Section 1. Context

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

The Southend Big Innovation proposal (SBIP) encompasses a request from businesses/social enterprise groups to submit a prototype model of innovation aligned to the Southend 2050 outcomes. The ‘offer’ from SBC could include leveraging of softer assets within the organisation to support this ‘idea’ from conception to delivery or potentially a level of small spark seed funding to stimulate its success.

The SBIP will create an environment for collaborative business and creative sectors to innovate and grow across traditional boundaries through new business models and organisational change within the public sector, encouraging collaborative proposals from consortiums.

The prototype will last 3 months in duration and we will look for a set of deliverables, and success criteria which will be determined jointly with the ‘pitcher’, and next steps if successful.

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

There is a body of evidence that small innovation sponsorship can assist in participatory models of urban regeneration (Small Sparks, Thurrock Council, Learning Disability England, The Alliance for Useful Evidence: NESTA). We propose to obtain high quality evidence and rigorous experimental methods to create an online hub for sharing this social research, good practice and resources.

We propose to produce research, guides and case studies, and monitor the evidence-use by the business and social enterprise groups submitting. We propose convening small groups on specialist topics in roundtables, as well as summits, to encourage debate, discussion, collaboration and innovation, and to share insights on what works (and what doesn’t) via the Southend Business Partnership mechanism.

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

A set of deliverables, and success criteria will be determined jointly with the ‘pitcher’, and next steps if successful. This proposal suggest that evaluation of the innovations will be undertaken jointly via the Design and Innovation Lab & Governance boards (as appropriate) process with agile expertise oversight via the Economic and Growth Development service.

It is proposed that the Service Design team hold a rolling brief and portfolio of proposals which can be exhibited as developmental learning and insight throughout the duration.
Section 2. Aims, Objectives & Collaboration

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

The programme is pivotal for delivering the innovations needed for greater sustainable participatory growth and curiosity across the borough and can encompass all Southend 2050 themed areas.

Good successful ideas could be fast tracked to the next stage with a focus upon:

- Developing the town centre as the socially, culturally and economically vibrant heart of Southend
- Improving connections within and between Southend’s communities
- Increasing activity in and interaction with the natural environment
- Increasing opportunities for participation and reducing social isolation

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

Bridgette Cowley
Ellen Butler
Stewart Thomson
Peter Geraghty
Chris Burr
Caroline Reynolds
Val Smith
Paul Mavin
Marzia Abel
Alison Dewey

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

We suggest the proposal is merged with OP 2.3 specifically due to its connectivity with creating investment opportunities into the town centre and exploring an asset based community development approach to utilising existing opportunities, either estate or individual specific. OP… proposal identifies the potential for unlocking connectivity across vacant properties via social media.

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?

Economic Development Service – Initial insights and intelligence on submissions
Investment Board Membership – Oversight and intelligence on submissions
Innovation & Design Lab Membership – Challenge and participation on initial submissions and subsequent pitches.

There is a potential for council wide integration and oversight on the submissions as deemed appropriate by the relevant Design & Innovation Lab & The Economic Development service. Therefore, an agile approach to managing collaboration as required is advised.

8. What potential challenges do you anticipate in respect of a) implementing this proposal, b) caused by this proposal once implemented?

The potential challenges in respect of implementing this proposal are the engagement with the programme from small businesses. There is a risk that we will see a limited uptake in the early implementation phase. We do not foresee any issues with the proposal once implemented. There may be the initial submission around funding as a way of support, however, part of the communications will set our stall out about the ‘offer’.
### 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?

We believe that this proposal will aid a step-change in the participatory cities approach across Southend. The proposal aims to consistently use positive messaging to develop an inclusive narrative for the city which informs and drives practice around innovation and design. By working in close partnership with business and social enterprise organisations to achieve shared goals around sustainability and creativity, we suggest that the proposal allows collaborative innovation to flourish.

The proposal is broad in terms of potential practical initiatives which broaden opportunities for inclusion of all residents across the economic, social and civic life of the borough.

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

We do not envisage any impacts on any specific groups as any idea can be ‘pitched’. It’s not necessarily, and arguably not about financial support – but the wealth of talent and experience the organisation can offer and support.

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

The direct and indirect impact upon the wider community could result in increased economic development which drives revitalisation of neighbourhoods, a stronger arts and cultural presence, capacity building and collaboration with public, private and other non-profit partners. Potential for improved health and wellbeing and communities to come together and bring about change through progressive innovation and design.