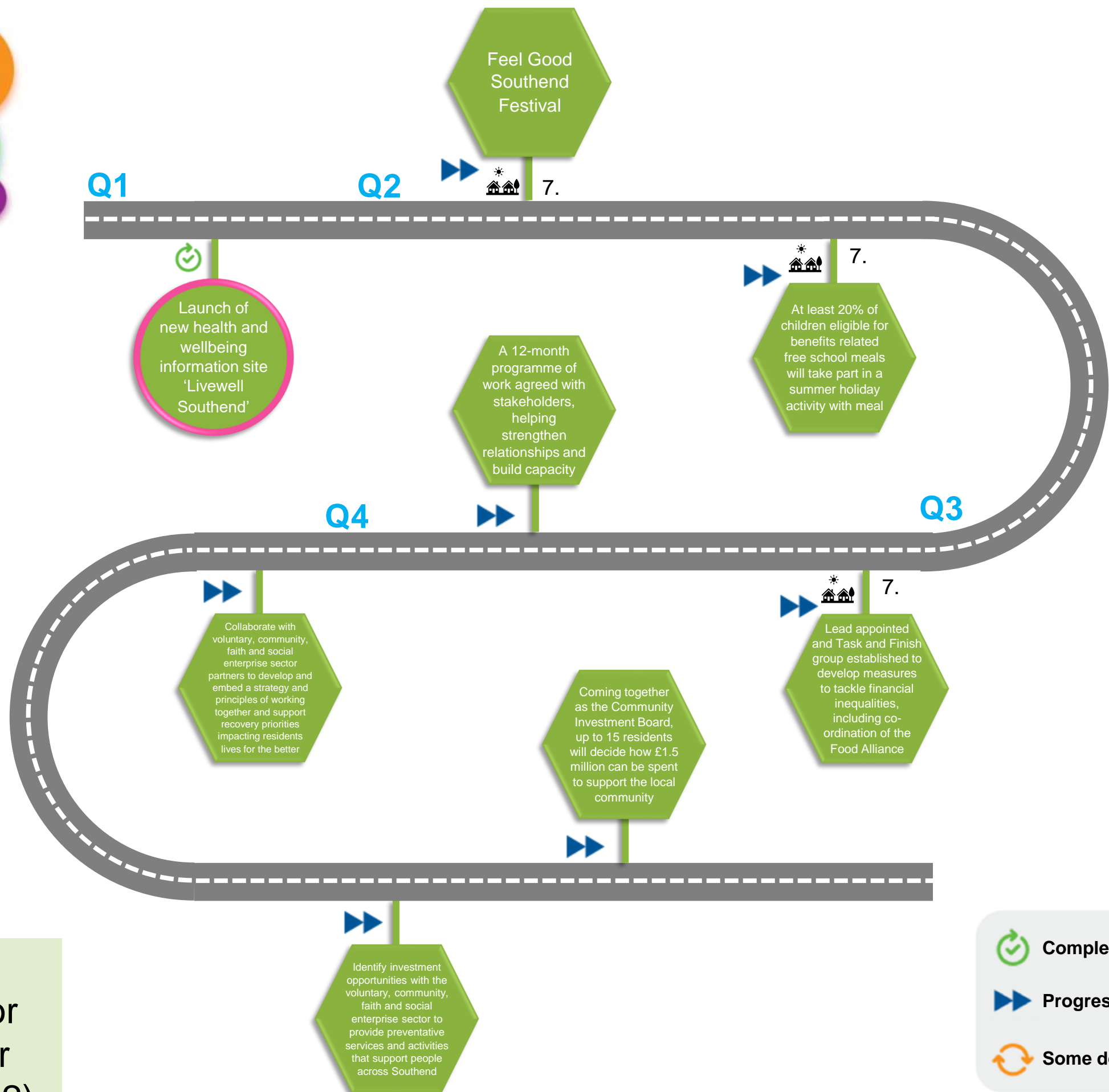
Citizen's Advice Southend was honoured with The Queen's Award for Voluntary Services, in recognition of the support they provide to the people of Southend. Created in 2002 to celebrate The Queen's Golden Jubilee, the Queen's Award for Voluntary Services is the highest award a voluntary group can receive in the UK.

