

# Southend-on-Sea Borough Council

Agenda Item No.

Report of Chief Executive  
To  
Cabinet  
on  
22 February 2022

Report prepared by:

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**Southend 2050 Outcomes Success Measures Report  
Period 2, 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 second period of the Southend 2050 Outcome Success Measures for 2021/22, covering 1 July – 31 December 2021.
- 2. Recommendations
  - 2.1. To note the Period 2 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 (attached at **Appendix 1**).
- 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 2 can be found at **Appendix 2**.
- 4.3. 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 2022
<b>Period 3</b>	January - March 2022	June 2022 (as part of the Annual Report)

**5. Performance Insight from 1 July 2021 – December 2021**

- 5.1. Southend Pier saw its second highest November admission figures in November 2021 – 10,931 visitors – a noteworthy figure considering the ongoing pandemic-related impacts. This year, we have also seen the highest August figure on record, likely arising from an increase in “staycations” during the Covid-19 pandemic and uncertainty surrounding travelling abroad.
- 5.2. Visitors to the Visit Southend website have increased compared with the same period last year, with pandemic restrictions eased and more events drawing people to the website. The website pages that attracted the most visitors this period were the return of the fireworks throughout autumn and the Halloween Parade at the end of October.
- 5.3. In quarter 3, we ended a homeless prevention duty to 111 households. Of these, 61 ended with an offer of existing or alternative housing being secured. This means that over half (55%) of prevention approaches this quarter ended with the applicant being housed in settled accommodation. Whilst this percentage is slightly down on the same quarter last year, where 58% of preventions ended with settled accommodation, the number of prevention cases housed this quarter is up, with 49 households accommodated in quarter 3 of 2020/21.
- 5.4. Additionally, we ended a homeless relief duty to 142 households this quarter. Of these, 61 (43%) ended with an offer of settled accommodation. This is a 4% decrease compared with the same period in 2020/21 where 47% of relief cases (92) ended with an offer of settled housing.
- 5.5. And at the end of quarter 3, 173 homeless households, including 234 children were residing in temporary accommodation provided by the council. This includes 5 households placed in private bed and breakfast, however none of these 5 households include children.

- 5.6. All 18 properties purchased to date from the Next Steps Accommodation Fund are now tenanted.
- 5.7. Quarter 3 saw an 8.6% decrease in the number of hate crimes reported in the borough, compared to last quarter, and a 9.4% decrease compared to quarter 1. However, there were increases in domestic abuse incidents and violence against the person offences. It should be noted, however, that the Covid-19 pandemic has impacted both community safety and crime figures.
- 5.8. The Community Safety Partnership has maintained hate crime as a priority for 2022/23.
- 5.9. For November, Southend's combined NEET and Not Known figure was 4.5%. This sees Southend move to the 2<sup>nd</sup> quintile for this measure. This month's figure is below the national average of 7.4% and below the statistical neighbour average of 7.6%. This low comparable figure is a reflection of sustained good work from Connexions and is an improvement on last year where our 2020 November figure was 6.1%.
- 5.10. The installation of a further publicly available electric vehicle charging point in the borough led to an increase in the rate of charging points available per 100,000 of the population.
- 5.11. MySouthend saw 2,988 new registrations in quarter 3, 7% less than the 3,218 new registrations in quarter 2, but 4% more than the 2,873 new registrations in quarter 1. A total of 81,210 users are currently registered on the platform and submitted a total of 36,385 service requests in quarter 3. There was a spike for Housing service requests, following the introduction of a new 'Housing Advice and Homeless Enquiry' form that was launched in November.
- 5.12. There was also a spike in 'Apply For It' service requests, stemming from Replacement Container Requests to Veolia increasing by 18% from September to October, and New Resident Waste Packs rising by 12% in the same time period.
- 5.13. The number of people registered to vote in the Borough decreased by 2.1% between 2019 and 2020. ONS statistics show that this decrease occurred in many areas in the UK, Wales and Northern Ireland, with the local and mayoral elections due in 2020 postponed because of the pandemic.

## **6. Residents Perception Survey 2021**

- 6.1. Between August 2021 and October 2021, the 2021 Residents' Perception survey was carried out by M.E.L. Research Ltd. The survey was designed to gather insight on residents' perception of their local area, community interactions and crime, and the council's performance. It also sought to capture residents' experience of using council services during the Coronavirus pandemic and the impact the pandemic has had on their priorities and plans. The survey was constructed to align with the themes of Southend 2050. A high-level summary of the findings of the Residents' Perception Survey can be found at **Appendix 3**.

## **7. Other Options**

- 7.1 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.

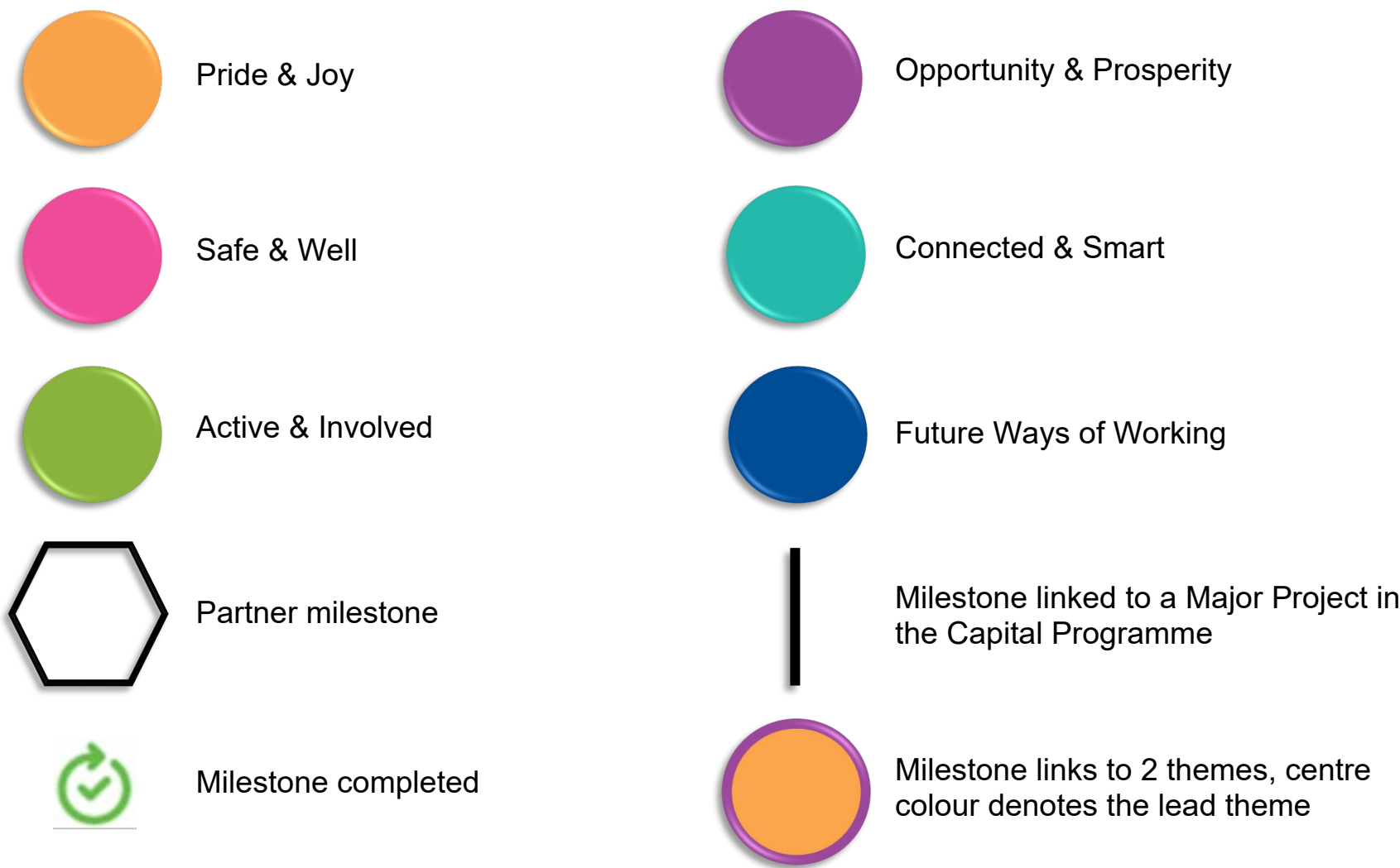
## **8. Reasons for Recommendations**

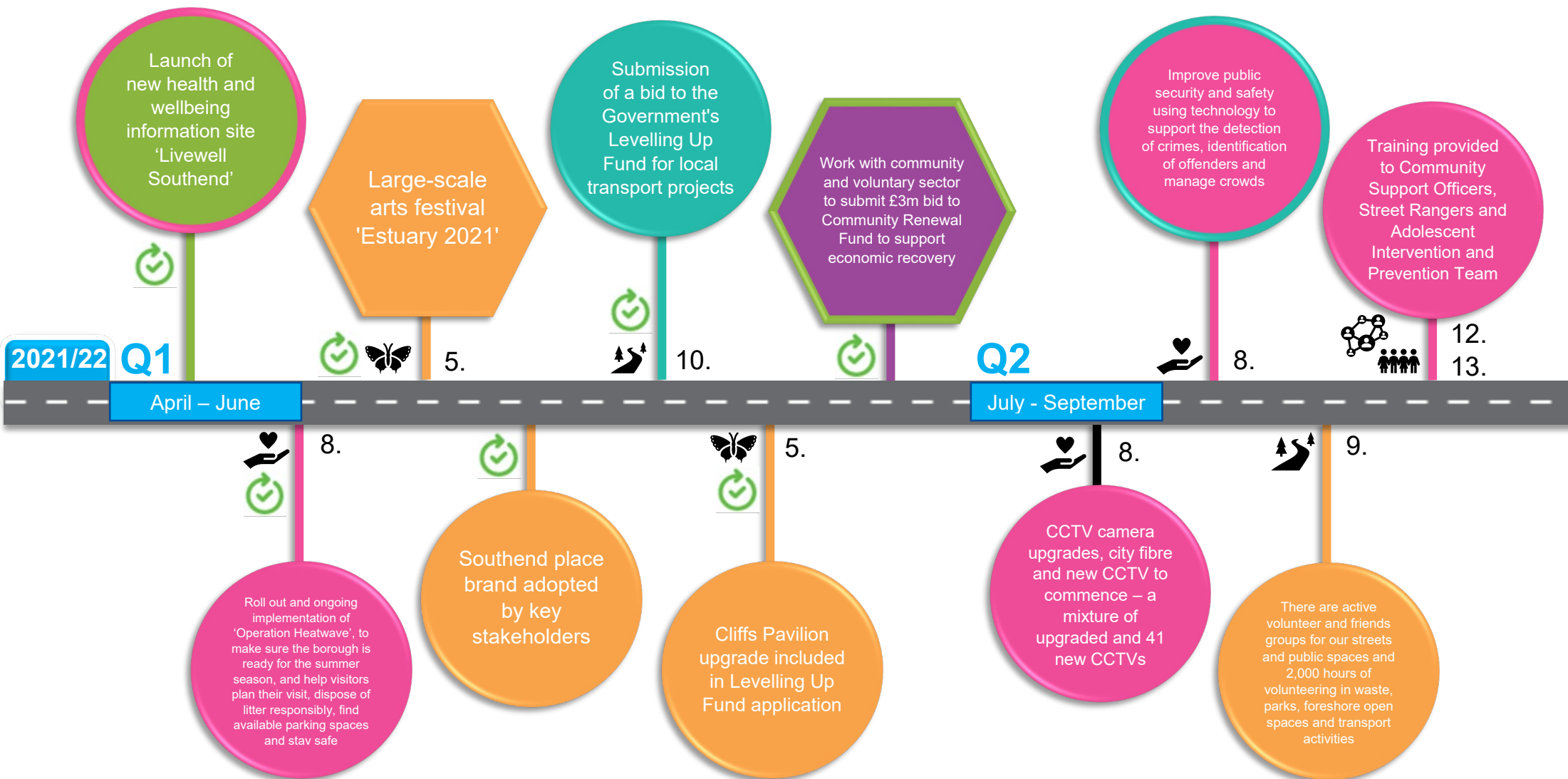
- 8.1 To drive the delivery of the Southend 2050 ambition through robust and strategic performance management arrangements and to ensure the council is clear on prioritised milestones to achieve the desired outcomes, focusing on response to the pandemic, economic recovery, and sustainability – including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

