



Working to make  
*lives better*  
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# Annual Report

## 2021-2022



# Table of Contents

- Introduction from Leader of the Council and Chief Executive..... 3
- Our achievements include:..... 5
- Southend 2050 Ambition ..... 6
- What our residents have told us about the council and our services..... 7
- Our city’s challenges ..... 8
- Southend-on-Sea City Profile ..... 9
- Pride & Joy ..... 10
  - Pride & Joy performance indicators ... 13
- Safe & Well..... 14
  - Safe & Well performance indicators ... 18
- Active & Involved..... 20
  - Active & Involved performance indicators..... 23
- Opportunity & Prosperity ..... 24
  - Opportunity & Prosperity performance indicators..... 28
- Connected & Smart..... 30
  - Connected & Smart performance indicators..... 33
- Future Ways of Working..... 34
- Southend 2050 Roadmap ..... 35
- Resources ..... 43
- Looking forward..... 45

## Introduction from Leader of the Council and Chief Executive



Cllr Stephen George, Leader of the Council   Andrew Lewis, Chief Executive

*This has truly been a year like no other, with some incredible highs and desperate lows. In both, we have seen the people of Southend-on-Sea come together in a remarkable and inspiring way.*

*Becoming a city was an historic moment for Southend-on-Sea. The Royal Visit and celebrations to mark Southend-on-Sea turning into a city were a fantastic success, and a credit to both the city and the council. We have no doubt that Sir David Amess would have been immensely proud. We hope to honour his passion for Southend within an enduring legacy so we can move forward as a community and begin an exciting new chapter as a city.*

We continue to deal with the local impact of the pandemic. Although we are starting to see life return to normal, COVID-19 remains on many people's minds. There are other challenges for our residents, including financial constraints. In 2022, many families across Southend-on-Sea are facing a cost-of-living crisis. We will continue to deliver services and protect the most vulnerable in our city.

Like the majority of local authorities across the country, the council continues to experience large increases in demand for many services, particularly for social care and the most vulnerable in society. The council has a legal obligation to remain financially sustainable, so it will continue to face some very difficult choices as it balances the response to these complex local challenges within the constraints of the level of resources it has available.

Despite encountering some challenges to overcome, the council continues to perform well and achieve changes for the better for the people and communities of Southend-on-Sea. This annual report showcases how we are:

- providing better and more affordable housing for our residents
- powering economic and community recovery in Southend-on-Sea
- pushing forward with our green city ambition
- creating better life opportunities for our children and young people
- protecting and improving the quality of life for older people in our city

We are extremely grateful for our residents, communities, businesses and organisations, who work alongside us and are key to making Southend-on-Sea the remarkable place that it is.

Looking forward, we are confident that our new city will go from strength to strength. We can build on our great assets – our businesses, transport links, services and the rich diversity of our people and communities – and create a city where all residents have the opportunity to flourish.

A remarkable community spirit exists within Southend-on-Sea. We will harness that community spirit to achieve further great successes and continue to support our residents and communities.



**25** Internal Mental  
Health First Aiders



## Our achievements include:

- completing construction on the council's first ever zero carbon affordable homes at Saxon Gardens, Shoeburyness, using modern methods of construction to help reduce carbon emissions
- growing our pier visitor numbers, with record-breaking visitor numbers in the summer and the best January, February and March attendance figures since records began 15 years ago
- Brook Meadows House opening in Westcliff-on-Sea to provide integrated care services to those living with dementia and complex needs. Services include rehabilitation support for adults discharged from hospital, the Viking Day Service for adults with learning disabilities, and Making It Work supported employment service
- enabling 18 rough sleepers to move into housing, by completing the purchase of 18 properties for the Rough Sleepers Accommodation Programme, with all 18 let to former rough sleepers
- being awarded Purple Flag accreditation for the ninth consecutive year, highlighting our night-time economy as safe, diverse, entertaining and enjoyable
- securing 19 providers and 20 venues in Southend-on-Sea for the Holiday Activities and Food programme, which reached 1,130 children during the summer
- supporting Afghan and Ukrainian families to move safely into accommodation, ensuring they are able to access local services, and are warmly welcomed into our community
- securing funding for the Focal Point Gallery from Creative Estuary for the commission of a new major public artwork to welcome visitors and residents to the city
- completing the main works for the £8 million essential highway maintenance on the A127 and Bell junction, helping to reduce congestion, enhance pedestrian crossing facilities and improve air quality in the area
- increasing connectivity in the city through Southend-on-Sea's £30 million full fibre upgrade, which is being delivered in partnership with digital infrastructure programme CityFibre, with over 55% of the city now having access to gigabit broadband
- Southend-on-Sea officially becoming a city on the 1<sup>st</sup> of March 2022, with a royal visit from Their Royal Highnesses, The Prince of Wales and the Duchess of Cornwall. In a speech to mark the historic occasion, The Prince of Wales said:  
"In the aftermath of Sir David's brutal murder, the people of Southend-on-Sea came together in a remarkable and inspiring way to bring good out of evil. In doing so, they demonstrated a deep truth: that what matters more than any name, whether of a person or a place, is the spirit. Today, Southend becomes a city. As we celebrate and honour that fact, we remember that it is always, and crucially, a community."



Photo by  
Amy Wiseman

## Southend 2050 Ambition

Southend 2050 is the city's shared ambition for the future. It was developed in 2018 following extensive conversations with people who live, work, visit, do business and study in Southend-on-Sea. These conversations asked people what they thought Southend-on-Sea should be like in 2050 and what steps are needed now and in the coming years to help achieve this.

The pandemic has made the Southend 2050 ambition more challenging, but it remains achievable. It will need all elements of our community to work together to make it a reality. We will also need our neighbouring boroughs and central government to play their part.

The Southend 2050 ambition has 21 outcomes, which fit into six themes. These themes (see right) provided a framework for our response to the pandemic and inform our approach to helping local economic recovery. A five-year roadmap timeline (see page 35) identifies key projects that will make the ambition a reality.



**PRIDE & JOY**

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



**SAFE & WELL**

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



**ACTIVE & INVOLVED**

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



**OPPORTUNITY & PROSPERITY**

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



**CONNECTED & SMART**

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



**FUTURE WAYS OF WORKING**

## What our residents have told us about the council and our services

We are committed to listening to the views of residents, to help us understand their priorities, find out what they think of our services and check whether they feel they can influence decisions that affect them and their local area.

In July 2021, we launched a Residents' Perception Survey to gather fresh insight into how the COVID-19 pandemic has affected residents and how their priorities for the future have changed. 1,206 residents from across the city responded to the survey.

Key findings from the survey include:

- over two thirds (69%) feel that parks and open spaces for socialising and exercise have become more important to them because of the pandemic and half (51%) expect to use these spaces more than they did before the pandemic
- 3 in 4 (75%) are willing to take action to help the council achieve net zero carbon
- one in ten (11%) think it's more important to get involved in volunteering and community events following the pandemic
- respondents were positive about Southend-on-Sea's regeneration projects, with almost two-thirds (64%) agreeing that these will provide more job opportunities and half (52%) feeling that they will make people think differently about Southend-on-Sea
- more accessible/better facilities, improved safety and security and clean streets were identified as most important to respondents for a future good quality life in Southend-on-Sea.



Findings from the Residents' Perception Survey 2021 will inform delivery of the Southend 2050 ambition and outcomes. The information will also influence policy and service delivery decisions for 2022/23.

## Our city's challenges

Understanding our city's challenges and their impact is an important part of our journey to achieving our shared ambition. Achieving success means improving the quality of life for all of Southend-on-Sea's residents, and as such we must acknowledge the variation in quality of life across the city. Within Southend-on-Sea, we have neighbourhoods considered to be some of the most deprived areas nationally, whilst also having neighbourhoods ranked amongst some of the least deprived.

- 39% of Southend-on-Sea's residents live in areas considered to be in the most deprived 30% in the country, with 9 neighbourhoods (out of 107) in Southend-on-Sea falling into the 10% most deprived in the country.
- 14% of Southend-on-Sea's children live in low-income households (determined by an income below 60% of the median income in the UK), with 14 neighbourhoods (out of 107) in Southend-on-Sea in the most deprived 10% of the country for income deprivation affecting children.