Volunteer beach welfare officers have been busy patrolling the shoreline, helping residents and visitors. The work of volunteers was celebrated during Volunteers Week 2021, beginning of June.

We used our website, social media and bus stop advertising to reach residents as part of the household annual canvass, which is used to update the register of electors. We also carried out work to understand why some residents don't respond to canvass communication and the barriers to registering to vote.

The Cabinet considered the next stage in developing the new Local Plan, looking at the results of the 2019 public consultation and refining options ahead of another public consultation this summer.

The Community Safety Partnership has adopted hate crime as a priority for 2021/22 financial year, with work undertaken to identify potential outcomes and key performance indicators to demonstrate confidence in reporting and increase in general awareness which in turn improve likelihood of successful police action, victim support and reduction in re-offending.



Roadmap  
milestones for  
2021/22 (Apr  
2021-Mar 2022)

59



of respondents agreed that people of different backgrounds get on well together

+3 percentage points vs 2018

(Residents' Perception Survey 2019)



53%



of required members recruited to the Community Renewal Fund Board



136,033



people in the borough are registered to vote

+0.3% vs. 2019

Source: ONS 2020



39



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

-11 victims from last quarter



13,784



free school meals provided to children between December 2020 to March 2021

86



physically inactive adults completed a physical activity course

Annual target: 150



## Spotlight on... Faith and Community Groups activity

Q1 saw a new Faith and Belief Network set up, resulting in increased membership and a new meeting format.

There was increased participation with Faith and Community Groups on council matters and workstreams (Resilience Planning, Early Help Strategy, etc.) Closer working partnerships have been growing throughout the pandemic response, with Faith and Belief, BAME and EU community groups supporting health campaigns and testing / vaccination availability.

Southend's first Faith and Belief virtual festival [Southend Faith and Belief Festival – One Southend](#) is promoting inclusivity and diversity, with events planning in process for coming months in partnership with the Interfaith Network, plus future open days for places of worship and a new Faith and Belief Network website being planned.



Number of users

26,561

aware

12,923

informed

3,982

engaged



## Spotlight on...

**Successful  
consultation  
in Q1**

The Public Space Protection Order (PSPO) consultation ended on 14th June and generated 194 engaged, 843 informed and 1,790 aware participants.





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

- We have a vibrant, thriving town centre, with an inviting mix of retail, homes, arts, culture and leisure opportunities.
- Major regeneration projects are under way and bringing prosperity and job opportunities to the borough.
- Our children are school-ready and young people are ready for further education, employment or training.
- Southend has a national profile for its thriving Cultural & Creative Industries (CCI) sector, where culture plays a central role in the social and economic success of our diverse communities.
- As part of our economic recovery, Southend businesses feel supported to respond to economic shocks and can thrive and grow, creating enough job roles to match the needs of the population and safeguarding fulfilling careers.
- The Local Plan is setting an exciting planning framework, meeting the development needs of the borough for the next 20 years.

The council continues to support businesses and employers and provide government support grants to aid their recovery.

Businesses successfully applied for the government's Restart Grant, which supports businesses in the non-essential retail, hospitality, leisure, personal care and accommodation sectors with a one-off grant. The scheme went live on 1 April 2021 and we received nearly 1,100 applications with grants being paid out totaling circa £6 million. Businesses that missed out on previous grant streams were able to apply for phase 2 of the government's Additional Restrictions Grant.

We had new openings at Victoria Shopping Centre, with lettings to Cookies and Cones, a burger operator and a shoe repair shop. Indirock, a bouldering/climbing operation, are also due to occupy a unit.

We are the fourth town to go live with a website as part of [Totally Locally](#), a UK-wide initiative promoting local businesses. Businesses have their own shop within the website. Customers can browse, shop and pay for items from multiple businesses all in one go, with everything from flowers and roof repairs to art, wine, candles, coffee, clothing and counselling.