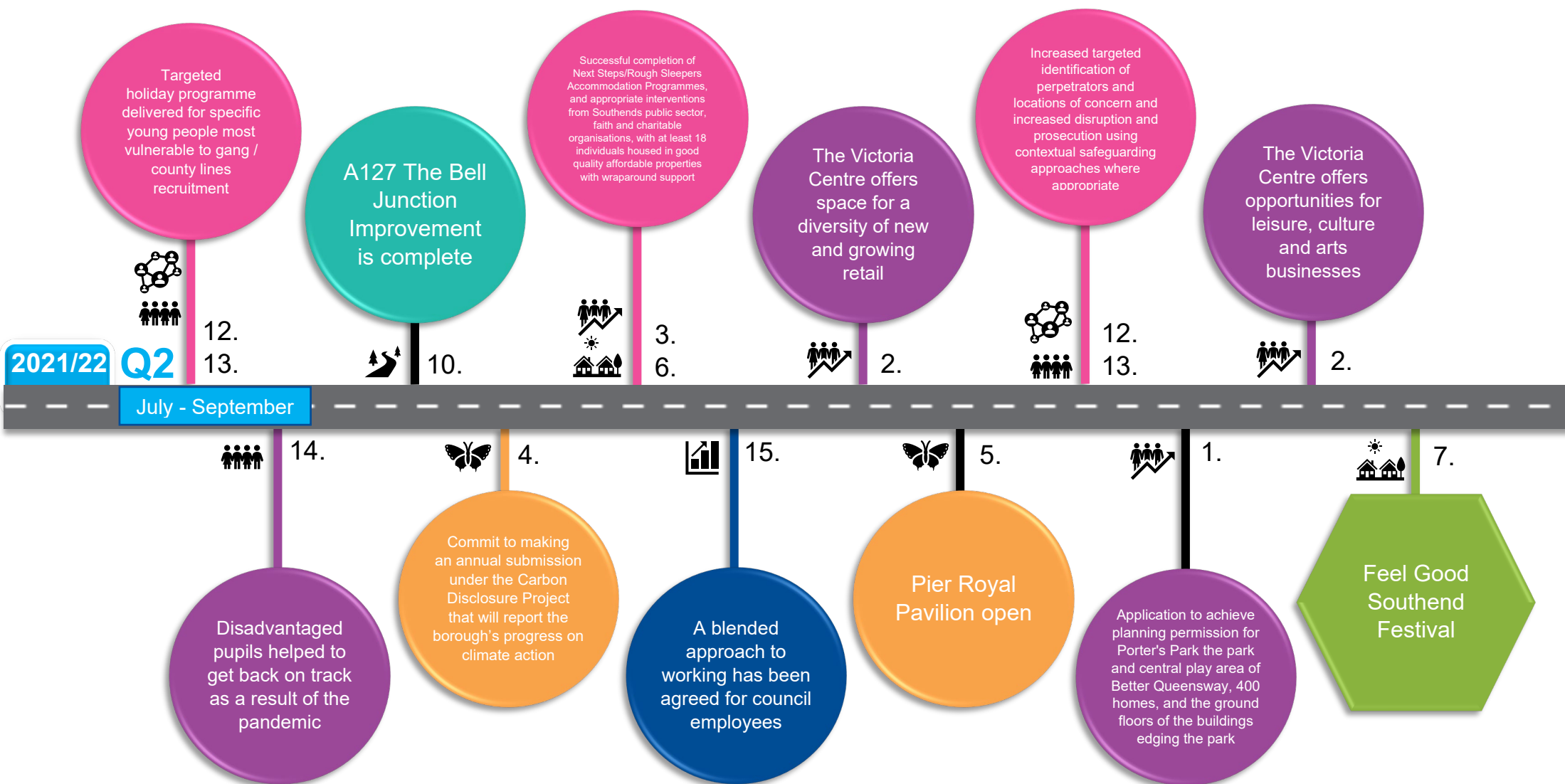
## **9. Corporate Implications**

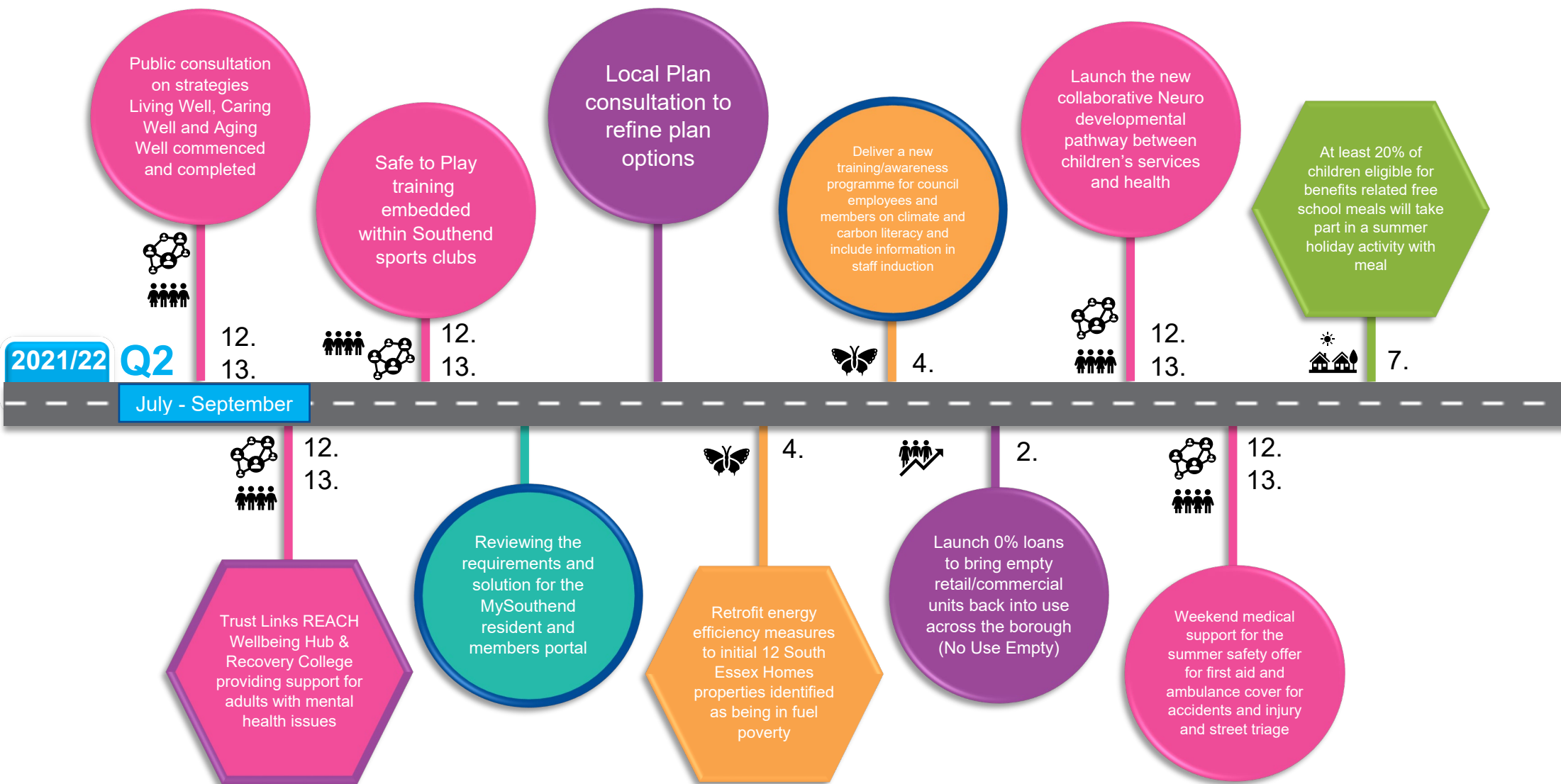
- 9.1. **Contribution to the Southend 2050 Roadmap**  
The report presents the achievements and highlights performance against the Southend 2050 outcomes along with delivery towards the milestones on the Roadmap.
- 9.2. **Financial Implications**  
Major projects delivered through the Capital Programme 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.
- 9.3. **Legal Implications – No specific implications.**
- 9.4. **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.
- 9.5. **Property Implications**  
There are no property implications as part of this report.
- 9.6. **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.
- 9.7. **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.
- 9.8. **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).
- 9.9. **Value for Money – No specific implications.**
- 9.10. **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.
- 9.11. **Environmental Impact**  
Green City and climate change is one of the priority outcomes.
- 10. Background Papers**
  - 10.1. Southend 2050 Annual Report – June 2021
  - 10.2. Southend 2050 Annual Review and Refresh of the Outcomes and Roadmap Milestones – July 2021
  - 10.3. Corporate Risk Register – July 2021
- 11. Appendices:**
  - 11.1. Appendix 1: Southend 2050 Road Map
  - 11.2. Appendix 2: Outcome Success Measures Period 2 Report (1 July – 31 December 2021)
  - 11.3. Appendix 3: Southend Resident's Perception Survey 2021

Key:

