Section 1. Context

1. How does your proposal demonstrate delivery of the 2050 Ambition?

This proposal contributes to three of the five 2050 themes:
- Pride and Joy,
- Active and Involved,
- Safe and Well,

This Business Case is primarily focused on fulfilling outcome;
PJ04 – ‘Our streets and public places are clean and inviting.’

However, it will also contribute to the fulfilment of three further outcomes:

PJ01 – ‘There is a tangible sense of pride in the place and local people are actively, and knowledgably, talking up Southend.’
AI02 – ‘The benefit of community connection are evident as more people come together to help, support and spend time with each other.’
SW05 – ‘We act as a green city with outstanding examples of energy efficient and carbon neutral buildings, streets, transport and recycling.’

The proposal will make Southend a cleaner, safer and overall more inviting place to live and visit through two key initiatives:
- High quality, well-designed landscaping of hard to manage and maintain areas. As an example the central reservation of Victoria Avenue and Queensway outside Southend Victoria Station towards the junction with
Chichester Road has pockets of planting which are difficult to maintain. Maintenance requires lane closures along these key routes. Redesign could improve maintenance (potentially with reduced costs) and also improve access for emergency vehicles by providing run off space. There are similar spaces across the borough.

- The borough does not have gateway features at its entrances nor does it celebrate its unique assets, e.g. Southend Pier. Gateway features could be created as part of a public competition along with promoting our identity, e.g. Welcome to Southend-on-Sea, the home of the world’s longest pleasure pier.
- There is an opportunity in addressing gateways and other areas and to involve residents in communities in the design phases of schemes. Schemes can also celebrate local identity and distinctiveness by noting heritage or notable achievements – Leigh on Sea, happiest place to live in the country, Shoebury, home of the Garrison, Prittlewell, home of the Saxon Prince, etc. Landscaping could comprise of interpretation signage, soft and hard landscaping and more public art. The inclusion of residents in the design phases fulfils outcome A102 and importantly will contribute to a feel of community with a sense of ownership, therefore residents will feel more welcome and included.

Pride and Joy
- Using creative landscaping, signage and art to improve areas that are known to be hard to maintain and problematic. Reducing these problem areas will improve the feel of the borough and therefore peoples pride in Southend.
- Areas of hard-to-maintain landscaping soon become dirty and littered which in turn can set of a domino effect and become hot spots for fly tipping and other inappropriate activity. Through transforming these areas with creative landscaping, you are taking these potential hotspots and returning them back to clean, safe public spaces.
- The new landscaping plans would identify the individuality of specific areas and items that make places within Southend great, whether it is tying in with an event, heritage or a famous resident.
- Gateway features help create a sense of place and pride.

Active and Involved
- Through the involvement of residents and the wider community in the design phases of the project a sense of involvement and inclusion will be created.

Safe and Well
- The potential to transform these hard to maintain spaces with green space and creative planting will contribute to the Green city idea, carbon neutral buildings and streets and potentially recycling.

Newly landscaped areas will be designed to minimise areas that impact on maintenance costs such as traffic management. It is envisaged that no increase in maintenance budgets will be required as a result of capital investment.

2. What evidence have you got that this approach will deliver of the outcome?

Currently these hard to maintain areas can appear neglected simply because they are hard to maintain! For a variety of reasons, for example traffic management, it is difficult to plan and carry out works. The nature of the environment can also mean that landscaping just doesn’t take well and appears unkempt. This can have a particularly big impact at key ‘gateways’ to Southend such as Southend Victoria Station. Reimagining these areas and making them easier to maintain will undoubtedly make our urban environment cleaner and more inviting.

We have a number of instances across the town centre where communities have been engaged in designing schemes and initiatives. A clear benefit of this approach is that communities feel involved, have a sense of pride in what has been achieved and have much greater ownership of the project. The skate park in Warrior Square is a good example of this where the skater community shaped the design of the park, the refurbishment of play equipment in Shoeburyness is another good example. The proposed approach of engaging communities in design of these areas along with encouraging a local flavour will generate a sense of pride and involvement.