The council is set to bid for up to £55m of government funding to support regeneration and growth across the borough. The Levelling Up Fund was launched in March 2021 to support town centres and high street regeneration, cultural and heritage assets and highways improvement projects. Local authorities can make bids that total the number of MPs within their borough and highways authorities can also bid for specific highways projects, so we are eligible for three funding bid applications.

Groundwork investigations for the Better Queensway redevelopment started in April. Boreholes are being drilled in several locations across the Queensway estate to look at the make-up of the soil so the correct foundations can be put in place for future building work.

A Cabinet report about culture-led regeneration and the Town Centre was agreed and work carried out to prepare a brief for the masterplan lite. The report agreed the design for the Forum (Elmer) Square, which will be part funded through the Local Growth Fund (LGF) subject to agreement from the Forum Board.

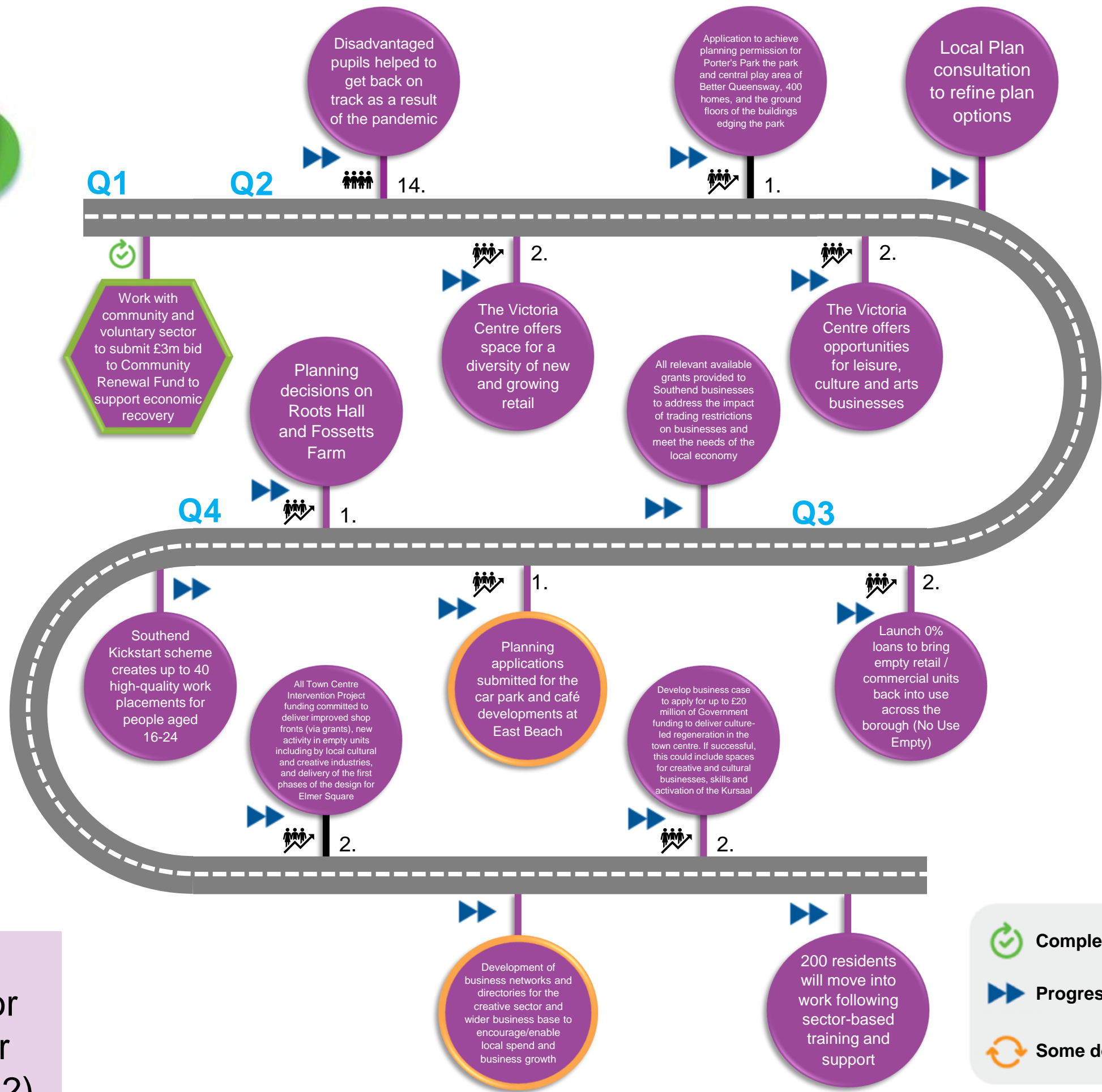
The activation of a vacant unit in the town centre for which we have LGF funding has been put on hold until an empty unit is identified. We have also seen a lower than expected take up of shop front grants and 0% loans funded by LGF. 12 applications were received for grants, totalling £44,460, and one application was received for a 0% loan.