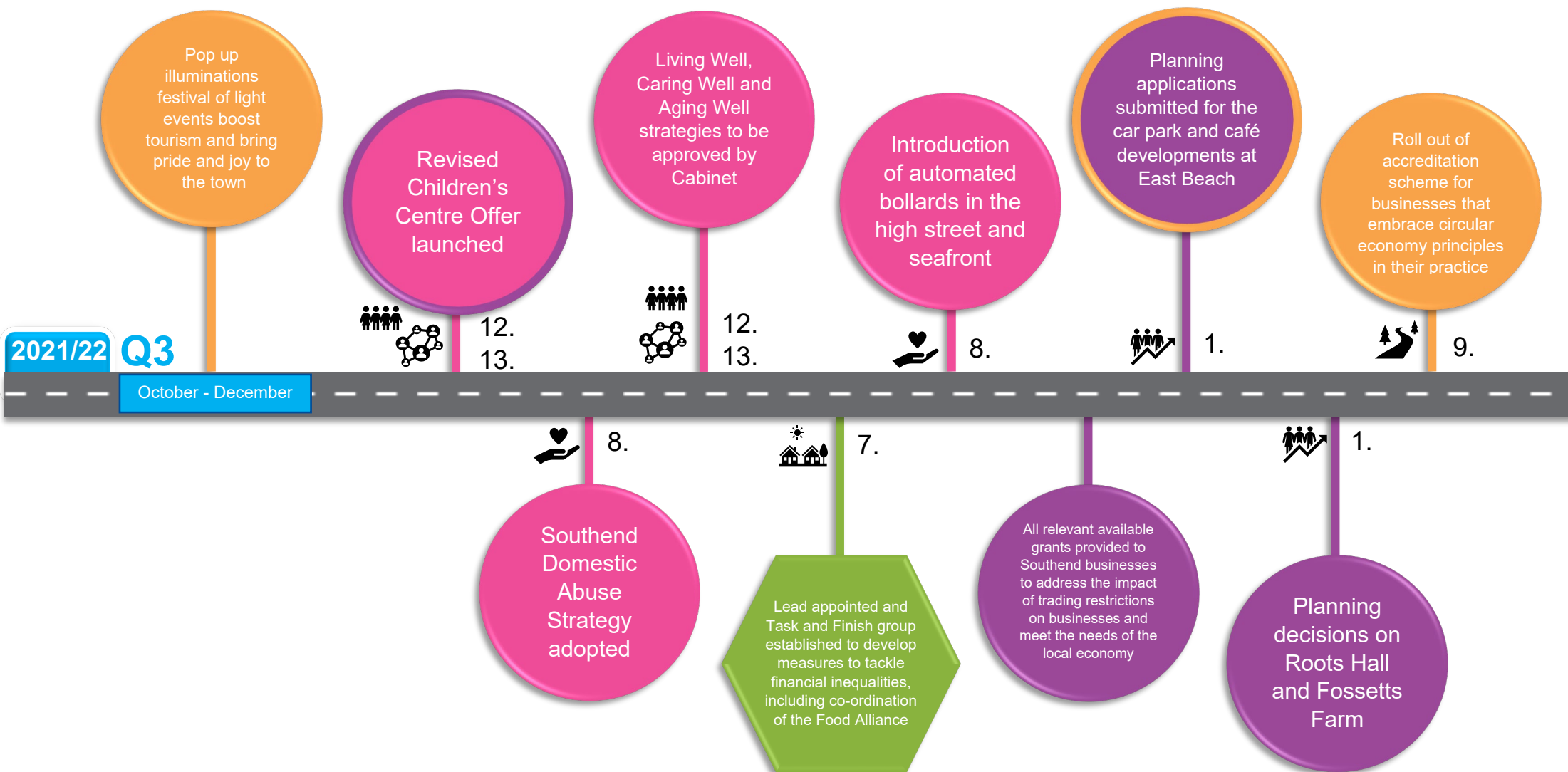


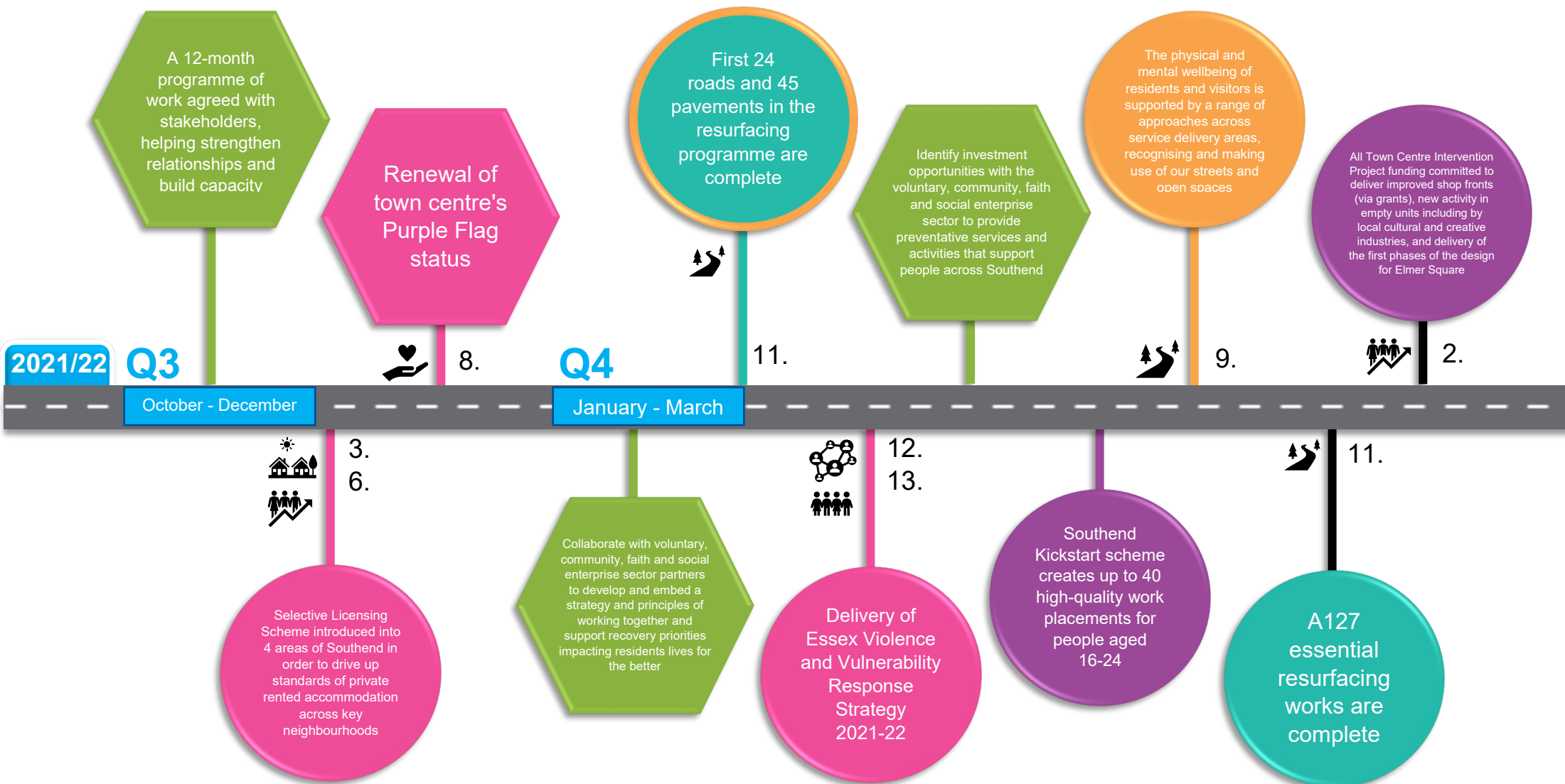


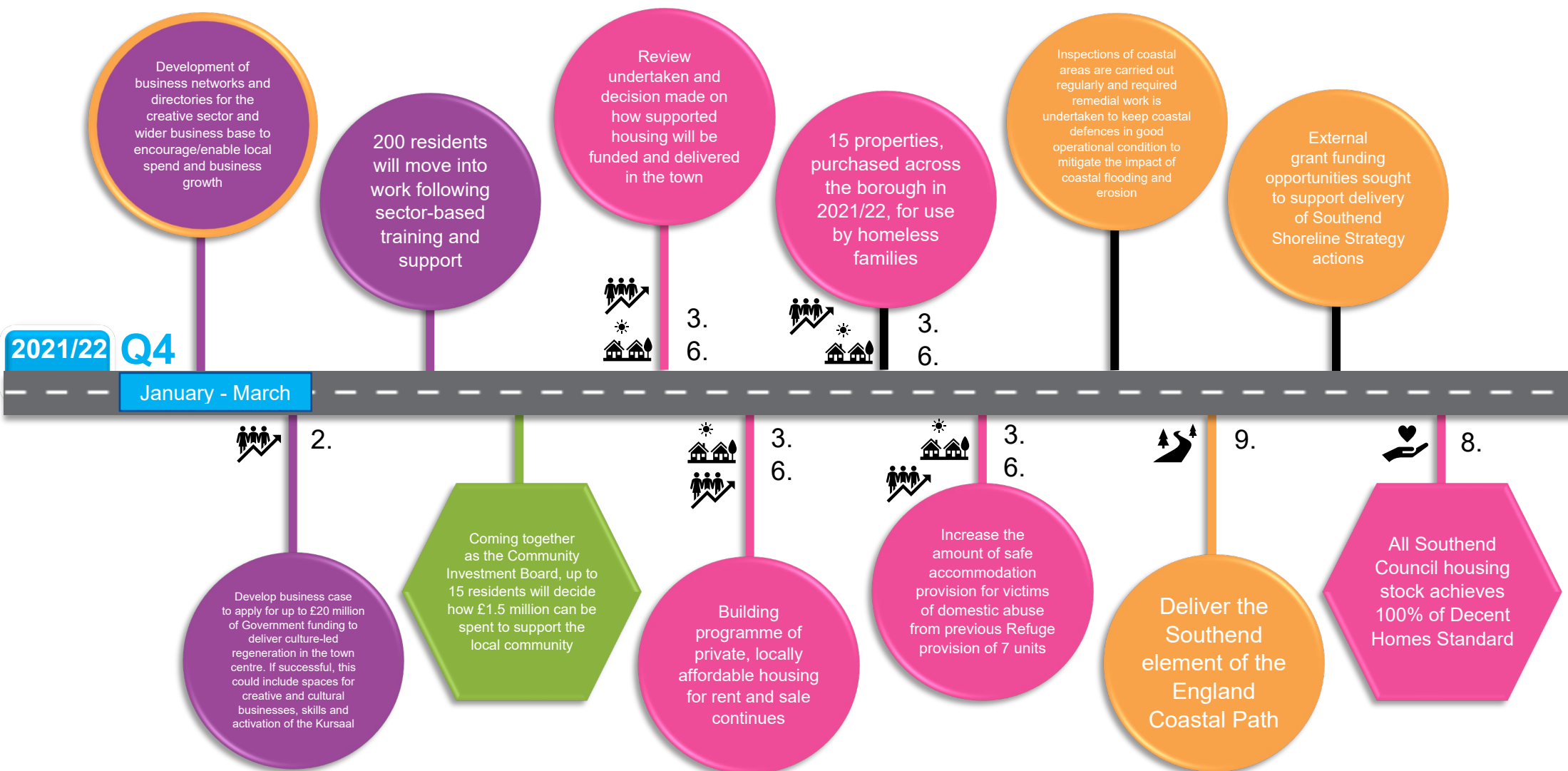


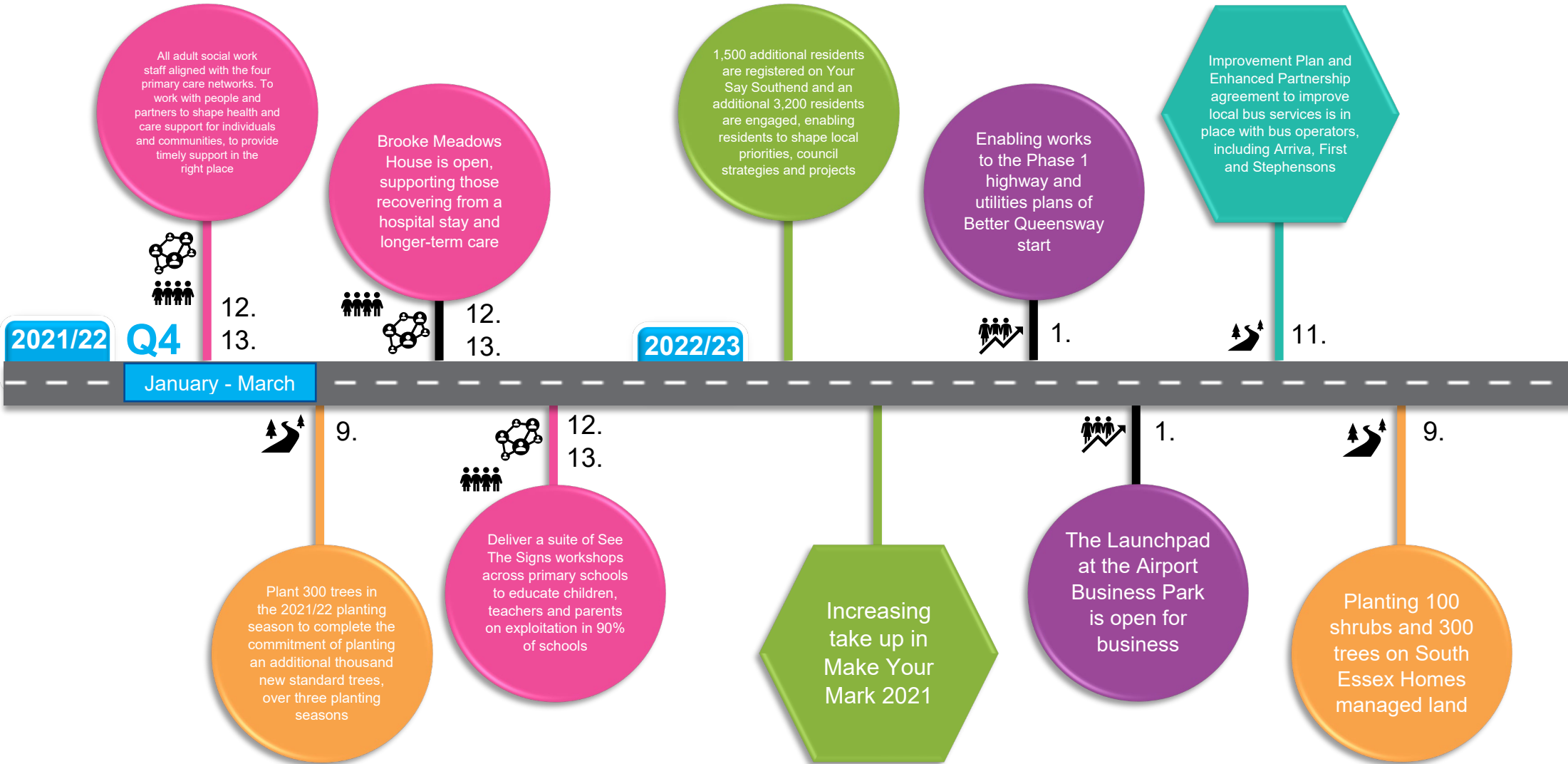


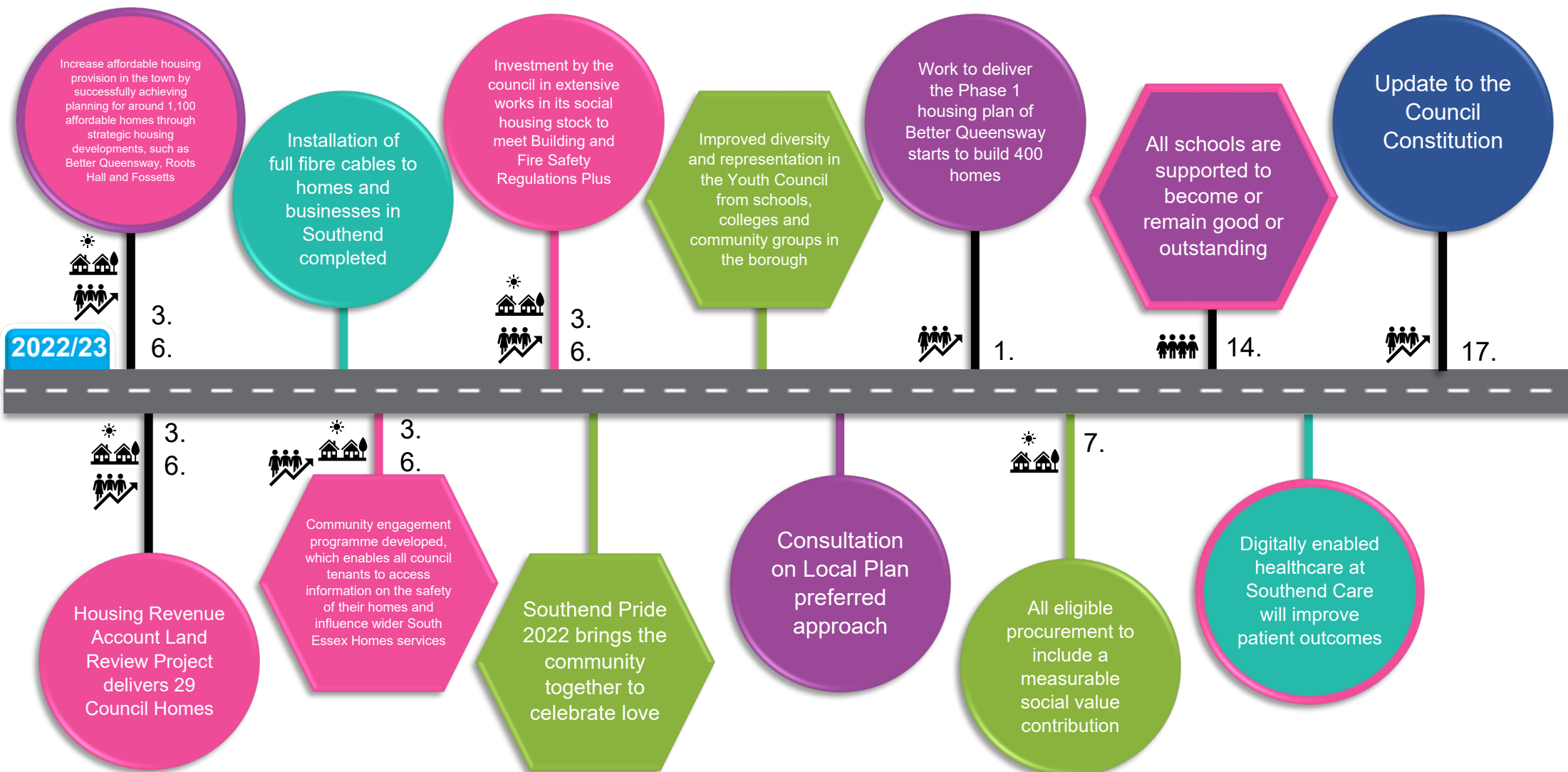


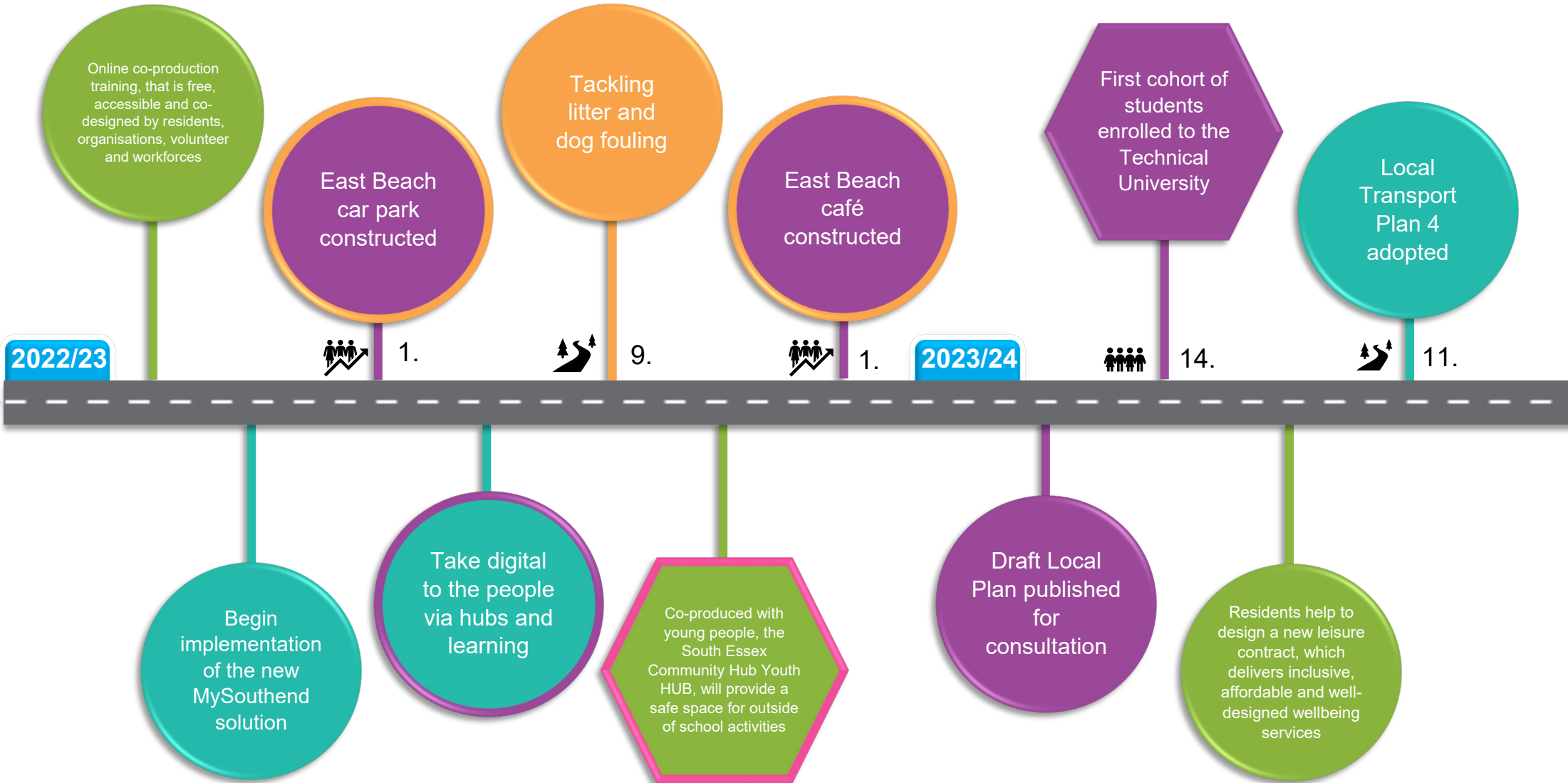


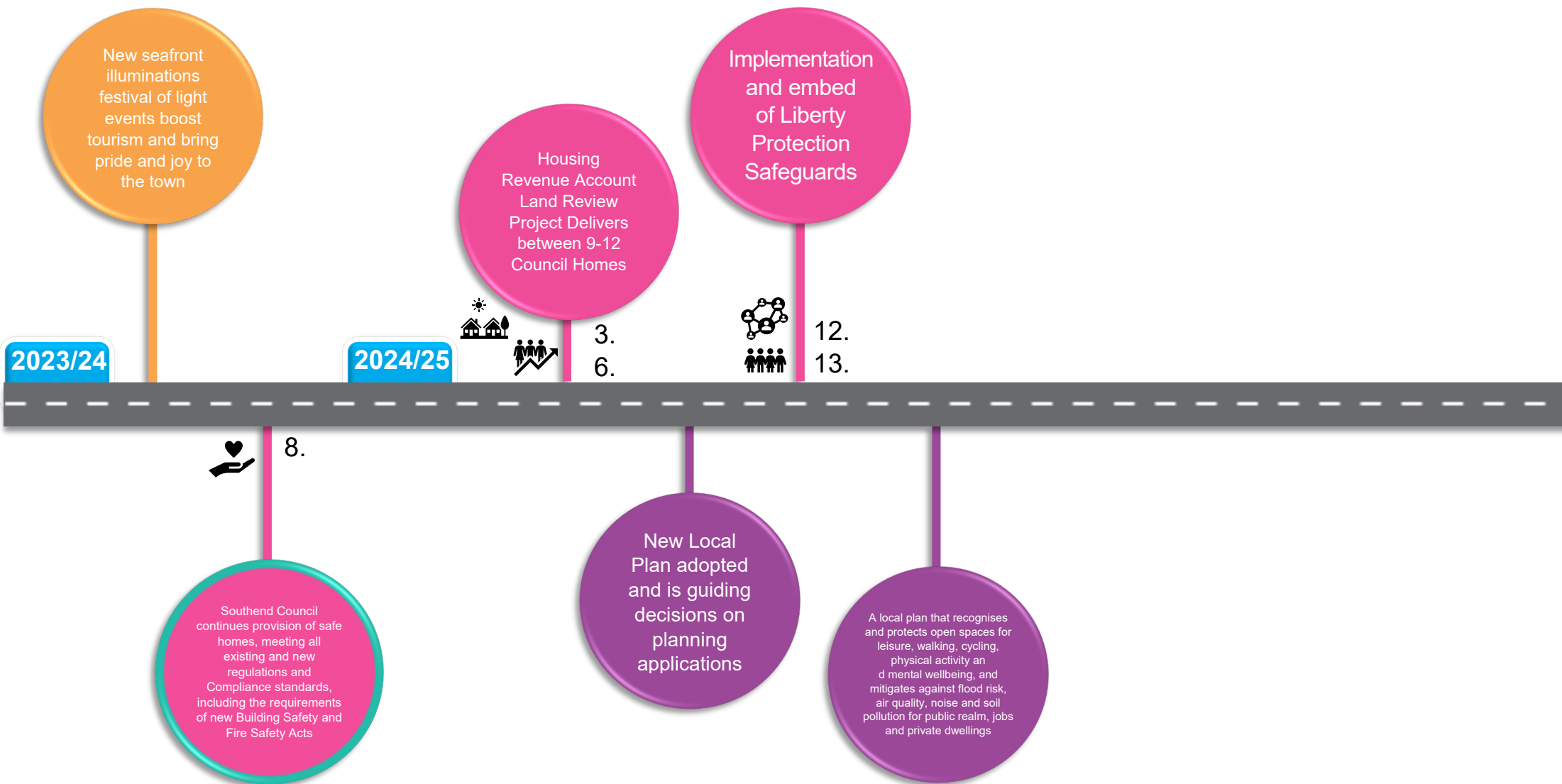














Working to make  
*lives better*  
[www.southend.gov.uk](http://www.southend.gov.uk)



OUR  
SHARED  
**AMBITION**

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

**Outcomes Success Measures Report**

**Period 3 2021/22**

**1 July - 31 Dec 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.

We continue to strive as a council to become a green and sustainable city. We have been recognised for our ambition, awareness, transparency and leadership on climate action by being added onto the Carbon Disclosure Project's annual A List this year. The Carbon Disclosure Project is a not-for-profit charity that helps companies and cities to disclose and manage their environmental impacts. We have also become a recognised partner and supporter of Clean Air Day, the UK's largest air pollution campaign, providing a platform for us to build on air quality improvement initiatives and increase public understanding and action on air pollution.

The Council has been continuing with its commitment to extending tree canopy cover in Southend this period. 102 of the 300 new trees to be planted in the 2021/22 planting season, which runs from October to April, have been planted, as part of the commitment to plant 1,000 new trees across Southend over three planting seasons.

In this reporting period, the Council celebrated the completion of an energy efficiency project that saw 20 primary schools across the borough reduce their energy use. Construction is also well underway to deliver the Council's first zero carbon standard house builds in Saxon Gardens, Shoeburyness, using modern methods of construction (MMC). This is part of a wider project to review the council's underused land. Construction of the house builds is due to be completed by Spring 2022.

Volunteer groups and individuals, including Friends of Leigh Library Gardens, Friends of Leigh Cliffs, Friends of Southchurch Hall Gardens and Street Champions, continue to support our streets and public spaces. In 2021, volunteers spent over 2,000 hours supporting our streets and green spaces.