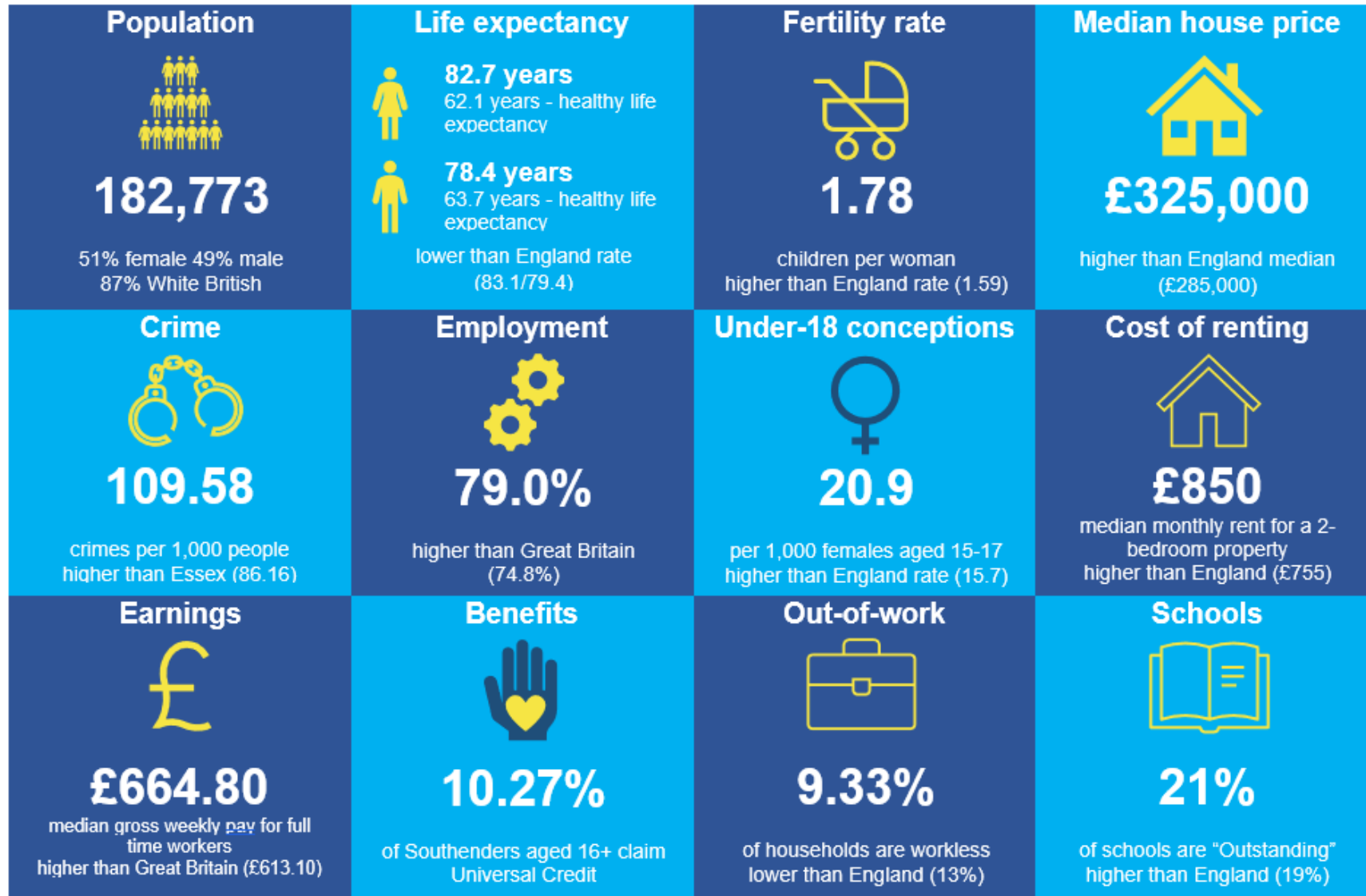
- There is health inequality between our wards, with a life expectancy gap of 9 years for males and 10 years for females between the most deprived and least deprived wards.
- Southend's gross value added per hour worked, which measures the value of goods and services produced, is approximately £10 an hour lower than the regional and national average. This is contrasted by Southend's employment rate and median weekly pay both being higher than the national figures.
- Although a lower number of Southend residents have no qualifications compared to the national figure, 37.9% of Southend's population is qualified at or above level NVQ4, compared to 39.5% regionally and 43.5% nationally.
- Southend has more out-of-work benefit claimants (5.2% of the population) than the East region (3.5%) and Great Britain (4.2%), and this difference is especially significant in the 18-24 age group.
- Victoria ward had a city election turnout of 22.34%, compared to 45.76% in West Leigh (average overall turnout 34.01%).
- Residents living in Kursaal, St Luke's and Victoria wards are significantly less satisfied with their local area (58%) (compared to 72% for the city) and are

less likely than other residents to feel safe during the day and at night.

- 15% of residents felt their lack of digital skills or access to the internet affected their ability to get help and support from Council services during the pandemic, according to the 2021 Residents' Perception Survey.
- Half (51%) of residents have a heightened interest in doing something that makes a difference to their local community, compared to 49% who don't, according to the 2021 Residents' Perception Survey.



# Southend-on-Sea City Profile





## Pride & Joy

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*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 city.*

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## The council is addressing environmental challenges as we strive to become a green city.

As part of the council's evidence-based approach to achieving our net zero target and through our work with Project REMeDY, we presented Southend-on-Sea's carbon footprint in March 2022. REMeDY is a part-government funded project led by the council with a consortium of partners working to bring affordable low carbon heating to residents and businesses in Southend-on-Sea. The largest sources of carbon emissions in Southend-on-Sea are residential energy, commercial energy and road transport. In March, Project REMeDY also launched Green Love Southend, an engagement initiative to encourage net zero conversations, including practical advice on energy efficiency.

Construction is now complete on the council's first ever zero carbon affordable homes at Saxon Gardens, Shoeburyness, using modern methods of construction to help reduce carbon emissions. This is part of a wider project to review the council's underused land. The homes feature energy efficient materials and innovative heating and

cooling technologies such as solar panels. The council also celebrated the completion of an energy efficiency project for schools, which saw 20 primary schools across the city reduce their energy use.

Our ambition and leadership on climate action has been recognised by external organisations, with the council being added this year to the Carbon Disclosure Project's annual A List. The Carbon Disclosure Project is a not-for-profit charity that helps companies and cities to disclose and manage their environmental impacts. We are also now a recognised partner and supporter of Clean Air Day, the UK's largest air pollution campaign, providing us with a platform to build on air quality improvement initiatives and increase public understanding and action on air pollution.

We ran a consultation on our new draft Air Quality Action Plan, which outlines the actions the council will take to improve air quality in the city between 2021 and 2025. The plan has been produced as part of the council's statutory duties required by the Local Air Quality Management framework. It prioritises Southend-on-Sea's two declared Air Quality

Management Areas, as well as addressing air quality across the whole city.

In March 2022, we brought together over 30 local authorities in the first workshop of the Nature Smart Cities UK Capacity Building Programme. The project is a European funded programme led by Southend-on-Sea City Council and brings together local authorities from the UK, France, Belgium and the Netherlands to help deliver urban greening projects.

We continue to focus on enhancing our natural and built environment. Five Blue Flags and seven Green Flags awarded to Southend-on-Sea this year evidence our well-managed, safe and accessible parks, open spaces and beaches. We have extended tree canopy cover in the city, planting 648 trees this year. In addition, we have planted 50 whips and 14 fruit trees. This is part of a commitment made in 2019 to plant 1,000 new trees across Southend-on-Sea over three planting seasons.



The location of the Southend-on-Sea element of the England Coastal path, which will be the longest coastal path in the world, has been confirmed and work to install signage will begin in May 2022. The path will improve coastal access along the 58km stretch of Essex coast between Southend-on-Sea and Wallasea Island.

There have been initiatives running throughout 2021/22 to tackle litter and dog fouling and keep our streets and public spaces tidy. These include supporting Keep Britain Tidy's Great British Spring Clean, with the help of Make Southend Sparkle, and running The Big Autumn Tidy. Our anti-littering campaign, 'Your Waste Your Responsibility', supported by our partner Veolia, has been developing throughout 2021

and into 2022. Recent developments include using digital geo-targeting for the beach and seafront, with artwork tailored to location. Litter bin stickers using QR codes to report full bins have also been rolled out this year, following a successful trial in the summer.

In 2021, volunteer groups and individuals, including Friends of Leigh Library Gardens, Friends of Leigh Cliffs, Friends of Southchurch Hall Gardens and Street Champions, spent over 2,000 hours supporting our streets and green spaces, benefitting residents and visitors.

Recent lockdown periods required our cultural offer to be reimagined and the council's teams were able to support residents through innovative means. A click and collect service at the library, children's activity packs and home learning support were all part of that offer, but during the last year the culture team and partners have enabled some fantastic new experiences:

- 'Imagining a new future' at Focal Point Gallery involved residents of all ages to create artwork about topics important to them which were then shown across the city centre

- Southend played a big role in Estuary 21, a regionwide art project attracting international attention, with art installations in several locations including the Pier, Chalkwell and Shoebury
- the Museum service opened its new Wunderkammer exhibition, whilst the Beecroft Gallery saw considerable interest in the East London Exhibition
- the planetarium has been refurbished to improve ventilation and once again this hidden gem is seeing great interest
- in September a new arts festival for Southend exploded onto the scene, with music, street art, dance, art, comedy, poetry and great participation from all
- the all-new Halloween Carnival was held in October, boasting around 700 performers



- Luminocity, Southend's new light festival, launched in February half term, seeing over 200,000 people in the city centre over 4 nights, and following its success, is set to return again next year. Students from Southend Adult Community College were some of the first to tour the installations, and photographed the international artworks as part of their learning
- in September, Southend hosted the fourth stage of world-renowned cycle race, The Women's Tour, welcoming hundreds of elite level female athletes to the city as part of the event.

Following the pandemic, Southend's cultural offer is going from strength to strength with many new initiatives from the council and its partners.

All Southend libraries have now reopened and are being used to support ongoing community and health initiatives alongside their more traditional role. Our theatres are also both fully open again and welcoming thousands of visitors with a fantastic programme of touring shows and local productions. The City's leisure centres are open, with participation

levels for many activities back to pre-pandemic levels.

Southend's Pier has continued its progress, with the first of its brand-new battery powered trains launched and named by His Royal Highness Prince Charles. Visitor numbers to our most famous landmark have been breaking records regularly and so far into 2022, with the best start to the season for 15 years.



## Pride & Joy performance indicators

Indicator	Value	Target	Aim of the indicator	Date range	Compared to last year
Number of trees planted	648	300	Maximise	2021/22	↑ 641
Pier visitor numbers	358,321	360,000	Maximise	2021/22	↑ 137,215
Visit Southend Website visitors	1,685,891	None	Maximise	2021/22	↑ 144,509
Serious defects made safe (highways)	98.3%	90%	Maximise	2021/22	↓ 98.7%
Serious defects made safe (footways)	97.1%	90%	Maximise	2021/22	↑ 96.0%
Safety inspections carried out on time (footways and carriageways)	100%	90%	Maximise	2021/22	↑ 99.5%
Percentage of respondents who are satisfied with their local area as a place to live (Residents' Perception Survey 2021)	72%	None	Maximise	2021	↓ 74% (2019)
Reduction in Council building carbon emissions	73%	None	Maximise	2012/13 – 2017/18	Next update expected 2022/23
Acceptable standard cleanliness: litter	98.14%	95%	Maximise	Cumulative 2021/22	↓ 99.62%
Acceptable standard cleanliness: detritus	95.25%	95%	Maximise	Cumulative 2021/22	↓ 99.1%
Household waste sent for reuse, recycling and composting	46.48%	50%	Maximise	Jun 2021	↓ 46.81% (Jun 2020)
Waste collections carried out on time	99.9%	99%	Maximise	2021/22	-- 99.9%
Number of Blue Flags	5	None	Maximise	2021/22	-- 5
Number of Green Flags	7	None	Maximise	2021/22	-- 7



## Safe & Well

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*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 city.*

*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.*

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## The council has worked closely with its partners to keep people safe and well over the past year.