The council continues to work with partners, including the Department for Work and Pensions, to address the challenges of difficult to fill vacancies in hospitality, logistics and care. This quarter, we supported 245 residents towards work into our key employment sectors, with training, information, advice and guidance, CV and interview preparation.

A number of young people have started on council Kickstart placements, all of whom were offered roles, attended their induction and remain on placement. Kickstart vacancies have also been advertised with businesses across south Essex.

An Ofsted report and Care Quality Commission revisit to services provided to children and young people with special educational needs and disabilities found sufficient progress has been made in three of four areas identified as significant weakness in a 2018 inspection. The report highlights improvements to the Local Offer, the multi-agency approach to education health and care plans and better evaluation of education needs. However, more progress needs to be made in joint commissioning; although, inspectors did recognise the pace of change has accelerated in this area since March 2020.

In this quarter, we launched a survey to give young people, families and professionals the chance to have their say on the priorities for the new Southend SEND Strategy. Feedback from the survey will help shape the SEND Strategy and future services and support given to families over the next three years, as part of the Local Offer.



Roadmap  
milestones for  
2021/22 (Apr  
2021-Mar 2022)

7,940



out-of-work benefits claimants  
(monthly data)

+7.1% on last month



57%



of eligible children benefitted from  
2-year-old funding

Quarter average

slightly lower than same period last  
year



24



trainees enrolled in and got jobs  
through the SECTA3, HALO  
and PAVE sector skills projects

98%



3–4-year-old children benefitted  
from universally funded early  
education in OFSTED-rated Good  
or Outstanding  
Settings

Quarter average

+1% vs last quarter



8



individuals got jobs through A  
Better Start Southend's  
Workskills Programme

88%



of the borough's children are  
learning in OFSTED-rated Good  
or Outstanding schools

Quarter average

slightly below target



49



Minute Mentor

students commenced the 60  
Minute Mentor programme

(YTD)

higher than same period in 2019/20



2.9%



of the borough's young people are  
not in employment, education or  
training (NEET) or their situation is  
not known (NK)

Positively lower than national average



6,990



businesses in Southend

- 91% micro
- 7% small
- 1% medium
- 0.4% large

2020  
in line with Eastern  
region



80%



of high street units  
are occupied  
(BID area only)

lower than national  
average



773k



Individual visitors to  
the town centre  
during June 2021



12



successful  
applications to Arts  
Council England  
made from the  
borough

YTD 2021/22

£470k



of external investment  
committed to Southend  
Cultural Organisations by  
Arts Council England,  
including Visual Arts,  
Theatres,  
Music

129



individuals,  
organisations, and  
businesses  
registered for the  
Southend Creative  
and Culture Network  
(SCCN).



## Spotlight on...

### Totally Locally campaign

Businesses from across the borough can now add themselves to Southend's business directory via [its local Southend](#). A short film has been circulated on social media about the benefits to businesses of the directory [It's Local Southend – A New Directory For Businesses In The Borough - YouTube](#)

69 independent high street retailers are now on [totallylocally.com](https://totallylocally.com) – a virtual high street platform designed to promote local spend and offer a viable local alternative to Amazon.