The use of gateway features and acknowledgement of what makes a place different are used to great effect across the
country. Chelmsford is a local example of a city that makes good use of this promotes itself as the home of radio.

3. What are the measures of impact, success and how will you embed learning?

- Resident perception survey – including sense of community, opportunities for engagement and pride in local area.
- Street cleanliness.
- Complaints data
- Maintenance cost analysis.

Each project will have very clear objectives, identified with the community, and these objectives will form the basis for project monitoring and evaluation. Evaluation will be completed at the end of the project and revisited one year after ‘opening’ so that results can be verified and key learning points identified.

Throughout the project lifecycle we will maintain a ‘lessons log’. We will share the lessons log within the team and more widely as appropriate. As an example it is very likely that we will learn lessons in respect of community engagement which will benefit from being shared across the Council. Equally we will look to learn from other project teams across the Council as they roll out their projects.
Section 2. Aims, Objectives & Collaboration

4. What are the key aims and objectives of the proposal?

Our aims are:

- To make our streets and public spaces cleaner and more inviting
- To make residents and communities proud of their local environment

To achieve this we will:

- Make spaces easier to maintain and then maintain them
- Create a sense of ownership and local identity
- Involve local residents in scheme design.
- Improve key gateways to Southend
- Promote the boroughs heritage, assets, notable events and significant residents.

5. Who else have you involved in discussions and how have the helped to shape the proposal?

Contact was made with Alison Dewey and Bridgette Cowley regarding the options to merge projects but these conversations proved to be unsuccessful. A further conversation with Elizabeth Georgeou regarding the potential to merge PJ4.3 with SW5.13 (Park City) has been more fruitful. It is believed that there is potential to merge however PJ4.3 would need to be more specific in its proposal to ensure that both projects are compatible.

6. What are the links and dependencies with the other outcome proposals?

The project was classified as ‘merge’ and as a consequence a number of conversations have been held with Service Leads and business case owners. Details are included in the Collaboration Log.

There are no direct dependencies with other projects but we do recognise that we need to be mindful of the wider branding and marketing work that is being undertaken. Anything that we do through this project will need to clearly align with that work.

Equally we are mindful that there are a number of references to community hubs and to engagement with communities. In seeking to engage with residents we need to be mindful of the resources that are available and make best use of these so that we don’t reinvent the wheel. We also need to co-ordinate with other projects to ensure that any public involvement/consultation is co-ordinated.

7. Who are the partners (or potential partners) and how do you envisage their role(s) in collaborating to delivering the proposal to achieve the outcome?

There are a number of internal partners, for example highways, and we will use existing mechanisms to ensure a joined up and collaborative approach.

We are already aware of a network of community groups and will look to engage and collaborate with these as appropriate.

Other partners (potential partners) will be identified on a project by project basis. This will be primarily be dependent on location. Across the team we will be looking to embed the Councils values and behaviours to ensure that we are collaborative and also adopt a commercial mind set. There may be scope for example to secure sponsorship to contribute to the cost of a scheme or to fund future maintenance.

8. What potential challenges do you anticipate in respect of a) implementing this proposal, b) caused by this proposal once implemented?
The key challenge, which cuts across A&B, will probably relate to prioritisation. Once the programme begins and success is noted it is likely that there will be a significant demand from Councillors and community groups. We will need to consider and agree with Members a programme of work which is achievable within available budget. One possible consideration might be the ‘asset(s)’ available locally to facilitate wider community development/participation.
### Section 3. Social Value

9. How could the proposal deliver social value - in terms of the local community, businesses, economy and environment and what will the specific impact and benefits be?

Well maintained landscape areas including green infrastructure increase property value, supports business and improves the health and wellbeing of citizens.

10. What is the perceived impact the proposal will have on groups with ‘protected characteristics’?

Well maintained landscape areas including green infrastructure improves the health and wellbeing of citizens including those with physical and mental health concerns.

11. What is the proposal’s potential direct or indirect impact on the wider community?

Involving communities in the design of their local spaces means that they are more likely to have a sense of ownership, and therefore, people will feel more welcome. By celebrating local identities and areas of interest, such as the pier, we can make the whole town feel more positive and inviting.
Location in question.