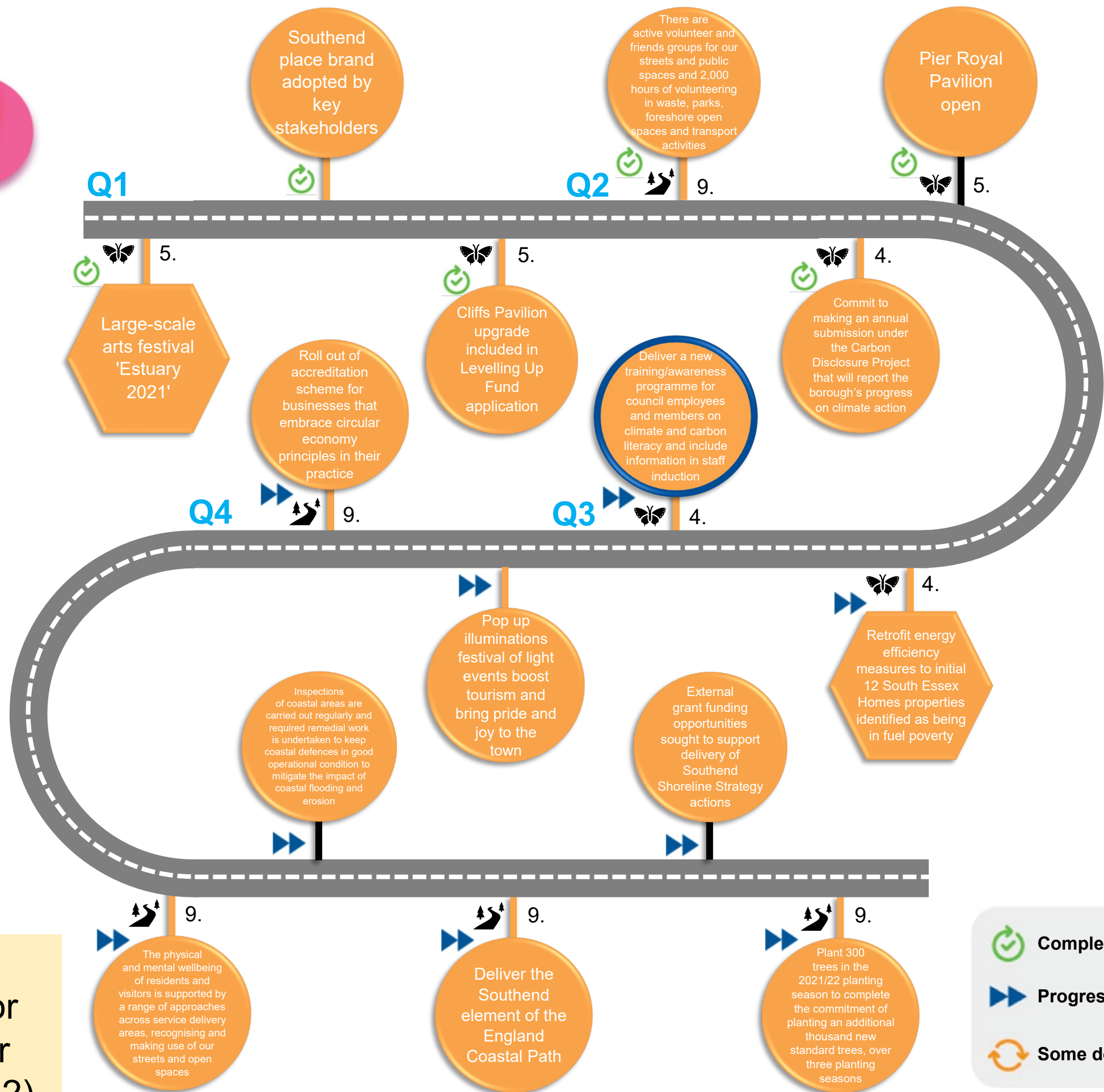
Initiatives to tackle litter and dog fouling running throughout 2021 included:

- The Big Autumn Tidy, a 12-week, targeted cleaning spree of the borough to improve the street scene, cleared over 50 tonnes of litter, leaves and detritus, delivered over 500 leaflets and engaged with over 160 residents and businesses via advice and formal warning letters.
- Anti-littering campaign "Your Waste Your Responsibility" used digital geo-targeting for the beach and seafront, with artwork tailored to location.
- The roll out of litter bin stickers using QR codes to report full bins, following a successful trial in the summer.

Pier visitor numbers continue to grow, with two record months during the summer and sold-out Santa on the pier events. In September, The Royal Pavilion restaurant and bar opened to the public. The Cliffs Pavilion and Palace Theatre also successfully reopened. Southend's first Halloween parade took place in October, with around 700 performers and a firework display.

The location of the Southend element of the England Coastal path, which will be the longest coastal path in the world, has been confirmed and work to install signage is now progressing, with a planned completion date of April 2022.

The parks and open spaces consultation to find out what residents want to see in our parks and open spaces ended in September. Feedback from the survey will be used to plan the future management and delivery of our park services.



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

- Completed
- Progressing well
- Some delays



**1,098** trees planted

**246** trees felled

Since April 2020

**45,476**



visitors to Southend Pier this quarter

Includes the second highest November admission figure despite the ongoing pandemic impacts



**140,360**



Visit Southend website visitors

**+369%** on same period last year



**16%**



reduction in Southend's carbon emissions per km<sup>2</sup> between 2015 and 2019

Gov. Carbon Dioxide Emissions National Statistics, 2021

**100%**



of safety inspections of roads and pavements completed within timescale

**No change** vs quarter 1



743 inspections undertaken this quarter

**73%**



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

Target: 35%

**97%**



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

**-0.5%** vs quarter 1



**72%**



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

Residents' Perception Survey 2021

**-2%** vs 2019  
England benchmark: 82%



## Spotlight on... Website and Social Media Metrics

Total users of the council's websites in 2021

**239k**

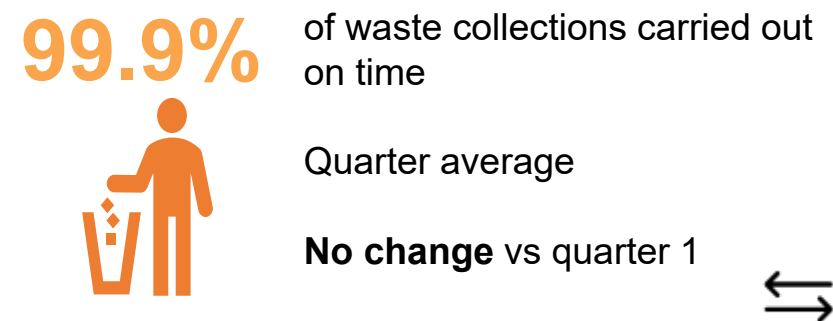
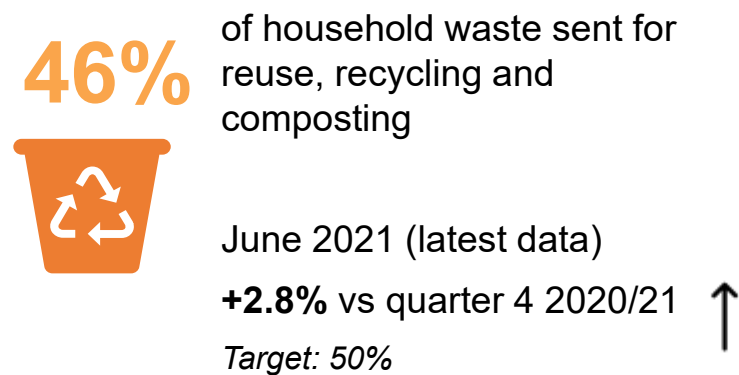
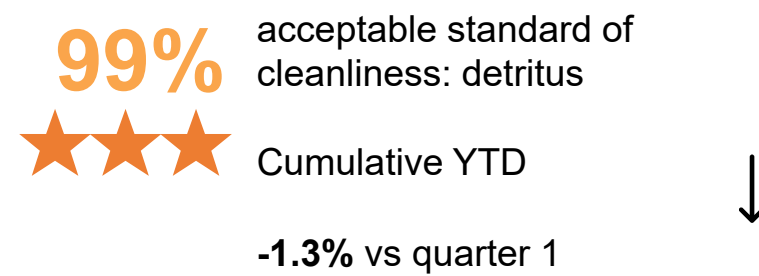
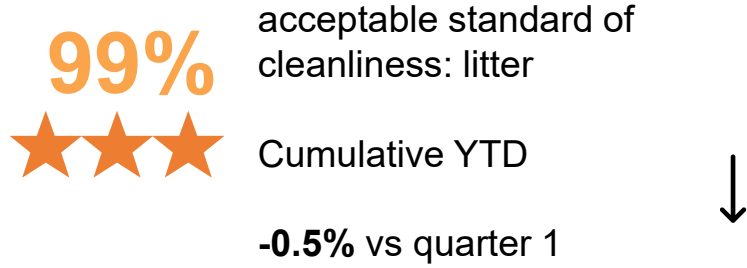
Reach and engagement on social media in 2021

**5**  
million

Reach

**358k**

Engagement



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

## The Big Autumn Tidy



- 6 additional dedicated cleansing teams out every day
- 134 streets deep cleaned





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

Operation Heatwave, which is about making sure that we are ready to welcome visitors and that visitors and residents enjoy a safe time in Southend-on-Sea, ran throughout the summer and autumn months and into the Christmas period. Medical contractors, Triple L, provided first aid and triage in the Borough between April and December, providing two crewed ambulances, enabling medical teams to attend seafront and borough-wide incidents.

The Council continues to strive to ensure that everyone in Southend-on-Sea has a good quality, sustainable home that suits their needs:

- Implementation of the Selective Licensing Scheme in designated areas within 4 wards in Southend is ongoing, with support given to landlords and increased compliance. The scheme will help us to improve housing conditions for those in the private sector, reduce anti-social behaviour, reduce levels of property-related crime, increase the number of good landlords and develop an improved offer providing higher quality rented housing, resulting in improved neighbourhoods.
- 18 properties have been successfully purchased for the Rough Sleepers Accommodation Programme, with all 18 let to former rough sleepers. A partnership project with the Hill Foundation and Salvation Army has successfully applied for a second round of funding and planning has now been received, which will see six Modern Methods of Construction (MMC) units developed by the end of this financial year.
- 14 properties for the use of homeless families in Southend-on-Sea have been purchased, totalling an investment of £2.83 million.
- Seven properties are in the process of being refurbished for use as safe temporary accommodation for survivors of domestic abuse.
- Work continues with the Better Queensway regeneration scheme, which is aiming to deliver over 600 affordable homes over the course of the project.
- The Council's new social housing allocations policy has been introduced, which gives greater priority to single people experiencing homelessness.
- A public consultation on Housing in Later Life is underway, asking residents what is important to them when thinking about future housing and support.

Following engagement with residents, the Council has approved the introduction of the new Leigh Public Space Protection Order (PSPO) to reduce anti-social behaviour in the area. People breaking rules can be fined £100, and failure to pay the penalty within 14 days could lead to prosecution. The Council is working closely with Essex Police to enable the effective enforcement of the PSPO.

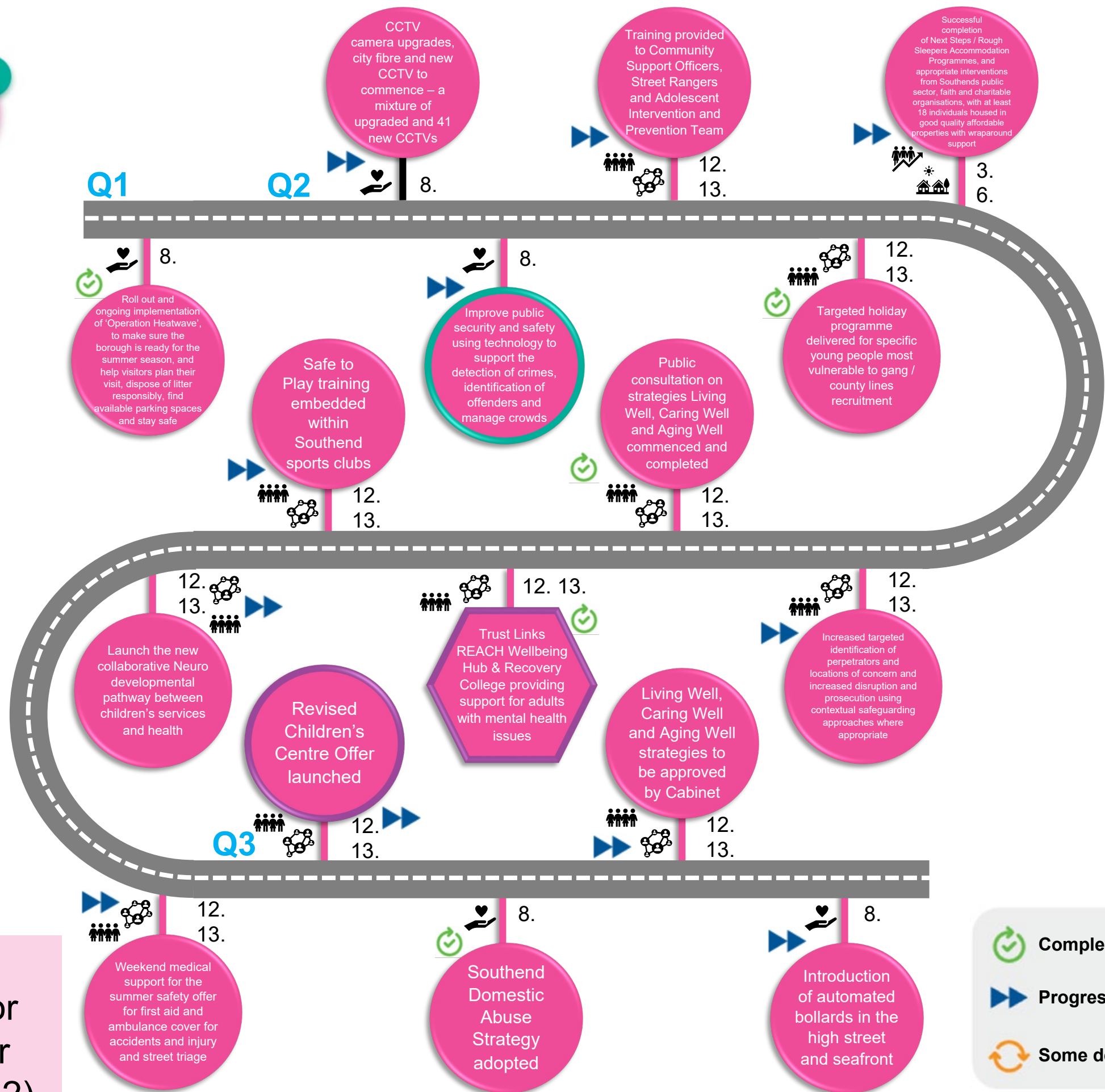
The Council's SeeTheSigns campaign continues to let young people and their families know that there is always a way out from drug gangs. The latest stage of the campaign has seen the creation of a video using real transcripts from former gang members who have managed to remove themselves from county line gangs. 14 gang injunctions have also been granted, helping to prevent gang-related violence in Southend-on-Sea and rehabilitate gang members.