80%



of planning appeals  
either dismissed or  
receiving a split  
decision

within target range



Planning applications  
determined in timescale

100% 98% 96%

of Major of Other of Minor

674



planning  
applications  
received (YTD)

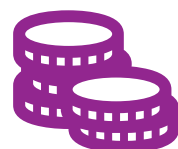
689



businesses benefitted  
from direct support  
(including SEBB, BEST  
and ED team)

Total of 6,972 businesses  
supported in 2020/21

35%



of council contract  
spend is spent with  
local suppliers

2020/21 (latest data,  
annual measure)

0.72



ratio of total jobs  
to population aged  
16-64

(2019, latest data)  
lower than 2018





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

- Facilitate a wide choice of transport that improves accessibility, connectivity and mobility to all residents. Including, working with public transport providers to deliver these long-term aspirations.
- We are leading the way in making public and private travel smart, clean and green.
- Southend is a leading smart city, using technology in smart ways to enable improved resident services, and ensure digital inclusion. Our connectivity, data and principles approach to digital enable us to facilitate better decision making, automated services and digital experiences for those across the borough.

The School Streets pilot scheme continued to promote active travel and improve air quality this period, with West Leigh Primary School being the latest school to adopt the innovative scheme, alongside Greenways and Leigh North Street. The scheme restricts access to motor vehicles on the road outside primary schools during school drop-off and pick-up times throughout school term time. Parents and teachers at West Leigh Primary School have welcomed the introduction of the scheme.

Work to install new pedestrian and road safety barriers across the borough was completed in May, as part of a £440,000 investment from the council's capital investment programme. Replacement metal road safety barriers have been installed alongside some of the borough's busiest roads and replace the existing structures at several locations, including Queensway, Western Esplanade, Chichester Road, Prince Avenue, Leigh High Street, Priory Crescent and Wakering Road. Along Prittlebrook cycleway and footpath, 120 metres of safety fencing has been replaced and nine additional vehicle restriction barriers have been installed to stop vehicles driving onto the walkway. The works were funded as part of the council's capital investment programme to address key health and safety issues raised by a safety review in 2020.