In February 2022, we retained the prestigious Purple Flag accreditation for our evening and night-time economy. The Association of Town and City Management awarded Southend-on-Sea Purple Flag Status in recognition of the city's offer of a safe and enjoyable night out with a vibrant and diverse mix of dining, entertainment and culture. This is the ninth consecutive year we have retained the award, having first been accredited in 2012.

Operation Heatwave ran throughout the year to make sure the city was ready to welcome visitors, and that visitors and residents enjoyed a safe time in Southend-on-Sea. Medical contractors, Triple L, provided first aid and triage in the city between April and December, providing two crewed ambulances, enabling medical teams to attend seafront and city-wide incidents.

A number of infrastructure projects have supported safety in the city during the year:

- the internal CCTV system at the Forum has been replaced, and in the city centre existing CCTV cameras upgraded and new cameras installed as part of the Eurovia works programme, a significant investment of over £2million
- Leigh and Thorpe Bay Rotary Clubs and the Carli Lansley Foundation donated, installed and maintained four defibrillators along Southend-on-Sea seafront
- local artists painted 48 multi-purpose blocks that have been installed on the seafront to provide additional safety and seating



Following engagement with residents, the council approved the introduction of the new

Leigh Public Space Protection Order to reduce anti-social behaviour in the area. We are working closely with Essex Police to enable the effective enforcement of the Public Space Protection Order.

We introduced Op Union which has provided more visible policing at busy times. This has allowed Police numbers to be uplifted in a planned way providing a safer experience for residents, visitors and businesses.

The Southend-on-Sea Community Safety Partnership co-produced their statutory Strategic Intelligence Assessment for 2022/23 with partners, identifying priorities. The partnership is also developing a Community Safety Partnership Strategy.



Campaigns to support the safety and well-being of Southend-on-Sea's residents include:

- celebrating the amazing work of foster carers, who have helped to transform the lives of children and young people, during Foster Care Fortnight
- Southend-on-Sea Libraries launched a campaign called 'Read, Talk, Share' to tackle loneliness and support mental health. The new campaign saw every library in the city provided with books from the Reading Well collections, including e-books and e-audio books through the library's digital service, BorrowBox
- the council's SeeTheSigns campaign continued to reach out to young people and their families to let them know that there is always a way out from drug gangs. This year, a campaign video was created using real transcripts from former gang members who have managed to remove themselves from county line gangs
- Southend-on-Sea Youth Council launched an anti-knife campaign to discourage people from picking up a knife. Funded by the Violence and Vulnerability Board, the campaign has been designed by young people, for young people

- we 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
- Southend-on-Sea Safeguarding Partnership (Children's) and ActiveSouthend teamed up with National Child Safeguarding Charity, NWG, to deliver its 'Safe to Play' campaign, which 564 children and 100 parents took part in. NWG created the campaign using funding from Sport England to get parents, clubs and coaches talking openly about safeguarding, and striving to ensure that all children have positive experiences when taking part in sport, physical and extra-curricular activities.

The council and its partners have been working to support children and young people throughout school holidays, with a range of programmes providing holiday free school meals and activities.

## Social Care

In December 2021, the collaborative neuro developmental pathway between children's services and health was agreed to support children and young people with complex needs and will be going live imminently. This will enable a multi-agency approach, with consultants and practitioners working together to identify and meet the needs of our children and young people.

The council has been developing a new strategy for adult social care in Southend-on-Sea to support adults with social care needs and all carers. The overall strategy is built on three core strategies named 'Ageing Well', 'Caring Well', and 'Living Well', which set adult social care priorities over the next five years. The three strategies were codesigned with people who use services and their friends and families. They focus on how the council will support people across the city, whether they are older people, those with a care and support need with learning disabilities, mental health challenges, autism, living with additional physical or sensory difficulty, or the friends and family of people with additional needs. The strategies are backed by a more than £5 million investment in adult social care

and focus on how the council will support a range of people across Southend-on-Sea over the next five years.

A new mixed-use care facility for adults, Brooke Meadows House, has been opened to provide integrated care services. Services include rehabilitation support for adults discharged from hospital, the Viking Day Service for adults with learning disabilities, Making It Work supported employment service and two services providing specialist home care.



## Affordable housing

The council continues to strive to reduce homelessness and make sure everyone in the city has a good quality, sustainable home that meets their needs. Progress on housing in 2021/22 includes:

- purchasing 18 properties for the Rough Sleepers Accommodation Programme, with all 18 let to former rough sleepers
- investing £1.97 million to purchase 10 properties for use by homeless families in Southend-on-Sea
- developing four new Council homes using 'Modern Methods of Construction' with two of these meeting Net Zero Carbon standards.
- refurbishing seven properties for use as safe temporary accommodation for survivors of domestic abuse
- progressing the Better Queensway regeneration scheme, which will deliver over 600 affordable homes over the course of the project
- introducing the council's new social housing allocations policy, which provides greater priority to single people experiencing homelessness
- completing a public consultation on Housing in Later Life, which asked



residents over age 55 about their housing and support aspirations, plus any barriers to moving from their current residence.

The findings are being evaluated and reviewed

- plans to build 29 new Council homes on disused garage sites around Eagle Way in Shoeburyness being given planning approval. The plans include the development of a bungalow, houses and a four-storey block of 16 self-contained flats, with parking spaces and a cycle store. The homes will be managed by South Essex Homes.



Following public consultation, the council has introduced a Selective Licensing Agreement scheme in areas of the city which enables the council to regulate conditions, management, and occupation of properties. The scheme will help 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.

The procurement process for transitional supported housing contracts for people with mental ill health, offenders, and those at risk of offending, children and young people aged 16 to 25 years and young parents aged 16 to 25 years has been completed and contracts awarded. A review across the remaining 16 to 25 accommodation and support pathway will be undertaken in 2022 with the intent of implementing a wider procurement framework for 2023.

## Safe & Well performance indicators

Indicator	Value	Target	Aim of the indicator	Date range	Compared to last year
Proportion of concluded section 42 enquiries (safeguarding investigations) with a risk identified and a result of either Risk Reduced or Risk Removed	92.7%	85%	Maximise	Cumulative 2021/22	↑ 91.9%
Permanent admissions to residential care, per 100,000 population (people aged 65 years and over)	367.35	550	Minimise	2021/22	↑ 449.12
Proportion of adults in contact with secondary mental health services who live independently with or without support	68.5%	65%	Maximise	Feb 2022	↓ 69.6% (Feb 2021)
Proportion of those that received short-term service during the year where sequel was either no on-going support or support of a lower level	53.1%	75.2%	Maximise	2021/22	↓ 56.5%
Proportion of older people (aged 65 years and over) who were still at home 91 days after discharge from hospital into reablement/rehabilitation services	81.8%	80%	Maximise	2021/22	↑ 72.4%
Proportion of adults with learning disabilities who live in their own home or with their family	88.8%	85.5%	Maximise	Mar 2022	↑ 87.6%
Under 75 mortality rate, per 100,000 population	372.3	None	Minimise	2018-20	↓ 359.2 (2016-18)
Violent crime with injury rate, per 100,000 (average)	0.94	None	Minimise	Mar 2022	↓ 0.67
Domestic abuse incidents, per 100,000 population (average)	2.02	None	Minimise	2021/22	↓ 1.95
Violence against the person offences in the rolling year to date	9,642	8,217	Minimise	Mar 2022	↓ 8,290

Residents that feel safe after dark (Residents' Perception Survey 2021)	<b>43%</b>	None	Maximise	2021	↑ 40% (2019)
Residents that feel safe during the day (Residents' Perception Survey 2021)	<b>81%</b>	None	Maximise	2021	↓ 85% (2019)
Percentage of those at risk of homelessness that had existing or alternative accommodation secured for at least 6 months (quarterly average)	<b>51.25%</b>	None	Maximise	2021/22	↓ 53.25%
Number of children in temporary accommodation (quarterly average)	<b>242</b>	None	None	2021/22	251
Rate of households in temporary accommodation, per 1,000 households	<b>2.47</b>	None	None	Mar 2022	3.42
Repeat homelessness within two years of accepting a suitable private rented sector offer (priority need cases owed the main duty)	<b>0</b>	None	None	Mar 2022	0
Number of properties purchased by the council via the Acquisitions Programme	<b>23</b>	30	Maximise	Mar 2022	↑ 18
Housing delivery test result	<b>31%</b>	None	Maximise	2021	↓ 36%



**ACTIVE &  
INVOLVED**

## Active & Involved

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*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.*

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**Our communities, civil society, the council, and partners continue to come together in a powerful way, dealing with the impact of the COVID-19 pandemic and the lifting of restrictions, and new opportunities around city status.**

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 is developing a co-produced Tackling Poverty Strategy and Action Plan to be completed by early 2023, which will reflect on best practices, local need and include people voices who have lived experience of poverty and the views of internal and external stakeholders. The associated Task and Finish Groups will address issues and recommend solutions arising around food and fuel poverty, and inequalities. We are aiming to co-produce the strategy with citizens who have lived experience of poverty.

The council and its partners have been working to support Afghan families, supporting families who are residing in Government managed bridging hotels and a number of families moving into settled accommodation within the city. Officers across the Council and key partners have also stepped up to respond to the emerging crisis in Ukraine, providing considerable resource to allow families to safely resettle into the community.

Examples of our community spirit and how we have collaborated, looked out for, and helped each other this year include:

- the Southend Emergency Fund receiving £14,000 for the Vaccine Inequalities Fund from the Mid and South Essex Care Partnership. Over twenty events were organised by local groups, reaching 2,500 residents, building capacity, and increasing uptake of vaccinations in disadvantaged and diverse communities
- securing 19 providers and 20 venues in Southend-on-Sea for the Holiday Activities and Food programme, which reached 1,130 children during the summer

- the South Essex Community Hub Youth HUB providing a summer holiday club, with activities such as gymnastics and music production
- volunteer beach welfare officers have been busy patrolling the shoreline, helping residents and visitors. The work of volunteers was celebrated during Volunteers' Week 2021 in June
- Citizen's Advice Southend-on-Sea being honoured with The Queen's Award for Voluntary Services, in recognition of the support provided to the people of Southend-on-Sea. The Queen's Award for Voluntary Services is the highest award a voluntary group can receive in the UK
- starting a review of the implementation of the Armed Forces Covenant for Southend-on-Sea to provide support to the city's armed servicemen and women and their families
- strengthening relationships through the council's OUTreach LGBT staff forum, Southend-on-Sea Pride, Youth Pride and Youth Council.