Work has been completed on the installation of 48 multi-purpose blocks on the seafront, which have been painted by local artists. These blocks provide additional safety, as well as seating, colour, and greenery in the tourist hotspot. In the high street, a new upgraded bollard system is being installed, which will improve safety and increase security measures at all vehicle entrances.

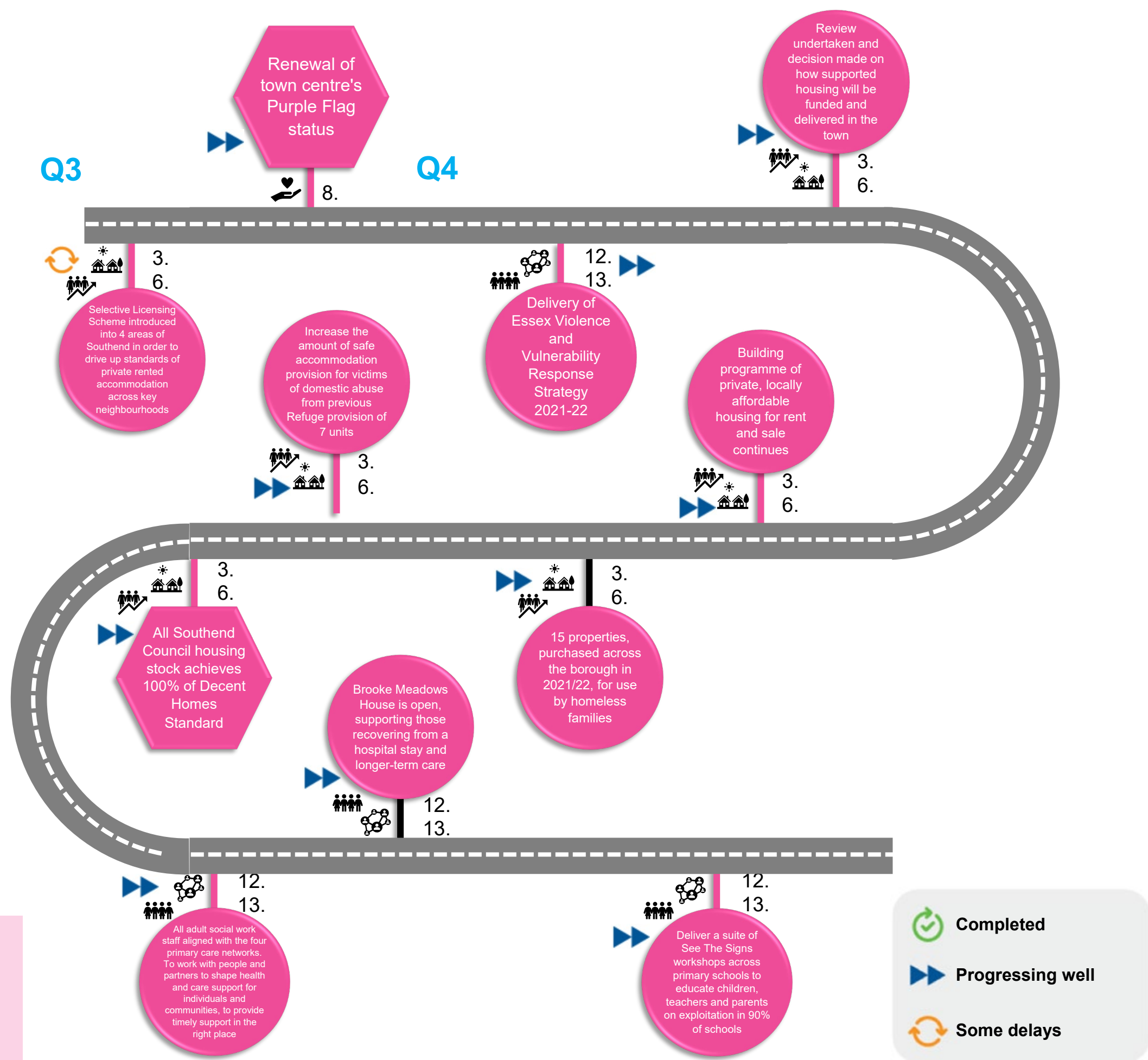
In December, the collaborative Neuro developmental pathway between children's services and health was launched and will support Southend's children and young people with complex needs.

The Council has been co-producing three five-year Adult Social Care Strategies for 2022-2027 with residents. The final strategies will be considered by Cabinet in February 2022 and then adopted and published on the Council's website and Your Say Southend.

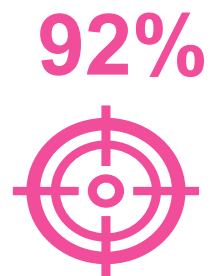
The Southend Community Safety Partnership has been co-producing their statutory Strategic Intelligence Assessment for 2022/23 with partners, identifying priorities. The partnership is also developing a Community Safety Partnership Strategy. The final assessment and strategy will be considered by the Community Safety Partnership Board in March 2022.



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



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



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

Cumulative YTD

**-0.4%** vs quarter 1  
*Target: 85%*



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

Cumulative YTD

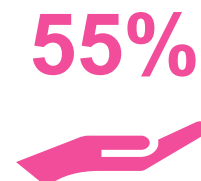
**Lower** than same period last year  
*Target: 421.5 (aim to minimise)*



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

November 2021 (latest data)

**Higher** than same period last year  
*Target: 65%*



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

December 2021

**+3.2%** vs quarter 1  
*Target: 75.2%*



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

December 2021

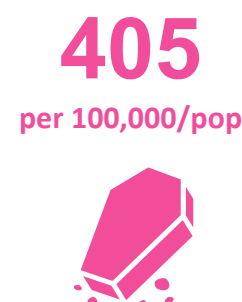
**+8.6%** vs quarter 1  
*Target: 80%*



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

December 2021

**-0.4%** vs quarter 1  
*Target: 85.5%*



Under 75 Mortality rate from all causes (persons)

2020 (latest data)

**Higher** than CIPFA Nearest Neighbours average





0.95



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

Quarter average

**Higher** than same period 2020/21



2.02



domestic abuse incidents per 1,000/pop

Quarter average

**+8.2%** on same period last year



9,390



violence against the person offences in the rolling year to 31 December 2021

**Higher** than same period last year



43%



of respondents felt safe in their local area after dark

Residents' Perception Survey 2021

**+4%** since 2019

*England benchmark: 79%*



55%



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

Quarter average

**+2%** vs quarter 1



234



children in temporary accommodation

**+7.8%** on same period last year



2.54

per 100,000/pop



households in temporary accommodation (April-June 2021 – latest data)

**Higher** than East of England  
**Lower** than quarter 1



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 quarter 1



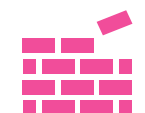
6 properties pending

6 properties purchased

£  
Total value:  
**£2.22M**

Housing Acquisitions Programme 2021/22

31%



of houses needed built in 2020/21 (latest Housing Delivery Test result)

**-5%** vs 2019/20



### Spotlight on... Community Safety Unit activity

#### Engagements:

Begging / vagrancy / rough sleeping

188 vs 212 (-11%) ↓

#### Street drinking:

109 vs 72 (+51%) ↑

#### Antisocial behaviour reports:

119 vs 240 (-50%) ↓

#### Other:

Crimes assisted:

66 vs 71 (-7%) ↓

#### Targeted patrols undertaken:

3,021 vs 1,845 (+64%) ↑

Q3 2021/22, all figures vs. Q3 2020/21

It should be noted that Covid-19 impacted both Community Safety and Crime Figures.



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.

Community relationship building projects in Southend-on-Sea continue to provide opportunities:

- The Faith and Belief Network is exploring the benefits of signing up to the Essex Faith Covenant to enable the Council and local groups to have access to regional collaboration and funding opportunities.
- The Southend EU network meet monthly to network with local groups and develop best practice and resources.
- A grant to the Southend Emergency Fund from the Vaccine Inequality Fund has enabled community groups to reach diverse communities.
- A review of the Armed Forces Covenant implementation in Southend has started.
- Relationship strengthening is continuing with the Council's OutReach LGBT staff forum, Southend Pride, Youth Pride and Youth Council.

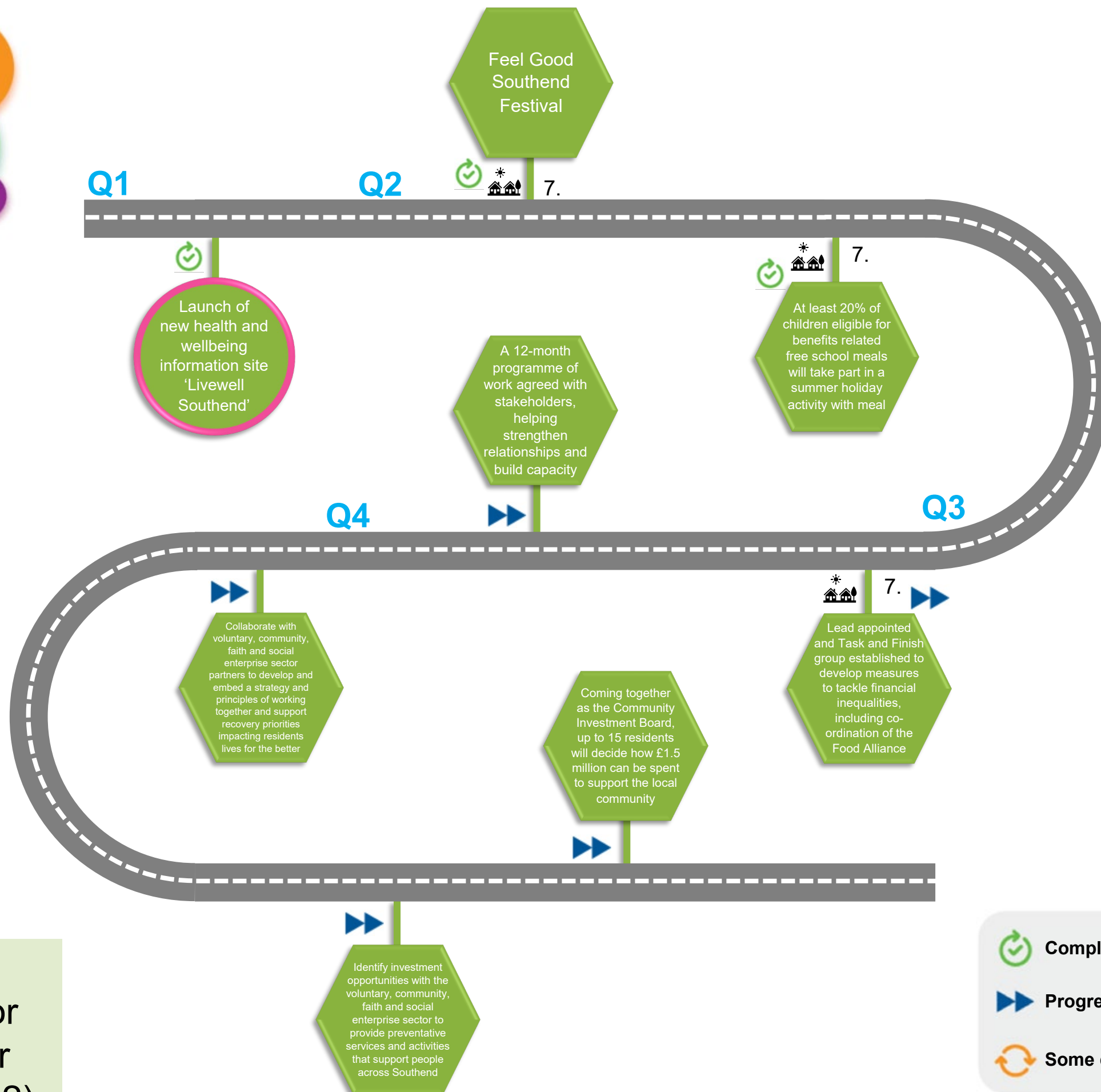
Activities this period to support our residents include:

- The Holiday Activity and Food Scheme reached 1,130 children in the summer, and continues this winter, offering activities such as crafts, sports and games, and music, as well as nutritious meals.
- The Feel Good Festival in the summer was a huge success, with 1,200 people in attendance and 50 organisations taking part, providing activities such as archery, yoga and cycling.
- Supported by the Southend Tourism Partnership, the Southend Arts Festival, partly funded by the Government's Welcome Back Fund, took place in September, showcasing Southend's cultural and artistic talent.
- The South Essex Community Hub Youth HUB provided a summer holiday club, with activities such as gymnastics and music production.
- Everyone Health, the Council's healthy lifestyle contractor, offering a range of physical activity opportunities, using our open spaces and built facilities.
- ActiveSouthend working with partners to help more people to live physically active lifestyles, as well as supporting emotional wellbeing. A range of sport and physical activity courses are provided at suitable locations, with a good proportion of participants remaining physically active after their course has ended.

