

DRAFT SUSTAINABLE COMMUNITY STRATEGIES – CASTLE POINT AND SOUTHEND

1 SUMMARY

- 1.1 This report brings to the attention of Members the draft Strategies which have recently been circulated by the Local Strategic Partnerships of Castle Point and Southend.

2 INTRODUCTION

- 2.1 The Local Government Act 2000 required all local authorities to ensure a Community Strategy was produced for each area, in partnership with other agencies. The recent White Paper and other consultation documents make clear the Government's commitment to reshape Community Strategies as Sustainable Community Strategies (SCS).
- 2.2 Final guidance on SCSs is still awaited, but the indications are that the new strategies will be required to take a cross-disciplinary and integrated approach to social, economic and environmental issues and relate to the key components identified in the Egan Review – "Skills for Sustainable Communities". These components relate to a Community Being Active, Inclusive and Safe, Well-Run, Environmentally Sensitive, Well Designed and Built, Well Connected, Thriving, Well Served and Fair for Everyone.
- 2.3 The Government suggests that SCS will need to be developed through a number of stages and it is likely that the guidance will reflect this as follows:

(1) Baseline current performance

- The strategy should outline a long term vision for the area, using the definition and components of sustainable communities.
- It will need to be built on robust data as well as surveys and discussion within local communities
- It needs to establish baselines where data is new and map trends where data has been available for a while
- Where possible, surveys and data should disaggregate demographic and socio economic information into race, gender, disability, faith, age and sexual orientation

(2) Evidence: Analysis of performance and local conditions

- The vision needs to be explicitly grounded in an analysis of the local area's needs and ideally an understanding of the totality of resources coming into an area

- Forecasting should produce a medium term plan for the next 5 to 10 years which builds upon the evidence and data referred to and an evaluation of priorities identified in other local and regional partnerships' plans and strategies
- Wherever possible, it should relate closely to Local Development Frameworks in the area, ideally using common data and common consultation
- Planning relating to neighbourhood renewal, culture and biodiversity should be subsumed within the SCS

(3) Local Area Agreements

- The outcomes and targets included in the LAA should reflect this over-arching vision

(4) Revised Action Plan

- The SCS plan and the LAA delivery plan should become one and the same
- The plan should state who is accountable for what actions, with what resources and to what timescale. The plan should not duplicate other partnership action plans
- Future area or service based plans should take account of the SCS and vice versa

3 CURRENT POSITION

- 3.1 The expectation of SCSs is obviously very high and within most areas work is now underway on renewing Community Strategies so they become Sustainable Community Strategies as outlined. Within Rochford, the LSP has considered the need to co-ordinate the production of the SCS with the Local Development Framework and will shortly be considering the evidence base available and likely timescale for the strategy's development.
- 3.2 The Local Area Agreement for Essex was signed in April 2006 for a three year period. However, the timeframe for its renewal has been changed by Government and new LAAs are to be in place across the country by autumn 2008. This has accelerated the timescale for the production of SCSs which, ideally, should inform the process. The County Council have recently embarked on a process to review their Strategy and are involving districts in this process.
- 3.3 Both Castle Point and Southend are already well advanced with their processes to produce SCS and have recently issued drafts for consultation. These two draft documents are included with this agenda as appendices 1 and 2.

- 3.4 Members may be interested to see the proposals for our neighbouring areas and are invited to comment.

4 RECOMMENDATION

- 4.1 It is proposed that the Executive Board **RESOLVES**

To note the draft Sustainable Community Strategies for Castle Point and Southend and comment as appropriate.

Paul Warren
Chief Executive

Background Papers:-

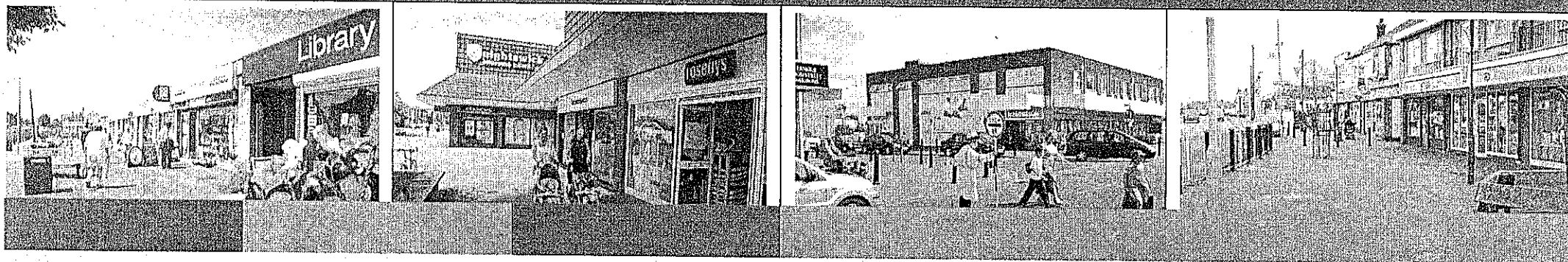
None

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working together to shape our Borough's future



The Castle Point Sustainable Community Strategy 2007-2021

Working together to shape our Borough's future

This is Castle Point's draft Community Strategy. It sets out the vision for Castle Point and describes some of the things partners in the Borough will do to make Castle Point a better place to live, work and visit.

The Strategy has been developed by the Castle Point Local Strategic Partnership. (LSP)

The Castle Point LSP is a partnership between Castle Point Borough Council, other public sector agencies, the voluntary and community sectors, and local business representatives.