The council continued to build community relationships and support residents with projects, including the Covid Community Connectors and Covid Conversations through the Pandemic Management Programme. We worked to promote the EU Settlement Scheme and local support available, including facilitating the fledgling Southend EU national networks.

We supported the national 'Take the Knee' event with UNISON in May 2021. Lights at the Civic Centre, Porters Civic House and City Beach all turned purple in support.

Other events this year include the Feel Good Festival in the summer, which was a hugely successful event, with over 1,200 people taking part in activities such as archery, yoga, and cycling. The Southend-on-Sea Arts

Festival took place in September. Supported by the Southend-on-Sea Tourism Partnership and partly funded by the Government's Welcome Back Fund, it showcased the city's cultural and artistic talent.

The council's Faith and Belief Network continues to grow with new congregations joining meetings and the distribution list. The Faith and Belief Network, SAVS and Southend Museums organised the first ever virtual Faith and Belief Festival in May 2021 to celebrate the cultural diversity of the city. The faith community showed enormous solidarity and cohesion following the tragic death of Sir David, which culminated in the Unite in Light multifaith event, with over 23 congregation representatives and over 150 residents coming together.



The council has been working to make sure residents are involved in the design and delivery of services:

- the Health and Wellbeing Community panel was set up in 2021, in partnership with Southend Association of Voluntary Services (SAVs) and the Public Health Team at the council, as a co-production space with residents. The panel also serves as an ideas and information exchange forum. The panel has a 2022 calendar of sessions, reflecting identified priorities for health and wellbeing
- in June 2021, Music on Sea, funded by Arts Council England, asked students to share their ideas for the future of music in the city on Your Say Southend. The ideas and stories have helped to shape what is offered in Southend-on-Sea
- the council has launched consultations to understand residents' views on our parks and open spaces, the Bus Service Improvement Plan, Air Quality Action Plan and Plasticity project
- workshops have been held with businesses and community organisations in 2021 to inform the development of the council's new Social Value Strategy. Our approach to social value integrates economic, environmental and social

sustainability into our procurement and commissioning process.

The Community Investment Board, hosted by SAVs, began deciding how an up to £1.5 million community investment fund will be distributed to the community of Southend-on-Sea. The Board is made up of residents from across the city, and their first round of funding, totalling £10,000, supported organisations to improve young people's mental health. Investments by the Board included: 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.

The Community Builders project has been launched with Southend Association of Voluntary Services working with groups in three Southend-on-Sea wards; Milton, Victoria and Shoeburyness, to host three community builders. They are having strength-based conversations with residents and local groups identifying local ideas, challenges, gifts and resources, working alongside the community

to create stronger connections for community action.

## Health & Wellbeing

We have worked with our partners to provide support, consultation and delivery of sport and physical activity for those within the city who carry out little or no exercise, so more people have physically active lifestyles. The Find Your Active Fund has helped drive and deliver initiatives, including gentle exercise at care homes; exercise at sheltered housing; yoga, dance, and martial arts for adults with learning disabilities at Project 49; swimming tuition; and youth outreach at Shoeburyness Leisure Centre.

Everyone Health continued to provide a range of behaviour change services to support those aged 16 and above to adopt healthy lifestyle changes.

## Active & Involved performance indicators

Indicator	Value	Target	Aim of the indicator	Date range	Compared to last year
Percentage of respondents agreeing that people from different backgrounds get on well together (Residents' Perception Survey 2021)	<b>69%</b>	None	Maximise	2021	↑ 58% (2019)
Percentage of required members recruited to the Community Investment Board	<b>60%</b>	None	Maximise	Mar 2022	None available – new PI
Number of people in the city registered to vote	<b>131,534</b>	None	None	Dec 2021	↓ 132,779 (Dec 2020)
Reports of hate crime	<b>829</b>	None	Minimise	2021/22	↓ 673
Funding used to provide holiday free school meals during holidays	<b>£1,094,703</b>	None	None	2021/22	
Physically inactive adults completing a physical activity course	<b>212</b>	150	Maximise	2021/22	None available – new PI
Your Say Southend users	<b>42,200 aware</b>	None	Maximise	Mar 2022	None available – new PI
	<b>21,000 informed</b>				
	<b>8,600 engaged</b>				
Active A Better Start Southend Parents Champions and Ambassadors	<b>59</b>	None	Maximise	Mar 2022	↓ 61
Trained A Better Start Southend Parents Champions and Ambassadors	<b>142</b>	None	Maximise	Mar 2022	↑ 82



## Opportunity & Prosperity

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*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 city.*

*Our children are school-ready and young people are ready for further education, employment or training.*

*Southend-on-Sea has a national profile for its thriving Cultural Creative Industries sector, where culture plays a central role in the social and economic success of our diverse communities.*

*As part of our economic recovery, Southend-on-Sea 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 city for the next two years.*

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**The council has supported the regeneration and revitalisation of our city centre, championing initiatives that will help to reduce the number of empty units on the High Street, improve public spaces and increase footfall and dwell time:**

- 'We Made That' with 'PRD' Consultants, specialists in place making and economics, were appointed to work with stakeholders and residents to devise the Southend-on-Sea City Centre Strategy and Investment plan, to be completed in summer 2022
- a City Centre Summit was the kick-off event for the new strategy and investment plan. The event marked the start of a process to listen to people across Southend about the future of the city centre area, which covers central Southend, the High Street and the central area of the seafront



- following a successful bid to the Local Growth Fund, 'The Ironworks', a community arts complex for creative, educational and immersive events, run by a Community Interest Company (CIC), is due to open in the High Street in July 2022. The project will bring a previously vacant department store into creative use over the next five years, with the CIC looking to develop a sustainable business that has a long-term presence on the High Street
- development of Victoria Shopping Centre continues, with increased demand for space and more diverse uses including phlebotomy, sexual health services, Indirock bouldering wall and a pop-up gallery



- the three projects that made up our Round 1 Levelling Up Fund bid, for Leigh Port, The Cliffs Pavilion and City Beach sustainable drainage, are due to be completed by March 2023.

We continue to look for opportunities to support and enhance the cultural creative industries sector:

- over £1 million in funding was secured from the Government's Community Renewal Fund for projects, such as the Local Cultural Education Partnership, to support community recovery throughout 2021 and 2022
- 'Estuary 2021' festival took place in May and June, across 107 miles of estuary coastline, 94 locations and 66 venues. 265 artists were involved, enabling 208,764 visits from people living locally and further afield. Estuary 2021 was delivered through a partnership between Metal and Cement Fields, with the support of 130 partners ranging from local authorities to community partners; and as part of the Creative Estuary programme funded by the Department for Culture, Media and Sport

- Focal Point Gallery was awarded funding from Creative Estuary for the commission of a new major public artwork that will welcome visitors and residents to the UK's newest city, due to launch later in 2022
- Focal Point Gallery received a commissioning project funded by Arts Council England to bring together 15 local artists to create a series of original sound works, including spoken word, experimental music and field recordings, released over 2021 and 2022
- we contributed to the 'More than a Place' report, convened by Metal and creative sector partners to look at the spatial needs of the creative and cultural industries in south Essex, to facilitate sustainable businesses and growth post-pandemic.



There has been progress on key regeneration schemes this year:

- all road and services infrastructure for the Airport Business Park have been completed. Ipeco, Costa and the Westcliff Rugby Club are fully occupied, and development is scheduled for practical completion in July
- 'The Launchpad', Airport Business Park Southend-on-Sea's new innovation business hub is set to be complete in July 2022 and expected to be operational at the end of the year. The new innovation facility hub will offer a mix of offices, workshops, research facilities and break out spaces

- full Council have endorsed use of £10 million to improve returns on the Seaway development, which is expected to come to site during 2022. Development will be anchored by Empire Cinemas, Hollywood Bowl and Travelodge and will deliver over 500 new jobs and approximately £15 million per year into the local economy
- planning permission for Fossetts Farm has been issued and permission for Roots Hall is due to follow imminently
- planning permission is in place for car park and access improvements at East Beach, which will be completed by August 2022. Planning is also in place for new cafes which will be delivered by Easter 2023
- Better Queensway has hybrid planning consent and the phase 1 reserved matter application has been submitted, which should be determined in spring/summer 2022. Plans have been developed for the first phases of the project, which will see the removal of Quantock and development on the Essex Street car park
- the Southend-on-Sea Central Area Transport Scheme has completed work at the top of the High Street as part of the £7 million London Road and Victoria Gateway improvement works. The work includes planting new trees, repaving the

area, improving lighting, introducing new seating and adding more greenery

- public realm works at Elmer Square/The Forum have begun, with the phase 1 works comprising of new paving, seating and planting, along with a new children's play area. The works aim to improve the appearance of the square and increase use by residents and visitors.

The council has been working to support businesses and organisations in an innovative and proactive way. This year we set up 'It's Local Southend', a business directory and marketing platform for Southend-on-Sea-based businesses. Any business in the city can sign up free of charge. To date, over 1,250 businesses have signed up. Southend-on-Sea also went live with a website as part of Totally Locally, a UK-wide initiative promoting local businesses. Customers can browse, shop and pay for items from multiple businesses all in one go on the website, enabling residents to support locally based businesses.



The second in a number of planned consultations to develop the new Local Plan was completed this year, receiving feedback from residents to guide future development decisions over the next 20 years. The consultation on the Local Plan 'Refining the Options' document and Big Debate surveys received around 2,000 comments.

### **Skills and employment**

The council continues to work closely with schools and the community to support learning opportunities and address any gaps in learning as a result of the pandemic.