A Tackling Poverty Manager has been appointed by the Council to lead on the development of Southend's anti-poverty plan and will start in post in early 2022.

To inform the development of the Council's new Social Value Strategy, workshops have been held in February, April and July, with businesses, community organisations and internal stakeholders. Our approach to social value looks to integrate economic, environmental and social sustainability into our procurement and commissioning process.

The Community Investment Board, hosted by the Southend Association of Voluntary Services, will be supporting organisations to improve young people's mental health in early 2022. Investments by the Board, totalling £10,000, include: enabling 1-1 mentoring at the Southend YMCA; music therapy courses for The Experience Project by Whittingham Mission; supporting Hamstel Junior School and Blenheim School to enhance young people's mental and emotional wellbeing; and supporting SOS Rape Crisis to deliver the activity of a girls' group.



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

69%



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

Residents' Perception Survey  
2021

+11% vs 2019



60%



of required members  
recruited to the Community  
Investment Board



132,779



people in the borough are  
registered to vote

ONS 2020 (latest data)



-2.1% vs 2019

203



The number of reports of  
Hate Crime

-9.4% vs quarter 1



£208,710



used to provide free  
school meals to 6,957  
young people over the  
Christmas holidays

202



physically inactive adults  
completed a physical  
activity course

Cumulative YTD

Annual target: 150



13,200 aware

7,400 informed

4,487 engaged

Number of users:

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

There has been continued commitment to facilitate the work of the Faith and Belief Network, developing the Southend EU Nationals Network and beginning to review the Armed Forces Covenant in Southend.

SBC staff and the Southend Faith and Belief Network contributed to the Essex Faith Covenant Gathering showcasing examples of groups making local impact in areas of end-of-life care, homelessness and food poverty.

The Council has been reaching out to groups representing protected characteristic as part of the Southend Borough Council's Equalities Objectives review.





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 is working to support businesses in their recovery and resilience to future economic shocks.

The High Street is due to benefit from regeneration opportunities:

- Empty unit grants of up to £10,000 will be provided to help bring empty units in the high street back into use.
- Grants for shop front improvements are progressing, with over £15,000 having been successfully applied for so far, and a further nine grant applications in progress.

Development of The Victoria Centre continues. Indirock, a bouldering/climbing unit is currently being built and is due to open in March 2022, and will offer an enjoyable, but challenging opportunity for everyone in the community. Terms have also been agreed with a major health operator to take a lease on an empty unit on the first floor.

A local partnership has been appointed with Kiwi Productions, The Music Man, and Southend YMCA to develop a programme of public-facing creative and educational activities for all, at a high street property that has been vacant for five years, due to open later this year.

'We Made That' and 'PRD' Consultants, who are specialists in place making and economics, with a strong track record in the cultural and creative industries sector, have been appointed to work with residents and key stakeholders to devise the Southend Town/City centre Strategy & Investment plan. The plan is due to be completed by summer 2022 and will provide an ambitious proposition for the development of the town centre, taking an innovative culture-led regeneration approach, alongside a programme of actions for delivery.

Over £1 million in funding has been secured from the Government's UK Community Renewal Fund for two projects, which will help to support recovery and the community. The money will be used to fund careers guidance, training and job opportunities, as well as improving skills and productivity in the local economy. The projects focus on jobs in the health sector and key employment sectors with significant employment opportunities.

The Council has set up *It's Local Southend* – a Southend-based business directory and marketing platform, where any businesses in Southend can sign up free of charge. This is in response to a request for a local business directory from businesses, including the Southend Business Partnership. The platform allows businesses to be seen all in one place, encourages business to business spending and attracts inward investment. The Directory will also provide a business database so that Council officers can request quotes from local businesses for applicable contract opportunities.

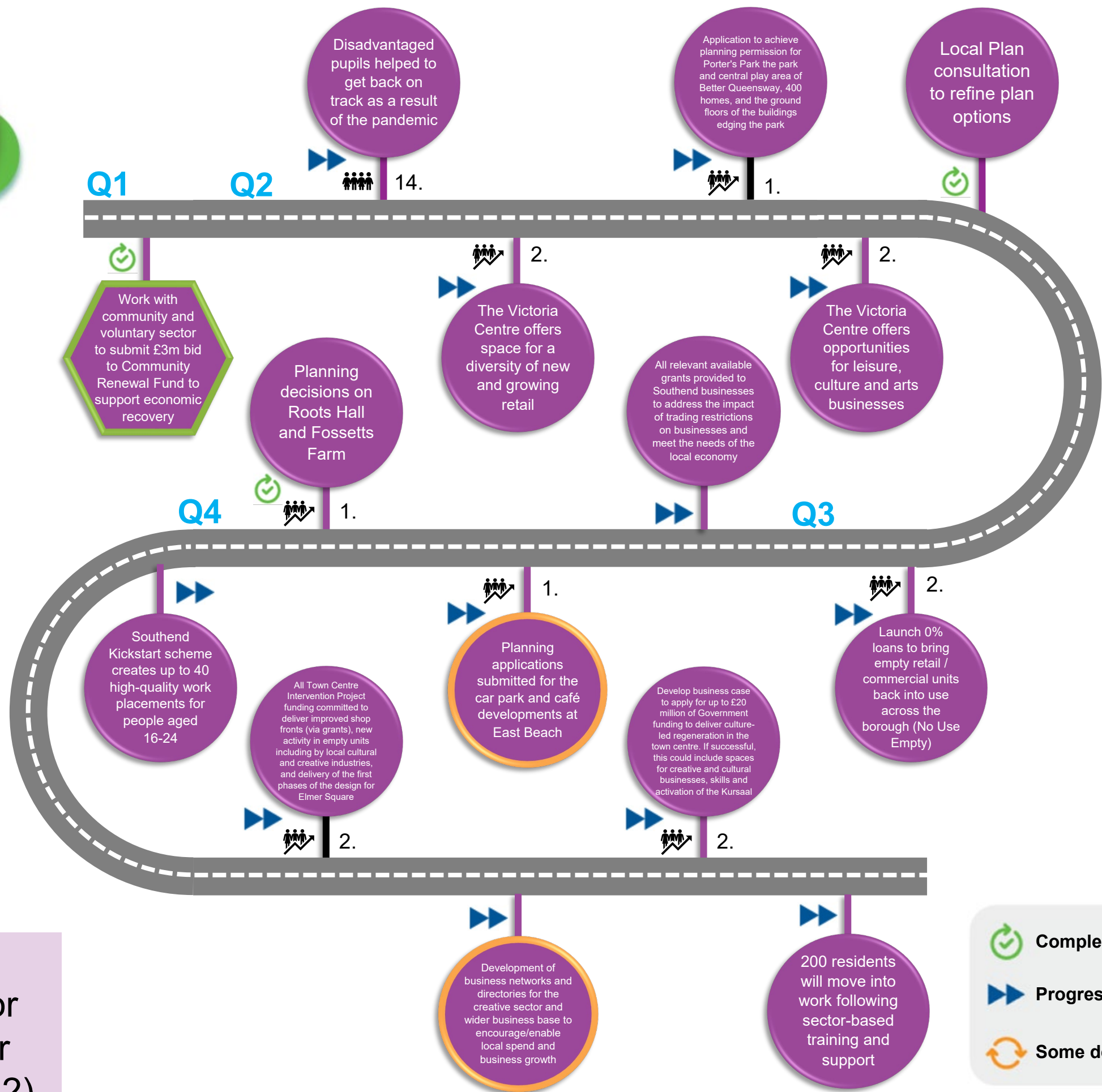
Ongoing major regeneration projects:

- The 'hybrid' planning application for the Queensway development, which is the overarching plan for the entire estate, has been approved. The first Reserved Matters Application (RMA) for the first phase of housing and public realm has been submitted and validated. This will include the removal of Quantock and development on the Essex Street car park.
- Planning applications for Fossetts Farm and Roots Hall were agreed at the Development Control Committee in October 2021 and are now awaiting completion of their legal (Section 106) agreements between the developer and the local planning authority, upon which decisions can be issued.
- Ground investigation works are to be undertaken to inform the design process for the sustainable drainage system elements of the East Beach car park, with an estimated opening date of August 2022.

Airport Business Park Southend's new innovation business hub 'The Launchpad' is set to be complete in June 2022, and will offer a mix of offices, workshops, research facilities and break out spaces. Procurement of the operator is now at contracting stage and subject to completion should be announced soon.

GCSE and A-level students were praised by the Council after official data from the Department of Education showed big improvements across the borough. The Council's school performance strategy has been revised to reflect the Covid pandemic landscape and approved by the Council's Education Board.

The second in a number of public consultations on the New Local Plan, which will guide future development decisions over the next 20 years, has been completed and received a large amount of feedback from residents. This feedback will be used by the Council to help prepare for the next stage of the New Local Plan's preparation, which will involve preparing a 'Preferred Approach' document.



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

6,160



out-of-work benefits claimants

December 2021

-2.5% on previous month



71%



of eligible children benefitted from 2-year-old funding

Quarter average

**Higher** than same period last year



86



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

97%



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

Quarter average

-1.3% vs Q1



34



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

87%



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

Quarter average

Target: 88%



356



students commenced the 60 Minute Mentor programme

(YTD)

**Higher** than same period last year



4.5%



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

(November 2021, latest data)

**Lower** than national average



6,955



businesses in Southend

- 91.3% micro
- 7.3% small
- 1.1% medium
- 0.3% large

2021  
In line with Eastern region

80%



of high street units are occupied (BID area only)

Quarter 2 (latest data)

**Lower** than national average

991,710



Individual visitors to the town centre during December 2021



28



successful applications to Arts Council England made from the borough

YTD

£1.07

million



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

YTD

183



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



## Spotlight on... Totally Locally Campaign

The number of businesses on Southend's Totally Locally page continues to grow, with 75 independent high street retailers now taking part.

Totally Locally allows residents to browse and buy online from different Southend-on-Sea businesses all in one place and supports business to grow and collaborate.

73%



of planning appeals either dismissed or receiving a split decision

Within target range



Planning applications determined in timescale

**100% 99% 98%**  
of Major of Other of Minor

1,880



planning applications received (YTD)

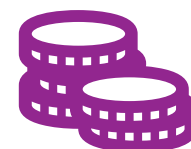
1,210



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

Total of 3,018 businesses supported YTD 2021/22

32%



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.

Following on from the success of the School Streets scheme, which was launched by the Council last year, a CCTV camera project is being trialled outside a local primary school and nursery, to monitor the impact on dangerous and illegal parking outside of our schools. The aim of the trial is to provide additional safety measures for children entering and leaving school.

The main works for the essential highway maintenance on the A127 will be complete by the end of March 2022. The main highway works for The Bell junction improvement project have been completed, by Eurovia Contracting. The Bell £5 million improvement project, funded by the Government's Local Growth Fund and the Council's Capital programme, has made a number of changes to the junction, which have reduced congestion, improved pedestrian crossing facilities and will improve air quality in the area. With the main highways improvements now completed, further enhancements to the footways and carriageway are underway and the Council's parks department is carrying out landscaping works, due for completion by the end of March 2022.

A further £5 million has been invested into Southend's roads and pavements this period. The Council's highways contractor, Marlborough, has been carrying out resurfacing of roads and pavements as part of the Highways Investment Programme and has successfully completed 24 roads and 27 pavements so far, with a further 18 pavements on track to be resurfaced by the end of March 2022. Between July and November 2021, ten zebra crossings across the borough have been revamped and resurfaced as part of the Council's continued investment in Southend's roads and pavements.