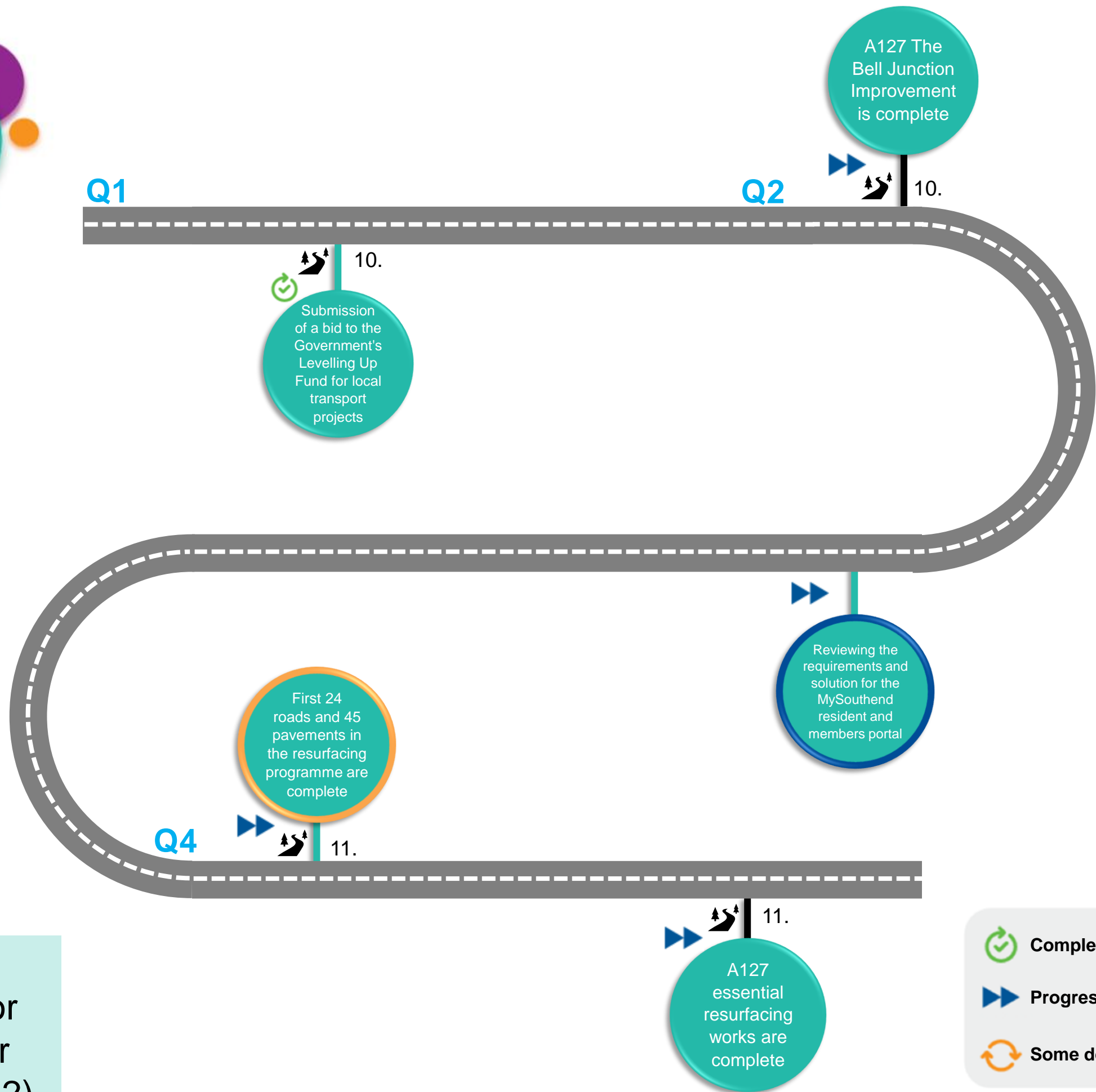
Essential maintenance works on The Bell and A127 are ongoing. The council's highways contractor, Malborough, continues to repair and resurface roads as part of our planned highways programme.

Malborough has also been finding and fixing potholes and road defects this quarter. The six-week project involved a team of spotters going out and actively finding and marking up potholes. All spotted potholes were documented, and images passed back to the council for approval and easy tracking. The project follows on from a successful pilot of the scheme last year, where 2,430 defects were repaired between 2 April and 4 June 2020, more than the whole of 2019 (2,057). The repairs were carried out at a cheaper cost compared to previous years, and lower than the national average cost.

In June, the council's Cabinet approved a new interim policy on the provision of electric vehicle charging points in new housing developments. A public consultation on the adoption of a formal Supplementary Planning Document for Electric Vehicles Charging Infrastructure Requirements in New Developments will take place later this year.

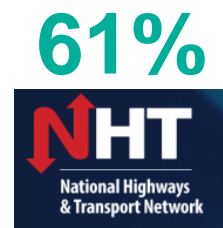
The Southend Pass has been used over 20,000 times in less than two months since its launch, with town centre and seafront car parks being visited the most and over 2,000 passes bought in total so far. The annual pass, which costs just £8.50 per month, was launched on 1 April to residents and visitors of Southend with 2,034 people having signed up to the Southend Pass already. Over 200 people are signing up to the pass consistently each week, showing that more and more people are looking to benefit from the discounted parking. Tylers Avenue and the Western Esplanade parking bays have seen the most use, with 3,146 and 2,631 visits, respectively.

CityFibre, the UK's third national digital infrastructure platform, continues its £30m digital transformation of Southend. Works have been completed in Eastwood Park, Victoria, St. Lukes and parts of Belfairs Garden and Southchurch. Construction will now cover Thorpe Bay, West Shoebury, Kursall, Clifftown and Southend High Street, further extending our full fibre network. CityFibre's investment programme will bring gigabit capable connectivity for homes and businesses to future proof Southend's digital capabilities.