Following the restart of OFSTED school inspections, the percentage of pupils in Southend-on-Sea attending a good or outstanding school has increased. Provision for our most vulnerable pupils, including those

with Special Educational Needs and Disabilities, continues to grow in strength, including a successful OFSTED/CQC revisit inspection. Through our commitment to supporting and continually improving schools, the council has helped to make sure that parents and carers in Southend-on-Sea have a good choice of high-quality places. In September 2022, 88% of children in Southend-on-Sea will start at their first-choice primary school, with 96% receiving one of their top three preferences.

Residents have been supported into work in key employment sectors, including construction, health and social care, digital, cultural and creative, healthcare technology, advanced manufacturing and engineering and tourism, through council and partner led schemes:

- we launched a new Careers Hub in partnership with Careers and Enterprise Company and Thurrock Council to help schools and colleges to improve the quality and availability of careers education
- a free support system offering access to employment, training and further education in the city has been launched. The service is made up of five leading career guidance services and will help

residents to access opportunities, learn skills, retrain and find new jobs

- young people aged 16-25 have been supported through council and local business Kickstart paid work placements, with around a quarter of these young people moving into work

## **KICKSTART SCHEME**

- construction businesses have been provided with funding to upskill their workforce. This has resulted in local people gaining higher level construction skills, enabling them to move into more sustainable work on a higher wage
- we secured significant resource to fund business, employment and skills activities for residents, including through the Community Renewal Fund and European Social Fund.



## Opportunity & Prosperity performance indicators

Indicator	Value	Target	Aim of the indicator	Date range	Compared to last year
Number of out-of-work benefits claimants	5,740	None	Minimise	Mar 2022	↑ 9,020
Percentage of eligible children benefitting from 2-year-old funding	70.8%	69%	Maximise	Mar 2022	↑ 57.3%
Trainees who enrolled in and got jobs through the SECTA, HALO and PAVE sector skills projects	176	None	Maximise	2021/22	None available – new PI
Percentage of 3-4-year-old children benefitting from universally funded early education in OFSTED-rated Good or Outstanding settings	96.9%	96%	Maximise	Mar 2022	↓ 97.8%
Individuals who got jobs through A Better Start Southend's Workskills Programme	50	None	Maximise	2021/22	None available – new PI
Percentage of the city's children that are learning in OFSTED-rated Good or Outstanding schools	89.6%	88%	Maximise	Mar 2022	↑ 87.8%
Students who commenced the 60 Minute Mentor Programme	455	None	Maximise	2021/22	↑ 105
Percentage of the city's young people are not in employment, education or training (NEET) or their situation is not known (NK)	3.2%	None	Minimise	Mar 2022	↓ 2.9%
Businesses in Southend-on-Sea	91.2% micro	None	None	2021	91.3%
	7.3% small				7.2%
	1.1% medium				1.2%
	0.3% large				0.3%
Percentage of high street units occupied (BID area only)	79.6%	None	Maximise	Mar 2022	↓ 79.9%

Visits to the town centre	<b>11,639,245</b>	None	Maximise	2021/22	↑ 5,816,243
Successful applications to Arts Council England made from the city	<b>29</b>	None	None	Apr 2021 – Dec 2021	None available – new PI
External investment committed to Southend-on-Sea Cultural Organisations by Arts Council England, including Visual Arts, Theatres, Music	<b>£1,286,346</b>	None	None	Apr 2021 – Dec 2021	None available – new PI
Individuals, organisations, and businesses registered for the Southend Creative and Culture Network (SCCN).	<b>200</b>	None	None	Apr 2021 – Dec 2021	None available – new PI
Planning appeals either dismissed or receiving a split decision	<b>70%</b>	70%	None	Cumulative 2021/22	75%
Major planning applications determined in timescale	<b>100%</b>	79%	Maximise	Cumulative 2021/22	-- 100%
Minor planning applications determined in timescale	<b>97.96%</b>	84%	Maximise	Cumulative 2021/22	↓ 98.45%
Other planning applications determined in timescale	<b>98.81%</b>	90%	Maximise	Cumulative 2021/22	↑ 98.61%
Planning applications received	<b>2,422</b>	None	None	Cumulative 2021/22	2,324
Businesses who benefitted from direct support (including South East Business Boost (SEBB), Business in Essex, Southend and Thurrock Growth Hub (BEST) and ED Economic Development (ED) team)	<b>3,822</b>	800	Maximise	2021/22	↓ 6,972
Council contract spend with local suppliers	<b>£63 million</b>	None	Maximise	2020/21	-- £63 million
Ratio of total jobs to population aged 16-64	<b>0.72</b>	None	Maximise	2020	-- 0.72 (2019)



## Connected & Smart

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***By 2050 people can easily get in, out and around our city 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-on-Sea 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 service.*

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**We continue to work to ensure that our residents, visitors, and those who work in Southend-on-Sea can easily get in, out of and around our city and that we have a world class digital infrastructure.**

The £8 million essential highway maintenance works on the A127 were completed in March 2022. The main highway works for the £5 million Bell Junction improvement project have also been completed, reducing congestion, improving pedestrian crossing facilities and improving air quality in the area.

We have invested £10 million into resurfacing Southend-on-Sea's roads and pavements. 46 roads and 45 pavements across the city have been resurfaced this year. 10 zebra crossings have been also been revamped to make the designated crossing zones safer for pedestrians and road users.

Potholes and road defects have been identified and fixed by our contractor Marlborough. The six-week project involved a team of spotters going out and actively finding and marking up potholes.



Work to install new pedestrian and road safety barriers across the city was completed in May 2021, 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 city'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 installed to prevent vehicles from driving onto the walkway.



Evidence data is being gathered to support the Local Transport Plan 4, which will provide strategic direction for improving all forms of transport in the city to 2040. Engagement with councillors, council officers, businesses, community groups and residents will be carried out in 2022.

Following on from the success of the School Streets scheme, launched by the council last year to promote active travel and improve air quality, a CCTV camera project was launched outside a local primary school and nursery, to monitor the impact of dangerous and illegal parking outside of our schools. The aim of the ongoing trial is to provide additional safety measures for children entering and leaving school.

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 city. The strategy will provide an overarching plan for how existing and future parking schemes across the city are implemented, to ensure that parking in Southend-on-Sea is fair, safe, consistent and transparent, and street parking is accessible for residents.

Since the launch of the Southend Pass in April 2021, over 4,700 passes have been purchased, utilising over 663,000 hours of parking. Tylers Avenue and the Western Esplanade parking bays in the City Centre have seen the most use, with 45,260 and 34,750 visits, respectively.



## Technology

There have been a number of initiatives this year to increase digital inclusion across Southend-on-Sea, providing people with skills, support, access, training, equipment, guidance and awareness. These initiatives have been supported by organisations such as Job Links, Trust Centre Plus, South Essex Homes, Southend Adult Community College, Rough Sleeper Outreach, A Better Start Southend, the Community Renewal Fund, One Southend and our family centres and libraries.

Work is ongoing to design a new platform for resident services to replace MySouthend. Work has also been carried out to improve the current MySouthend system, including language and data entry requirements and improvements to the user experience. There has been integration with the waste management provider Veolia to improve resident service and experience; a new access portal has been created to provide residents with online access to Council Tax and benefits; and a portal for landlords made live, offering improved functionality for landlords to interact with the council.



# CityFibre

Southend-on-Sea's £30 million full fibre upgrade, in partnership with CityFibre, has progressed quickly, with over 55% of Southend-on-Sea now having access to gigabit broadband. The completion of the upgrade will see Southend-on-Sea become one of the few places in the UK to have the fastest internet speeds possible. It is anticipated that the programme will be concluded by April 2023.



## Connected & Smart performance indicators

Indicator	Value	Target	Aim of the indicator	Date range	Compared to last year
Percentage of respondents who found it easy to get around the city (all) (NHT Survey 2021)	77%	None	Maximise	2021	↑ 76%
Percentage of respondents without a car who found it easy to get around the city (NHT Survey 2021)	72%	None	Maximise	2021	↑ 67%
Percentage of respondents with a disability who found it easy to get around the city (NHT Survey 2021)	66%	None	Maximise	2021	↑ 61%
Southend Pass registrations	4,715 Active	None	Maximise	2021/22	None available – new PI
	7,158 Subscriptions				
	354,516 Parking sessions				
Publicly available electric vehicle charging devices	18	None	Maximise	Jan 2022	↑ 15
Percentage of all vehicle registrations that are for ultra-low emissions vehicles	0.73%	None	Maximise	Dec 2021	↑ 0.44% (Dec 2020)
Nitrogen dioxide annualised mean concentration at the Prince Avenue Air Quality Management Area	35.72 µg/m <sup>3</sup>	40 µg/m <sup>3</sup>	Minimise	2021/22	↓ 34.50 µg/m <sup>3</sup>
Registered users MySouthend	84,915	None	Maximise	2021/22	↑ 72,171
MySouthend service request forms completed independently	94.3%	None	Maximise	Mar 2022	↑ 91.0%



## FUTURE WAYS OF WORKING

## Future Ways of Working

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*Future Ways of Working is the framework for how we modernise our workforce to guide the prioritisation and delivery of Southend 2050 outcomes.*

*This will help us to:*

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

An all-staff engagement survey and team challenge were both completed in 2021/22, giving employees the opportunity to have their say on what the future of work will look like at the council. Teams and individuals were asked to reflect on working practices developed during the pandemic.

