Section 1. Context

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

This proposal attempts to combine 4 original business cases into one, crossing the outcomes detailed above. (CCTV Hub SW1.5, OP 2.4 Data-let approach, CS 3.5 signage upgrade, PJ 4.4 street scene operations predictive analytics).

A review of all 4 cases has led us to postpone one of them (CCTV Hub SW1.5) which we will work up in the future giving us the opportunity to use our shared learning from the outcomes and outputs of this combined case.

The original business case requirements were for a combination of technology, software, and potential vendor service support to deliver the outcomes required. With a common data theme, there will also be a requirement for associated technologies for data collection and analytics. The aim is to minimise the need for human intervention, provision of more efficient automated processes and decision making, thereby providing a truly proactive solution.

The fundamental common factor in this business case is the use of data. Data should be used intelligently to change the way we operate, to deliver services in a more efficient manner, improve our effectiveness and support more intelligence data evidenced decision making.

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

The field of data analytics is evolving rapidly. It has been demonstrated internationally that the use of data, through a variety of methods, leads to better outcomes for people, the environment, improved more proactive decision making, and cost savings for providers of services.

3. What are the measures of impact, success and how will you embed learning?
The practicalities of this proposal still require significant input from partners and scoping. Definition of these requirements will take place in conjunction with vendor procurement of the services and equipment required for the delivery of the proposal. The insights gained from the analysis of data collected will determine the success criteria, and we would look to use analytics as an embedded process in all relevant projects moving forward.
Section 2. Aims, Objectives & Collaboration

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

Procure the necessary vendor equipment and services.
To initiate feasibility studies.
To develop this into a project plans.

Deliver the projects;
To use data more intelligently.
To improve the decision making process.
To deliver data driven “strategies” for;
- Development of the town centre
- Resourcing the street scene
- Improving traffic flow and car parking
- Highlighting areas to focus crime prevention

Evaluate.
Identify opportunities to roll out to wider scale / different area.

We are requesting;
£30k for feasibility studies and test and learn.
£? Town centre survey (linked trips, spend patterns etc)
£200k x 2 for new electronic road signage.
£75k over 3 years for footfall cameras (if external funding bid is unsuccessful)
£10k per annum for road sign maintenance.

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

In addition to the below list of people we intend to engage our academic partners and our current vendors / suppliers of software.

Emma Cooney, Stewart Thomson, Carl Robinson, Sandeep Thakrar, Tom Dowler,
Kevin Waters & Ian Diley; Elizabeth Georgeou, Andrew Barnes, Sharon Harrington, Richard Backhouse,
Scott Dolling, Joanna Ruffle, Marzia Abel, Alison Dewey, Gretl Van Der Merwe,
Imran Kazalbash, Paul Jenkinson, Peter Geraghty, Bridgette Cowley.

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

This is a combined proposal and this has been discussed above.

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

Anglia Ruskin University (or other academic partner).
A number of potential vendors for supply of software/hardware and associated services and support

8. What potential challenges do you anticipate in respect of a) implementing this proposal, b) caused by this proposal once implemented?
a) The outcomes covered are all very specifically different, it is likely to be a challenge to ensure that each is delivered in a reasonable time to full effectiveness. The feasibility study should help us to understand this further.

b) The administration of the technology and software may have a resourcing impact, however this is dependent upon the scope of the project and the vendor services and solutions that are to be procured this is not known at this point in time.
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?

There is likely to be significant indirect social value generated from this work. From improved traffic flows, to gaining investment in our high street and seafront area through better understanding of it, through to changing people’s confidence in their safety when our and about in Southend.

Through engagement with vendors and academic partners there is the opportunity to elicit further social value depending on the nature of the relationship and partnering arrangements.

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

No direct impact on groups with protected characteristics at this level.

Equality Assessments will be undertaken where a new policy or service is implemented as a result of this initial stage.

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

There is minimal direct impact but the indirect impact over time is expected to be positive for all as described above.