OUR SHARED AMBITION

SOUTHEND 2050
it all starts here

FIVE YEAR ROAD MAP TO 2023 – SUMMARY
OUR SHARED AMBITION

The year is 2050.
How does our borough, Southend-on-Sea, look and feel?

Inevitably the place has changed a lot since the early years of the century, but we’ve always kept sight of what makes Southend-on-Sea special. Prosperous and connected, but with a quality of life to match, Southend-on-Sea has led the way in how to grow a sustainable, inclusive city that has made the most of the life enhancing benefits of new technologies.

It all starts here – where we are known for our creativity, our cheek, our just-get-on-with-it independence and our welcoming sense of community. And so, whilst the growth of London and its transport network has made the capital feel closer than ever, we cherish our estuary identity – a seafront that still entertains and a coastline, from Shoebury garrison to the fishing village of Old Leigh, which always inspires. We believe it’s our contrasts that give us our strength and ensures that Southend has a vibrant character of its own.

This ambition was developed following extensive conversations with those that 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. Thousands of responses were received and has provided a rich source of information from which the ambition has been developed. The ambition is grounded in the values of Southenders. It is bold and challenging and will need all elements of our community to work together to make it a reality.

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This document can be provided in alternative formats. Translations are also available on request.
**PRIDE AND JOY:**
People are proud of where they live – the historic buildings and well-designed new developments, the seafront and the open spaces. The city centre has generated jobs, homes and leisure opportunities, whilst the borough’s focal centres all offer something different and distinctive. With its reputation for creativity and culture, as well as the draw of the seaside, Southend-on-Sea is a place that residents and visitors can enjoy in all seasons. Above all we continue to cherish our coastline as a place to come together, be well and enjoy life.

**SAFE AND WELL:**
Public services, voluntary groups, strong community networks and smart technology combine to help people live long and healthy lives. Carefully planned homes and new developments have been designed to support mixed communities and personal independence, whilst access to the great outdoors keeps Southenders physically and mentally well. Effective, joined up enforcement ensures that people feel safe when they’re out and high quality care is there for people when they need it.

**ACTIVE AND INVOLVED:**
Southend-on-Sea has grown, but our sense of togetherness has grown with it. That means there’s a culture of serving the community, getting involved and making a difference, whether you’re a native or a newcomer, young or old. This is a place where people know and support their neighbours, and where we all share responsibility for where we live. Southend in 2050 is a place that we’re all building together – and that’s what makes it work for everyone.

**OPPORTUNITY AND PROSPERITY:**
Southend-on-Sea and its residents benefit from being close to London, but with so many options to build a career or grow a business locally, we’re much more than a commuting town. Affordability and accessibility have made Southend-on-Sea popular with start-ups, giving us the edge in developing our tech and creative sectors, whilst helping to keep large, established employers investing in the borough. People here feel valued, nurtured and invested in. This means that they have a love of learning, a sense of curiosity and are ready for school, employment and the bright and varied life opportunities ahead of them.

**CONNECTED AND SMART:**
Southend is a leading digital city and an accessible place. It is easy to get to and easy to get around and easy for residents, visitors and businesses to park. Everyone can get out to enjoy the borough’s thriving city centre, its neighbourhoods and its open spaces. Older people can be independent for longer. Local people also find it easy to get further afield with quick journey times into the capital and elsewhere, and an airport that has continued to open up business and leisure travel overseas – but in balance with the local environment.
PRIDE & JOY

Our focus for the next five years - themes and outcomes:

THEME 1: PRIDE AND JOY

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

OUTCOMES

By 2023:

- There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend-on-Sea.
- The variety and quality of our outstanding cultural and leisure offer has increased and we have become the first choice English coastal destination for visitors.
- We have invested in protecting and nurturing our coastline, which continues to be our much loved and best used asset.
- Our streets and public spaces are clean and inviting.
OUTCOMES

By 2023:

- People in all parts of the borough feel safe and secure at all times.
- Southenders are remaining well enough to enjoy fulfilling lives, throughout their lives.
- We are well on our way to ensuring that everyone has a home that meets their needs.
- We are all effective at protecting and improving the quality of life for the most vulnerable in our community.
- We act as a green city with outstanding examples of energy efficient and carbon neutral buildings, green open spaces, streets, transport and recycling.