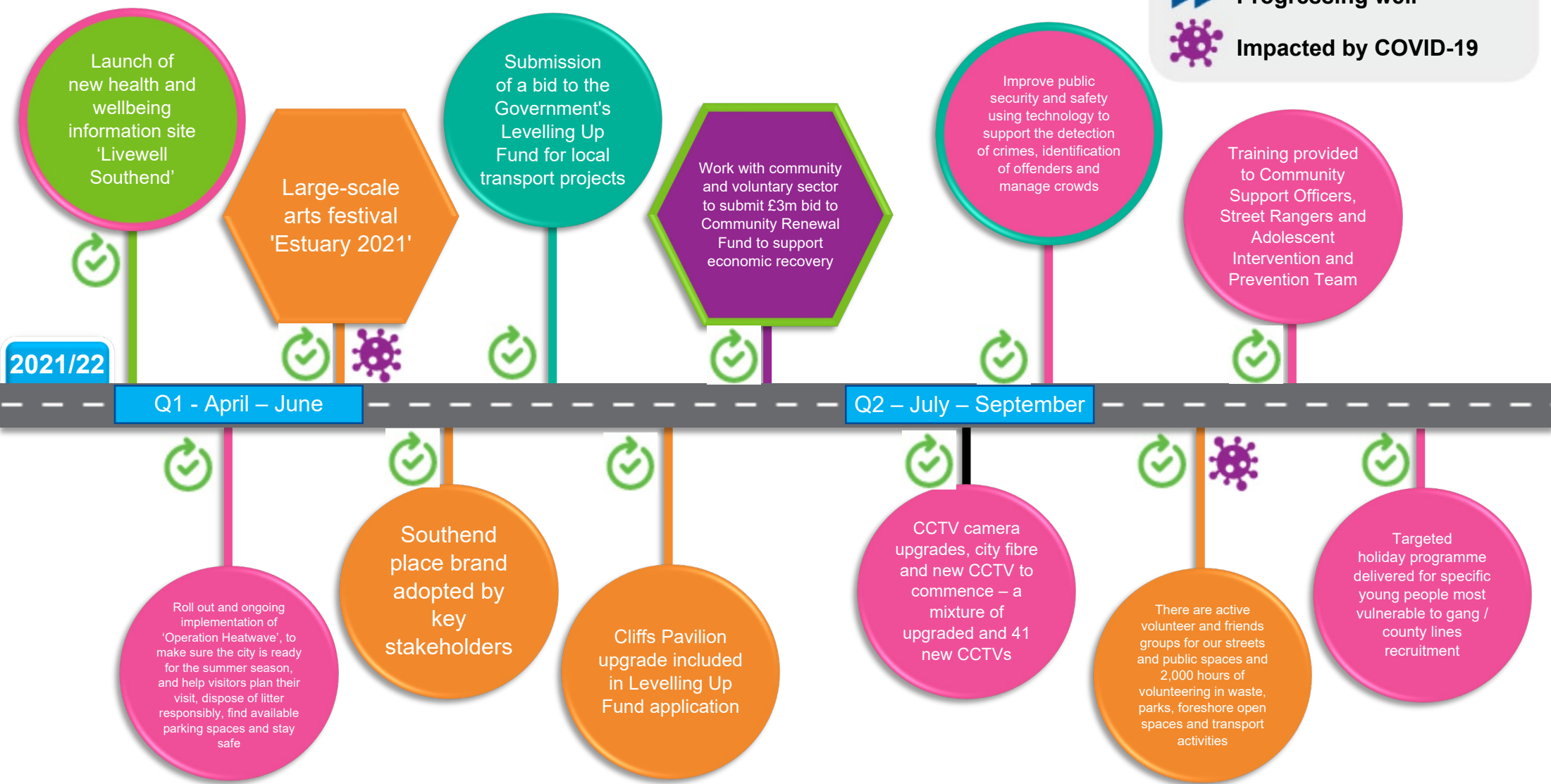
A new staff intranet has been developed, ready to be launched in May 2022. It will include a dedicated area for councillors. A competition to pick a name for the new intranet was held, with over 450 employees taking part in the competition.

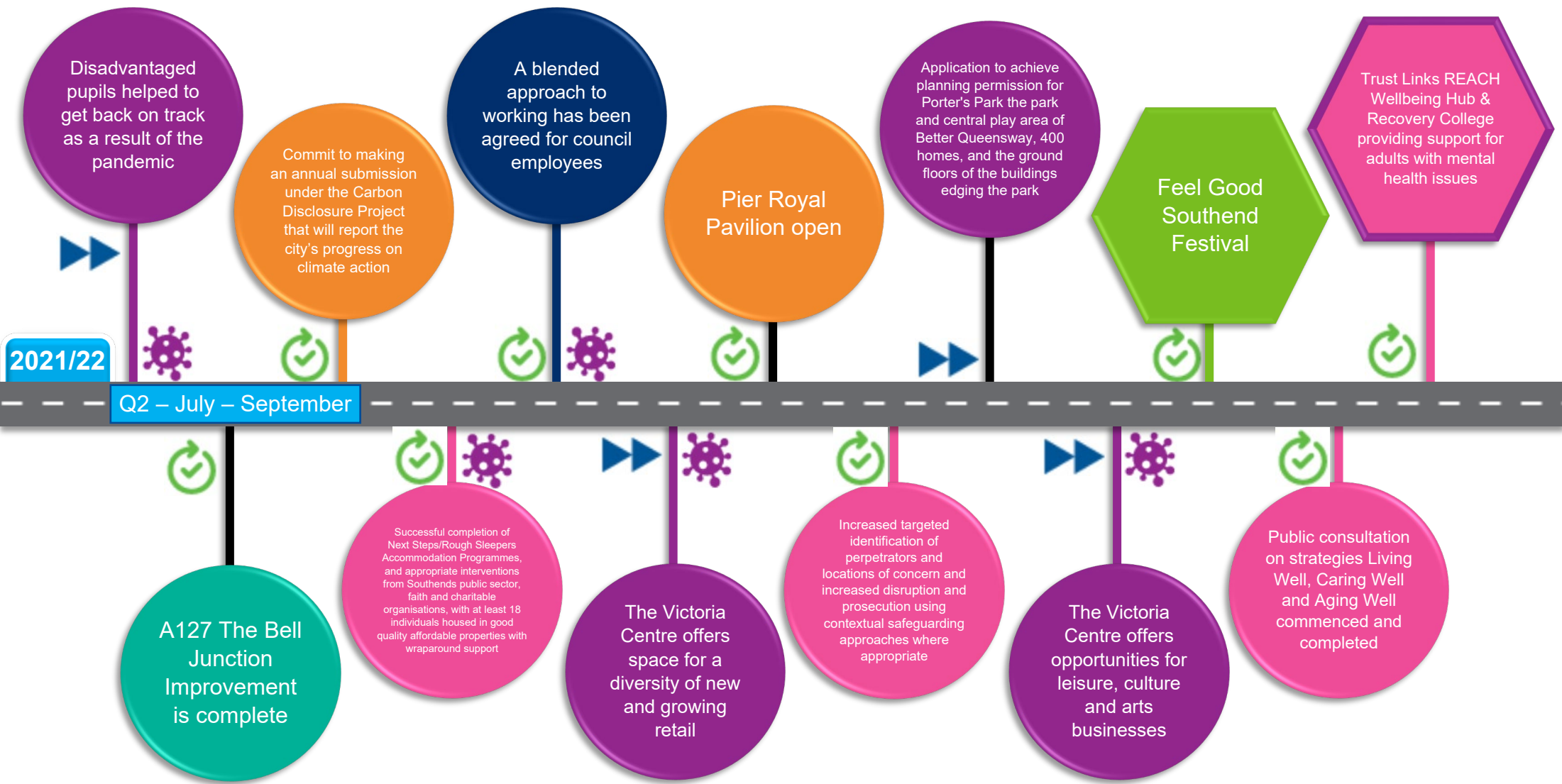
We have successfully completed laptop and desktop replacement programmes and rolled out softphones to enable employees to make calls from their computer. As well as providing council officers with access to the latest technology, to help people collaborate and communicate with others and work more efficiently and safely, we have also provided self-guided and mentor-based training on using the technology. The movement of applications to the cloud is ongoing, increasing access to reliable, optimised technology, as well as increasing productivity.

The council continues to invest in the development of our workforce. We have successfully developed a councillor training programme with a working group of councillors. A Transformational Leadership Development Programme has also been launched to provide senior leaders with group training and individual coaching.

# Southend 2050 Roadmap

 **Completed**  
 **On track**  
 **Progressing well**  
 **Impacted by COVID-19**





2021/22

Q2 – July – September

Q3 – October - November

Safe to Play training embedded within Southend sports clubs

Local Plan consultation to refine plan options

Deliver a new training/awareness programme for council employees and members on climate and carbon literacy and include information in staff induction

Launch the new collaborative Neuro developmental pathway between children's services and health

At least 20% of children eligible for benefits related free school meals will take part in a summer holiday activity with meal

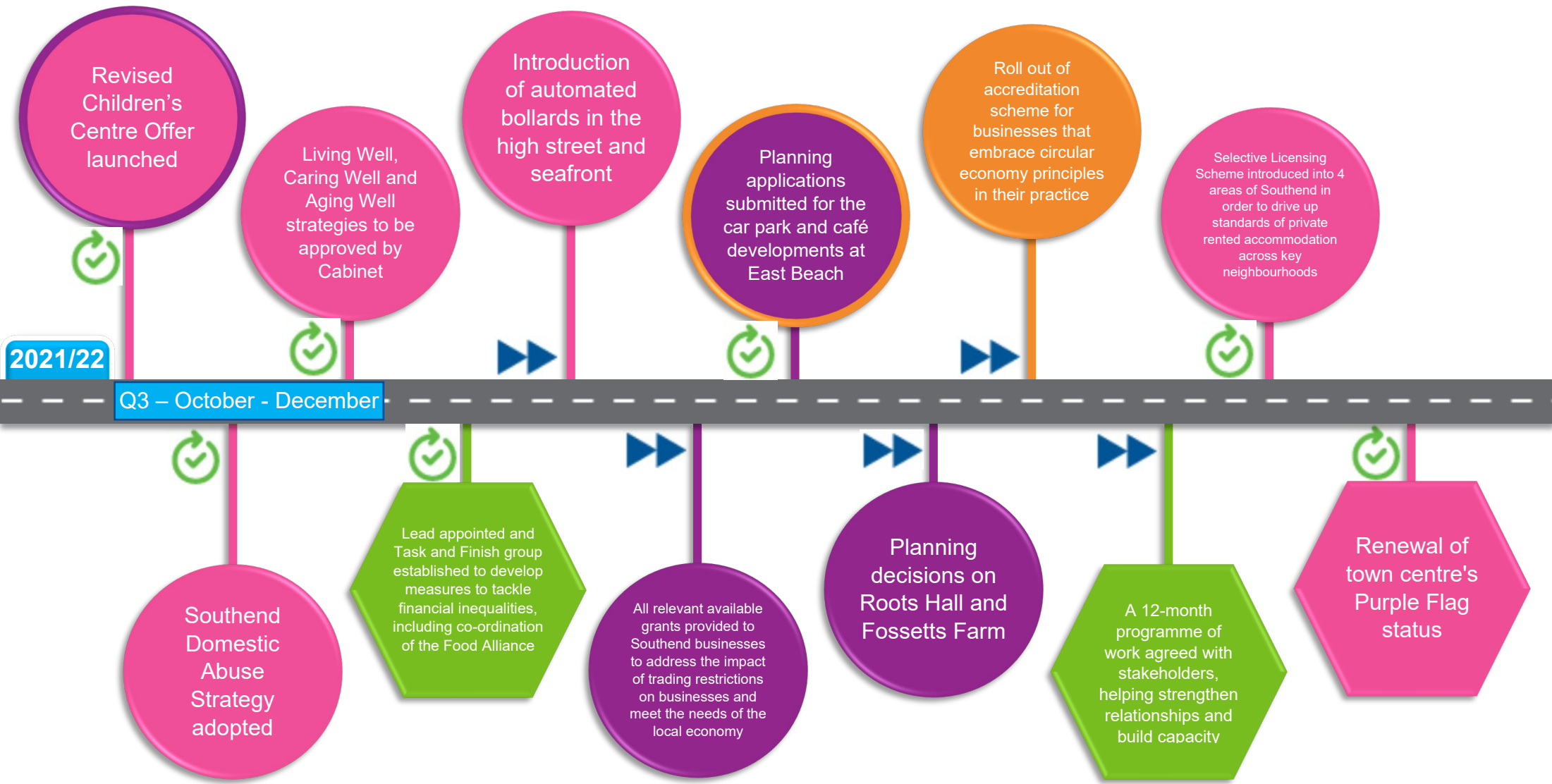
Reviewing the requirements and solution for the MySouthend resident and members portal