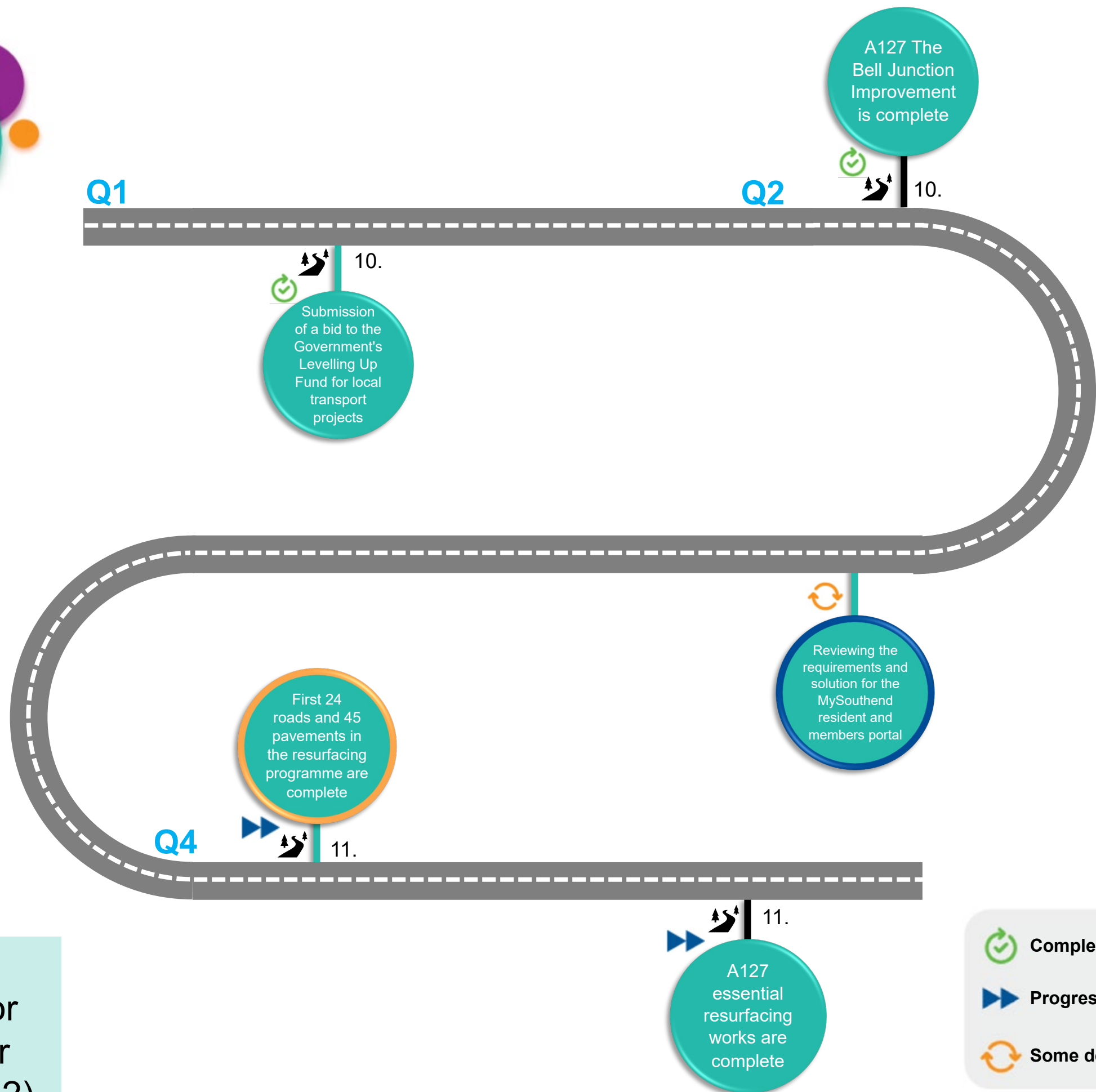
The Council is helping to support the take up of electric vehicles amongst residents, including those without access to off-street car parking. Following public consultation in November, the Council adopted the Electric Vehicle Charging Infrastructure for New Development Supplementary Planning Document, which provides the foundation to support a publicly accessible charging network.

In October, the Council invited the public to share their opinions on the first parking strategy to be implemented within the borough. The strategy will provide an over-arching plan for how existing and future parking schemes across the town are implemented, ensuring that parking in Southend is fair, safe, consistent and transparent, and that street parking is accessible for residents.




A number of initiatives are being run to bring about digital inclusion across Southend, providing skills, support, access, training, equipment, guidance and awareness. These initiatives are supported by organisations including our family centres and libraries, Job Links, Trust Centre Plus, South Essex Homes, Southend Adult Community College, Rough Sleeper Outreach, A Better Start Southend, the Community Renewal Fund and One Southend.

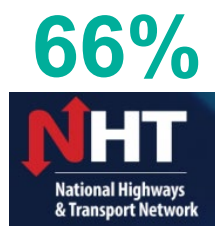
A replacement platform for MySouthend is being conceptualised in parallel with the councillor scrutiny group, as part of the Council's work to improve online services for Southend's residents.

Southend-on-Sea's £30 million full fibre upgrade, in partnership with CityFibre, is progressing quickly, with over 55% of Southend now having access to gigabit broadband. The completion of the upgrade will see Southend become one of the few places in the UK to have the fastest internet speeds possible.



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

-  Completed
-  Progressing well
-  Some delays



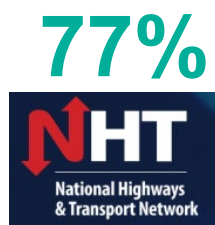
of people with a disability  
found it easy to get around  
the borough

NHT Survey 2021  
vs. 61% 2020  
*England average: 65%*



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

NHT Survey 2021  
vs. 67% 2020  
*England average: 69%*



of people found it easy  
to get around the  
borough

NHT Survey 2021  
vs. 76% 2020  
*England average: 75%*



4,159  
active passes



5,910  
subscriptions  
to date

241,176  
parking sessions  
booked to date

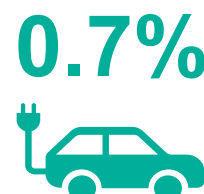
8.8  
per 100,000/pop



publicly available electric vehicle  
charging devices in the borough

October 2021 (latest data)

**Higher** than same period last year  
*England benchmark: 38.8 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

**+0.2%** vs quarter 1  
*vs Eastern region -1%  
vs UK -0.9%*



34.5  
µg/m<sup>3</sup>

Nitrogen dioxide annualised  
mean concentration for 2020  
at the Prince Avenue Air  
Quality Management Area

**-22.6%** vs 2019



registered users on  
MySouthend

**+6.7%** vs quarter 1



## Spotlight on... Public transport improvement



Residents are being asked to  
help shape a £68 million funding  
bid by giving their opinion on a  
draft 'Bus Service Improvement  
Plan' for Southend-on-Sea,  
which will set out how local bus  
services can be improved over  
the coming years.

The Council will be working with  
local bus companies through an  
'Enhanced Partnership', to make  
bus travel a more attractive and  
workable option for residents  
and visitors.



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 Council continues to build a work environment that supports staff and the prioritisation and delivery of improved outcomes for residents, through our Future Ways of Working Framework. The framework is based on knowledge and understanding of our region, the Council and the services we deliver, and is to make sure that we make decisions with the future in mind.

The Council's staff survey provided an opportunity for staff to reflect on what changes in working practices following the pandemic have worked best. The survey showed that people prefer a blended approach to working. In September, this was followed up with the Team Challenge, which gave teams the opportunity to consider what Future Ways of Working means for them and their teams. These events gave officers the opportunity to contribute towards what the future of work at the Council will look like, and to discuss how we can continue to best provide our services to all residents in Southend.

In this period, our Information and Communication Technology (ICT) team completed the rollout of replacement laptop devices, as well as repackaging over 200 applications, with officers benefitting from the latest technology. Development of the Council's new intranet is also well underway. The Council's desktop equipment replacement and upgrade is nearing completion, which will enable our staff to work more efficiently and safely. 100 workloads have now been moved to the cloud, meeting the internal target set by the project team. The softphone rollout has been completed this quarter. This will increase team collaboration and efficiency among staff, provide stronger levels of privacy and a more unified communications network.

The Council has been working on a key set of learning focus areas in 2021-2022, to ensure that all employees have the right skills, knowledge and competencies to deliver our 2050 vision:

- Alongside the rollout of new technology, self-guided and mentor-based training is being delivered, providing staff with uplifted skills and knowledge.
- Over the summer, our Transformational Leadership Development Programme was launched, offering senior leaders group training and individual coaching to support their moves into the future world of work.
- A Councillor training programme has been developed with a working group of Councillors and is due to commence early 2022.



39,973

Microsoft Teams meetings in quarter 3, with a quarter average of 371,733 messages per month



83%



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

+9% vs quarter 1



2,984



hours of Microsoft Teams training delivered

2,205



active users on Microsoft Teams

55%



reduction in Southend's public sector carbon emissions between 2005 and 2019

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



- Completed
- Progressing well
- Some delays



# 2021 Residents' Perception Survey – Key Findings

- The results from Southend's 2021 Residents' Perception Survey are structured by Southend 2050 theme.
- Results have been compared with those from the 2019 Residents' Perception Survey, with directions of change indicated by red and green arrows.
- Neutral responses to questions ('Don't know'/'Neither') are shown in callout boxes.
- Local Government Association (LGA) resident satisfaction benchmarks from June 2021 polling have been included to benchmark results against national polling figures for local government.

## Overall satisfaction with the council

**33%** agree that the council provides value for money ↑ +6%


**Neutral responses**  
Neither: 22%  
Don't know: 9%

**LGA benchmark**  
49%

**54%** of respondents satisfied with the way the council runs things ↑ +6%

**Neutral responses**  
Neither: 17%  
Don't know: 2%

**LGA benchmark**  
68%




### Pride and Joy

**72%** of residents are satisfied with their local area ↓ -2%

**Neutral response**  
Neither: 8%

**LGA benchmark**  
82%



### Residents are dissatisfied with


- 68% pavement maintenance
- 61% road maintenance
- 49% support and services for rough sleepers

**75%** of residents willing to take action to help the council achieve net zero carbon

**Neutral responses**  
Neither: 13%  
Don't know: 7%


**80%** of residents are satisfied with our parks and open spaces ↑ +3%

**51%** plan to use them more than they did before the pandemic



### Residents are most satisfied with

- 80% parks and open spaces
- 77% refuse collection
- 73% recycling services



### Increased priorities following Covid-19

- 69% parks and open spaces
- 68% addressing crime and antisocial behaviour
- 64% clean, safe streets for exercise



## Active and Involved

**11%** feel it's more important to get involved in community events now

**69%** agree that people from different backgrounds get on well together

↑  
+11%

**Neutral response**  
Neither: 6%

**28%** feel that concerns are acted upon by the council

↓  
-5%

**Neutral response**  
Don't know: 23%

**LGA benchmark**  
62%

### Barriers to community involvement



## Safe and Well

**81%** feel safe during the day

**Neutral response**  
Neither: 6%

**LGA benchmark**  
94%

↓  
-4%

**43%** feel safe after dark

**Neutral response**  
Neither: 7%

**LGA benchmark**  
79%

↑  
+3%

**71%** feel a strong connection to the area they live in

**37%** feel satisfied with how the council has been supporting them during the pandemic

**Neutral response**  
Neither: 46%



### Living a good quality life

- 21% accessible/better services
- 19% safer/secure area
- 18% cleaner streets/outside areas/road maintenance

**21%** feel that their area has the resources to take care of local problems

**Neutral responses**  
Neither: 18%  
Don't know: 23%

**48%** agree that Southend is a good place to bring up young children

**Neutral responses**  
Neither: 14%  
Don't know: 15%



## Opportunity and Prosperity

**42%** expect more remote working in their role when restrictions ease

**64%** agree that regeneration of Southend is providing more job opportunities

### Neutral responses

Neither: 10%  
Don't know: 12%

**57%** agree that regeneration will make Southend more attractive to businesses

### Neutral responses

Neither: 11%  
Don't know: 11%

**63%** regeneration makes them feel positive about the future of Southend

### Neutral responses

Neither: 13%  
Don't know: 4%

**52%** feel that regeneration will make people think differently about Southend

### Neutral responses

Neither: 17%  
Don't know: 8%

**21%** would be interested in accessing shared workspaces in Southend

### Neutral response

Don't know: 14%



## Connected and Smart

**66%** feel that the Council is managing to keep services running as normal during the pandemic

### Neutral response

Don't know: 17%

**34%** feel that they are kept well informed about Council services ↓  
-10%

### Neutral response

Don't know: 8%



### Preferred channels of communication with the council

- 37% MySouthend
- 17% social media
- 13% local radio/press
- 12% council website
- 2% public meetings

**15%** feel that their lack of digital skills made it difficult to access services during the pandemic

### Neutral responses

Neither: 13%  
Don't know: 4%



### Travel methods following Covid-19

- 59% expect to walk more
- 30% expect to cycle more



### Motivators to buy an electric car

- 44% affordability
- 34% improved charging infrastructure
- 9% better battery life
- 6% grants/financial incentive schemes