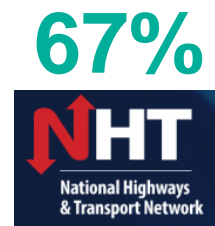
Roadmap  
milestones for  
2021/22 (Apr  
2021-Mar 2022)

- Completed
- Progressing well
- Some delays



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

NHT Survey 2020  
vs. 60% 2019  
England average: 66%



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

NHT Survey 2020  
vs. 69% 2019  
England average: 70%



of people found it easy to get around the borough

NHT Survey 2020  
vs. 75% 2019  
England average: 77%



2,540 subscriptions to date  
22,574 parking sessions booked to date

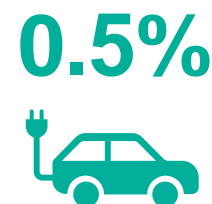


publicly available electric vehicle charging devices in the borough

Oct 2020 (latest data available)

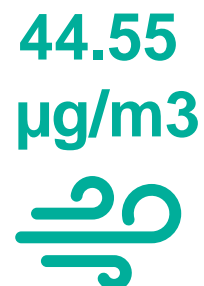
higher than same period last year

England benchmark: 29.2 per 100,000/pop



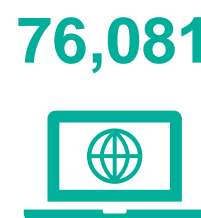
of all vehicle registrations were for ultra-low emissions vehicles such as battery electric, plug-n hybrid electric and fuel cell electric vehicles

no change on last quarter  
vs Eastern region – 1.3%  
vs UK – 1.6%



Nitrogen Dioxide annualised mean concentration for 2019 at the Prince Avenue Air Quality Management Area

Southend Annual Status Report 2020  
lower than 2018



registered users on MySouthend  
+4% on last quarter





Future Ways of Working is the framework for how we modernise our workforce in 2021/22 and beyond, to guide the prioritisation and delivery of Southend 2050 outcomes. This will help us to:

- recover from the pandemic and to embrace new approaches and opportunities for collaboration with our partners
- sustain and increase the pace of change
- develop a new way of operating that delivers improved outcomes for our residents and communities at the best value, including social value
- become a modern council and an organisation that is a great place to work.

The Future Ways of Working framework continues to be introduced to council employees by senior leaders and through internal communication channels. Future Ways of Working has become the sixth theme of Southend 2050 and a practical roadmap has been developed to accompany the framework.

This quarter saw the launch of a staff survey, seeking views on the council's current ways of working and how to transition to a 'new normal' that keeps some of the unintended improvements to working practices and culture that have arisen from the pandemic.

A team challenge was also launched to encourage teams to discuss what Future Ways of Working means on a personal level, and to debate how teams need to be organised and located in the future in order to provide the best possible service to the residents of Southend. These events provided an opportunity for every officer in the council to have a voice in how we want to work in the future and how to design future ways of working arrangements that meet everybody's needs - but most importantly the needs of Southend's residents.

Results from the staff survey and team challenge will shape the decisions about working arrangements for council staff going forward post-COVID-19.

The period also sees the end of the laptop replacement project fast approaching. Over 1,600 devices have been issued across the organisation since the start of the project, with significant numbers of officers now benefitting from the latest technology and adopting a smarter working approach.



6 million



Microsoft Teams video minutes, representing 37,844 meetings.

This equates to 38 meeting rooms in constant use eight hours a day

74%



of council employees are engaged in Me Learning or the Knowledge Hub learning platform to access self-directed learning

2,125



hours of Microsoft Teams training delivered

73%



reduction in council's carbon emissions from buildings between 2012/2013 and 2017/2018

Target: 35%

2,367



active users on Microsoft Teams

Roadmap milestones for 2021/22 (Apr 2021-Mar 2022)



- Completed
- Progressing well
- Some delays