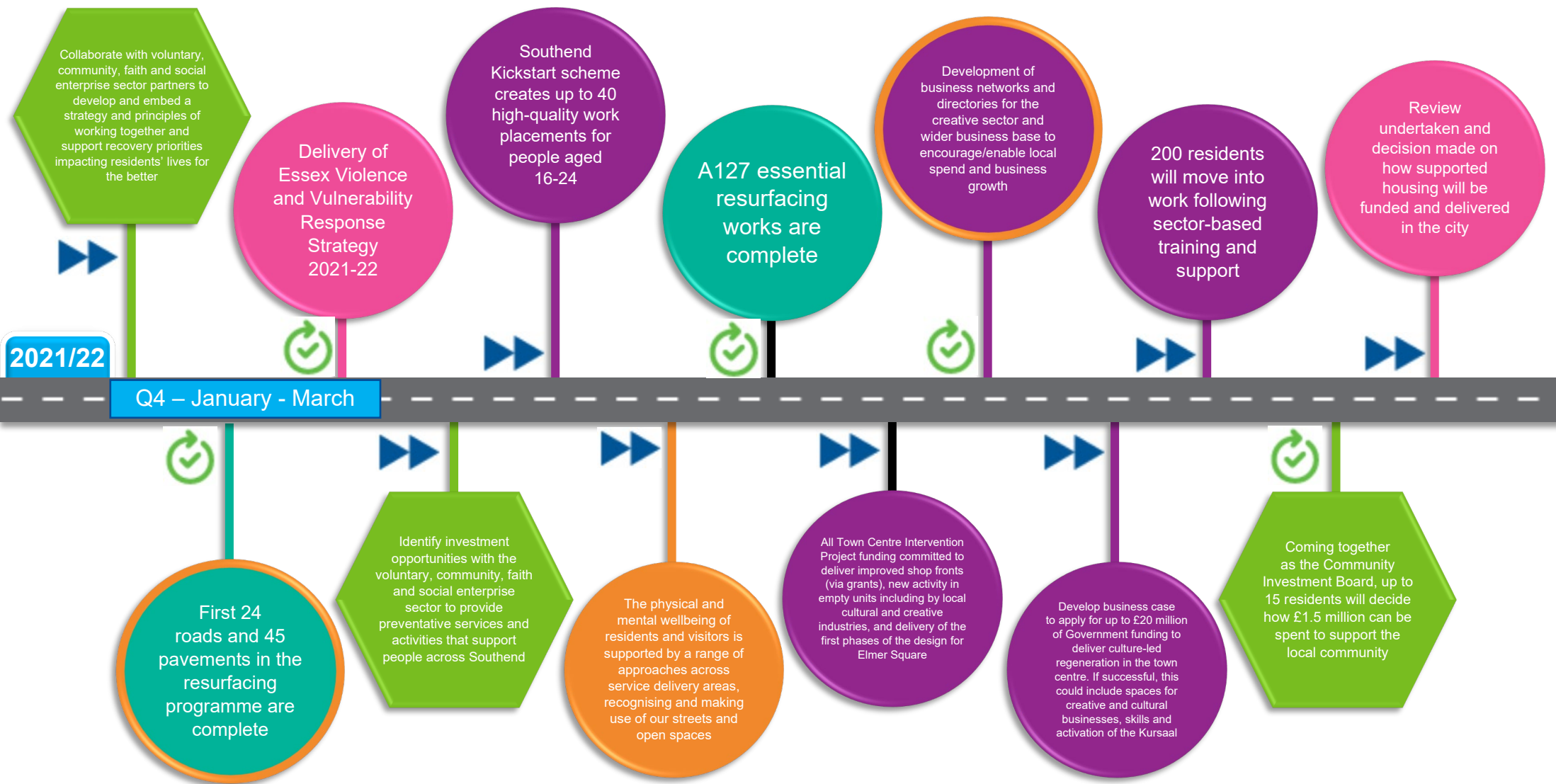
Retrofit energy efficiency measures to initial 2 South Essex homes properties identified as being in fuel poverty

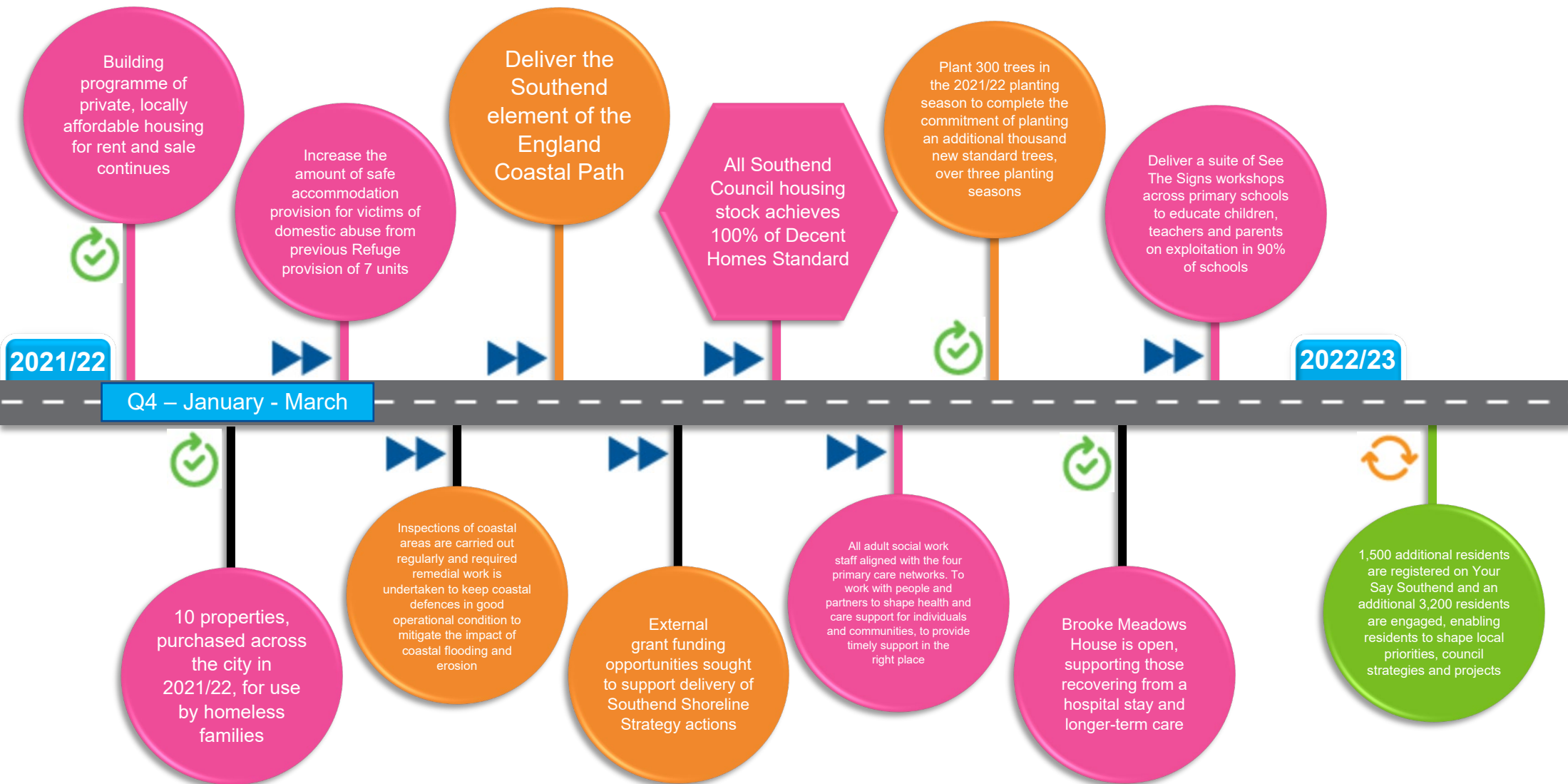
Launch 0% loans to bring empty retail/commercial units back into use across the city (No Use Empty)

Weekend medical support for the summer safety offer for first aid and ambulance cover for accidents and injury and street triage