By 2050 people in Southend-on-Sea feel safe in all aspects of their lives and are well enough to live fulfilling lives.
OUTCOMES
By 2023:

▶ Even more Southenders agree that people from different backgrounds are valued and get on well together.
▶ The benefits of community connection are evident as more people come together to help, support and spend time with each other.
▶ Public services are routinely designed – and sometimes delivered – with their users to best meet their needs.
▶ A range of initiatives help communities come together to enhance their neighbourhood and environment.
▶ More people have active lifestyles and there are significantly fewer people who do not engage in any physical activity.

THEME 3: ACTIVE AND INVOLVED

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

By 2023:

⊲ The Local Plan is setting an exciting planning framework for the borough.
⊲ We have a fast-evolving, re-imagined and thriving town centre, with an inviting mix of shops, homes, culture and leisure opportunities.
⊲ Our children are school and life ready and our workforce is skilled and job ready.
⊲ Key regeneration schemes, such as Queensway, seafront developments and the Airport Business Park are underway and bringing prosperity and job opportunities to the borough.
⊲ Southend is a place that is renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.

By 2050 Southend on Sea is a successful city and we share our prosperity amongst all of our people.
By 2023:

- It is easier for residents, visitors and people who work here to get in and around the borough.
- People have a wide choice of transport options.
- We are leading the way in making public and private travel smart, clean and green.

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

OUTCOMES

By 2023:

- It is easier for residents, visitors and people who work here to get in and around the borough.
- People have a wide choice of transport options.
- We are leading the way in making public and private travel smart, clean and green.
- Southend is a leading digital city with world class infrastructure, that enables the whole population.
Southend-on-Sea
Five Year Roadmap timeline to 2023

- A Town Centre that feels safe with an active approach to the street community
- Improved children's well-being (0-19 pathway), including through better use of children's centres
- Wheeled sports facility in the town centre
- Southend ambitions agreed with partners and community
- Community based social work practice will be embedded
- Prioritise work on climate change, energy saving, air quality & bio-diversity. Increase recycling rates and reduce plastic use
- Identify and agree secondary school places solution and pathways into employment, education or training
- Kent Elms junction works to be finished
- Better Queensway partner contract signed
- Seaways development – final decision
- Enhance community safety across the borough – press for additional policing/neighbourhood policing
- Rough sleeping reduced across the borough
- Increased numbers of active people
- Finalise plans for new artists' studios
- Agree partnership for re-imagining the town centre
- New programme for street lighting, improved roads, pavements & verges agreed – linked to new city fibre network
- Renewed partnership with voluntary and community sector
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Work with schools and Academy Trusts to secure improvements in performance in underperforming schools

Plan for selective licensing scheme for private rented sector agreed.

Data Warehouse using Real Time information

Building programme of private, locally affordable housing, for rent and sale begins

Localities – integrated health and care services provided locally, including promotion of new Shoebury health centre and others to tackle health inequalities

Agile working culture being embedded in Council

Following the start of Queensway regeneration, develop further plans for housing opportunities

Reimagined vibrant Town Centre with community shared space for arts, music, retail and homes

Enhanced skills provision, including through more apprenticeships

The gap between disadvantaged pupils and their peers continues to close

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More Southend pupils are able to attend a grammar school if they choose

Support and work with the leaseholder to enable them to secure a viable future for the Kursaal

More integrated transport provision with revised parking strategy for residents/business/visitors

Become a living wage employer, working toward full living wage accreditation.

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The gap between disadvantaged pupils and their peers continues to close

Reviewing and delivering a more integrated children’s pathway across health and social care to include community paediatrics service

New social care home operational

Plan for selective licensing scheme for private rented sector agreed.

Housing opportunities, including new social and key worker housing identified and business plan for Better Queensway agreed

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New social care home operational
2021
Preventative measures for improved street cleansing including dog fouling

Cliff Pavilion upgraded

Joint Strategic Plan agreed by south Essex local authorities

Council moving towards financial independence

A127 maintenance complete

Forum 2 opens

All schools will be good or outstanding

Developing all age community services including mental health, adult social care and children’s services aligned to primary care in community hubs in localities

Increased local accommodation for looked after children

Campaigning for a new hospital for the Southend area

Estuary 2020 festival

Better Queensway regeneration and housing scheme starts

Customers can access all Council services digitally / online

Pier Pavilion opens

More integrated transport provision

Improved pavements and carriageway restoration

Airport Business Park on site (first tenant)

Campaign for further river crossing east of Lower Thames crossing

Raising aspiration and educational attainment in deprived areas

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