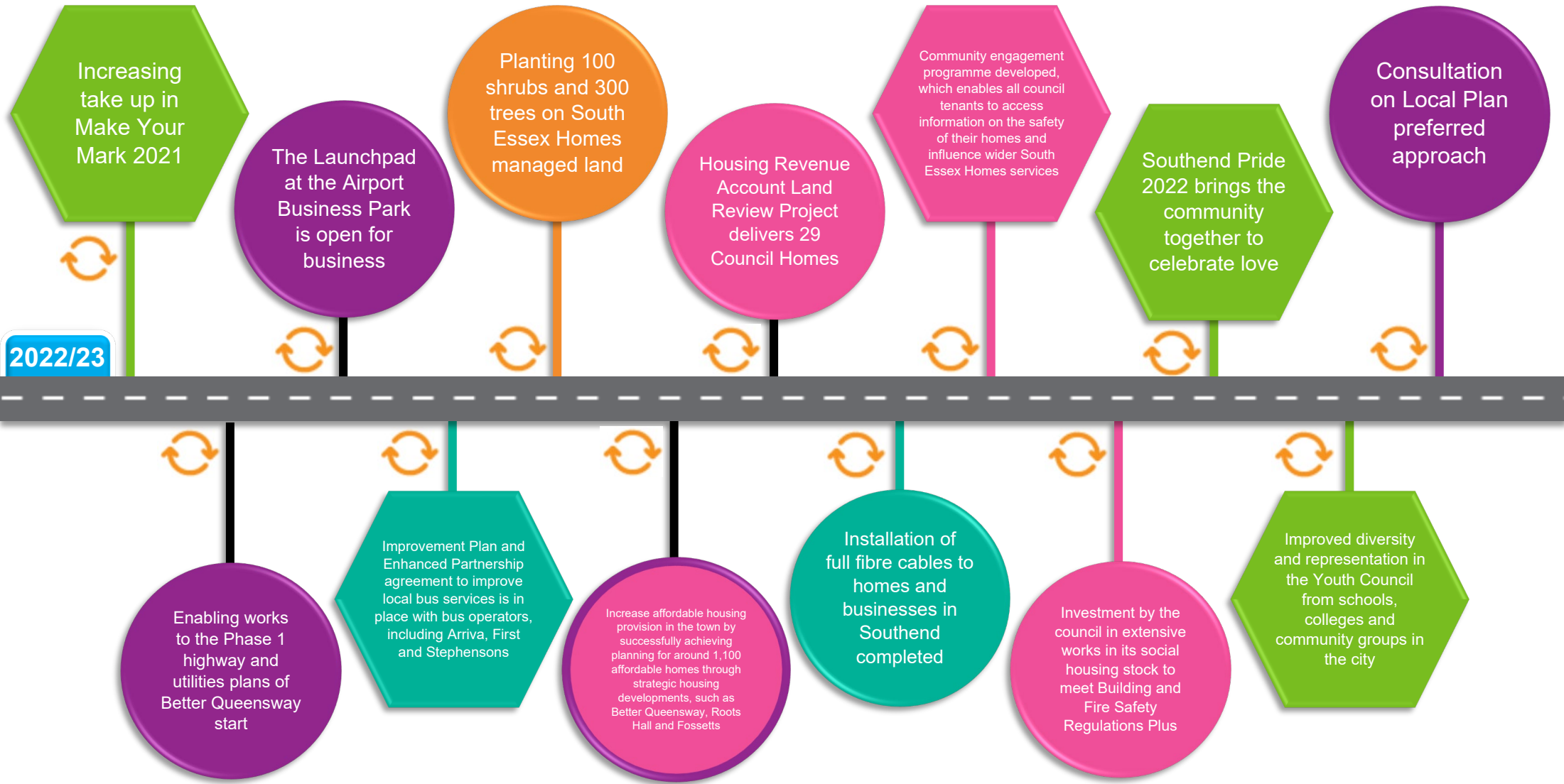
Pop up illuminations festival of light events boost tourism and bring pride and joy to the town











2022/23

Work to deliver the Phase 1 housing plan of Better Queensway starts to build 400 homes

All schools are supported to become or remain good or outstanding

Update to the Council Constitution

Begin implementation of the new MySouthend solution

Take digital to the people via hubs and learning

Co-produced with young people, the South Essex Community Hub Youth HUB, will provide a safe space for outside of school activities

All eligible procurement to include a measurable social value contribution

Digitally enabled healthcare at Southend Care will improve patient outcomes

Online co-production training, that is free, accessible and co-designed by residents, organisations, volunteer and workforces

East Beach car park constructed

Tackling litter and dog fouling

East Beach café constructed

## Resources

### **Like most local authorities across the country, the council faces significant financial constraints.**

Our social care costs have risen significantly and without an increase in government funding to match the increases. It is an ongoing challenge to provide essential services to meet residents' needs within the level of resources we have available.

Throughout the challenge of the COVID-19 pandemic our key driver has been to invest our resources in priorities that will make a tangible, positive difference to residents, businesses and visitors. Our total net revenue expenditure for 2021/22 was £X million. Significant additional investment was made available to support our most vulnerable residents. Our approach throughout the pandemic has been to carefully prioritise our limited resources to the areas of greatest need and provide support, including facilitating access to Government grants.

During this financial year, the council, funded from Government support, has been able to provide a £150 reduction to all council taxpayers in receipt of Local Council Tax Support. Over £1.5 million of direct financial support has been provided to people on low incomes via this scheme to help with their Council Tax bill.

The council has further supported residents facing financial challenges through an increased award of Local Council Tax Support. An additional 750 households have been entitled to this support, with an extra £1.3 million paid out as part of this scheme within this financial year. This has been funded by the Government.

We have helped businesses and organisations to access a variety of Government grants and support mechanisms. These arrangements have been offered to a wide range of organisations, to help with things like running costs. Those most affected by the pandemic in the retail, leisure and hospitality sectors were able to benefit from a 100% business rates discount from the 1<sup>st</sup> of April 2021 until the 30<sup>th</sup> of June 2021, followed by a 66%

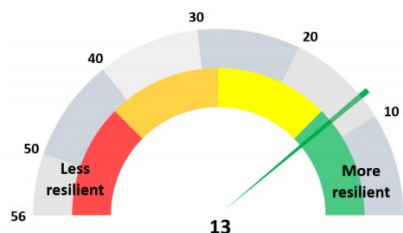
discount from the 1<sup>st</sup> of July 2021 until the 31<sup>st</sup> of March 2022. This year, over £12.1 million of business rate relief has been provided via discounts applied.

We have developed a new high-level Financial Sustainability Strategy, updated for 2022-2032 to reflect the impact of the pandemic. We have also comprehensively updated our Medium-Term Financial Strategy (MTFS) for 2022/23-2026/27. This outlines the council's desire and commitment to do everything it can to plan effectively for the future and invest in priorities that make a real positive difference locally.

Council tax in Southend-on-Sea will rise by 3.99% in 2022/23 to help deal with the ongoing pressures and demand in adult social care and fund other improvements.

Our approach and evidence of our relative financial strength is illustrated independently by the Chartered Institute of Public Finance and Accountancy's (CIPFA's) recently published Financial Resilience Index for 2021.

Southend on Sea's performance in CIPFA's Financial Resilience Index for 2021 is shown in the following graphic.



Southend-on-Sea is 13th out of 56 unitary authorities when ranked across the 16 indicators of financial stress within the Financial Resilience Index.

We are committed to ensuring that the council remains financially stable and resilient for the future. We continue to embed our 'Getting to Know Your Business' programme, which we launched in 2020. The first phase of the programme helped to establish a baseline for all council services regarding costs, income generation potential, value for money and relative performance.

The council has an ambitious capital investment programme designed to create the right conditions to attract

additional private sector investment into the local area and to directly benefit our residents, businesses and future visitors.

A high-level future Budget Transformation Programme for 2023/24-2026/27 will be developed over the coming months. It is part of our commitment to embed a more long-term view of our financial planning arrangements.

Despite the current challenges, the council is determined to build on the solid financial foundation we have worked so hard to create locally.

This will enable us to navigate the challenges of the pandemic, the cost-of-living crisis, and the unprecedented level of local demand for priority services.

By continuing to demonstrate strong leadership and proactive engagement with residents and communities, we want to take as much local control over our financial future as possible.

We believe that we are in a strong position to deliver our Southend 2050

ambition, local economic recovery and the best possible value for money services to our residents, businesses and visitors.



## Looking forward

**Becoming a city gives us the opportunity to create something special. We can build on the lessons learned during the pandemic, reflect on our areas of development and move forward as a community.**

We can look towards building a bright future for everyone who lives in Southend-on-Sea. We will lead alongside our communities and partners, and do so with ambition, openness and purpose, to create an enduring legacy for our new city.

We draw strength and inspiration from the resilient response of our communities and businesses to the COVID-19 pandemic and the innovative ways in which people have come together.

We will continue to join with our communities and partners to celebrate events taking place in the city, including Her Majesty The Queen's Platinum Jubilee in June 2022.

We remain committed to achieving our Southend 2050 outcomes. We look to meet the aims of the Government's Levelling Up White Paper and support residents to live longer and more fulfilling lives, and benefit from sustained rises in living-standards and well-being. We also seek to meet the aims of the Government's Health and Social Care Integration White Paper, which sets out measures to make integrated health and social care a universal reality for everyone across England, regardless of their condition and of where they live.

We need to be able to adapt to quickly changing conditions, which has become a defining factor of the pandemic. The council's revenue and capital resources will be prioritised to respond to increasing demand for local services, provide targeted support to cope with the impact of the pandemic, assist with the economic and community recovery of Southend-on-Sea and deliver better outcomes aligned to our Southend 2050 ambition for residents.

The agreed £152 million revenue budget for 2022/23 contains a range of investments. These include:

- over £5 million into adult social care
- £380,000 for children's services
- £250,000 for additional community safety officers and an operations coordinator

Our capital investment programme will include investing £6 million for roads and pavements, as well as a further £2.5 million into our iconic pier.

The council remains committed to using an Asset Based Community Development approach to empower promoting the sustainable development of our communities. This will inform how we work with residents and partners, and revise the council's approach to leadership, management of assets, funding streams, commissioning, and workforce development. It will promote a more fluid and creative way for people to share ideas and resources and work together to achieve better outcomes for our residents.