If you would like to know more about the Partnership please visit our website: www.castlepointlsp.org or email: info@castlepointlsp.org

This document is available in alternative formats. For a copy in alternative formats or assistance in other languages please see the back cover.



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Part One Overview

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Draft Castle Point Borough Sustainable Community Strategy – 2007 to 2021

Foreword

This document is the first working draft of what will eventually be the Sustainable Community Strategy for the Borough of Castle Point. This succeeds the previous Community Strategy, which was adopted in 2003. It sets out the priorities for action within the Borough over the next fourteen years. It is important for you, the people who live and work in the Borough, as it deals with a whole range of issues affecting your well being.

It is also important as it provides an opportunity for you to have your say on the key issues mentioned here, to make comments and suggestions on whether these are the right ones, what needs adding and what needs leaving out. Please read what is on the following pages and give us your views.

Based on information on and from our local communities, we have produced here, an outline of the priorities that we think the Castle Point Sustainable Community Strategy should focus on. These deal with health, young and not so young people, the environment, community engagement, housing, the local economy, and community safety. We have worked with a very wide range of local and countywide organisations to establish what these priorities should be.

We want as many people as possible to get involved, either as individuals, or as members of the many organisations within the Borough that have an interest in the priorities we have highlighted here. We need your feedback to help us decide what should appear in the final strategy.

Please tell us what you think. Your views are vital to the development of the Sustainable Community Strategy and to the improvement of the quality of life within our Borough.

Information on how you can make your views known is detailed in an insert to this document.

Cllr Pamela Challis
Chairman – Castle Point Local Strategic Partnership

Our vision is that by 2021...

There will be opportunities for everyone in Castle Point to access 21st century education and health facilities, there will be more well paid jobs, affordable homes that meet local needs and improved access to our town centres. More people will be involved in community activities, there will be less fear of crime and people will enjoy good quality, open space and leisure provision, making them more active and healthy. The Borough will appear more sustainable, greener and cleaner.



Our Local Strategic Partnership (LSP)

Introduction and background to the LSP

Our Local Strategic Partnership (LSP) believes that the best way to achieve this vision is by working together, in partnership, with people and communities, with local businesses, organisations and groups, and with a wide range of other partnerships and providers of local services.

The Local Strategic Partnership in Castle Point was formed following guidance published by central government in 2001. It has brought together at a local level the different parts of the public sector, as well as representatives from the private, business, community and voluntary sectors, so that different initiatives and services support each other and work together. We have built up experience and now have a successful record of productive partnership working.

The Sustainable Community Strategy - is the 'umbrella strategy' for other strategies and plans that partners develop. Action plans will take account of the Community Strategy priorities and contribute to achieving them. In particular the Community Strategy sets the context for the Council's Local Development Framework: the overall spatial development strategy for the Borough, which contains our planning policies for all land in Castle Point.

Although each partner will deliver those aspects of the Community Strategy which are their direct responsibility, the four themed groups of the Partnership will oversee progress against relevant sections of the Strategy. The Partnership will look at achievements annually and there will be a full review in 2011.

Taking forward the Community Strategy -- the Local Development Framework (LDF)

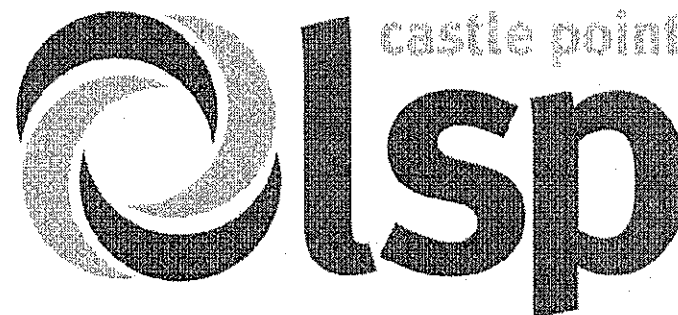
All local authorities have to produce this new type of development plan for their area. Castle Point's LDF will replace the current Development Plan. The LDF provides the 'spatial' strategy for how Castle Point will develop over the next 14 years and there will be extensive consultation with local communities about it. Its vision will reflect the Community Strategy's vision and the Community Strategy will provide the context for the LDF's key planning and development policies. www.castlepoint.gov.uk gives more information about the development of the LDF.



Our Local Strategic Partnership (LSP)

The partnership is made up of the Castle Point LSP Executive Group supported by four thematic partnerships which mirror the thematic Groups of the Local Area Agreement. These are:

- **Safer and Stronger Communities**
- **Children and Young People**
- **Healthier Communities and Older People**
- **Employment, Skills and Business**



benfleet | canvey | hadleigh | thundersley

The Chairs of these groups come together as part of the Castle Point LSP Executive, but are also connected across other partnerships, thus helping to ensure joined-up communication, planning, and delivery between and across the partnership structure.

What is the Local Area Agreement (LAA)? The objective of this national initiative is to help local areas to address local priorities as efficiently and effectively as possible. LAAs enable the pooling of funding and greater flexibility in how these funds can be directed to achieve the priorities, alongside simplified monitoring.

The Essex LAA runs from April 2006 and sets out key priorities which were agreed between the government and Essex County Council and the 12 District and Borough Councils that make up Essex. The LAA priorities are now part of the Community Strategy and the LAA will help deliver the Strategy.

As partners we will focus on tackling the areas where we can make a difference to our Borough through joint action. We will also challenge ourselves to change and improve our ways of working, to support innovation and creativity and build effective networks and partnerships for the future that can make the most of new opportunities.

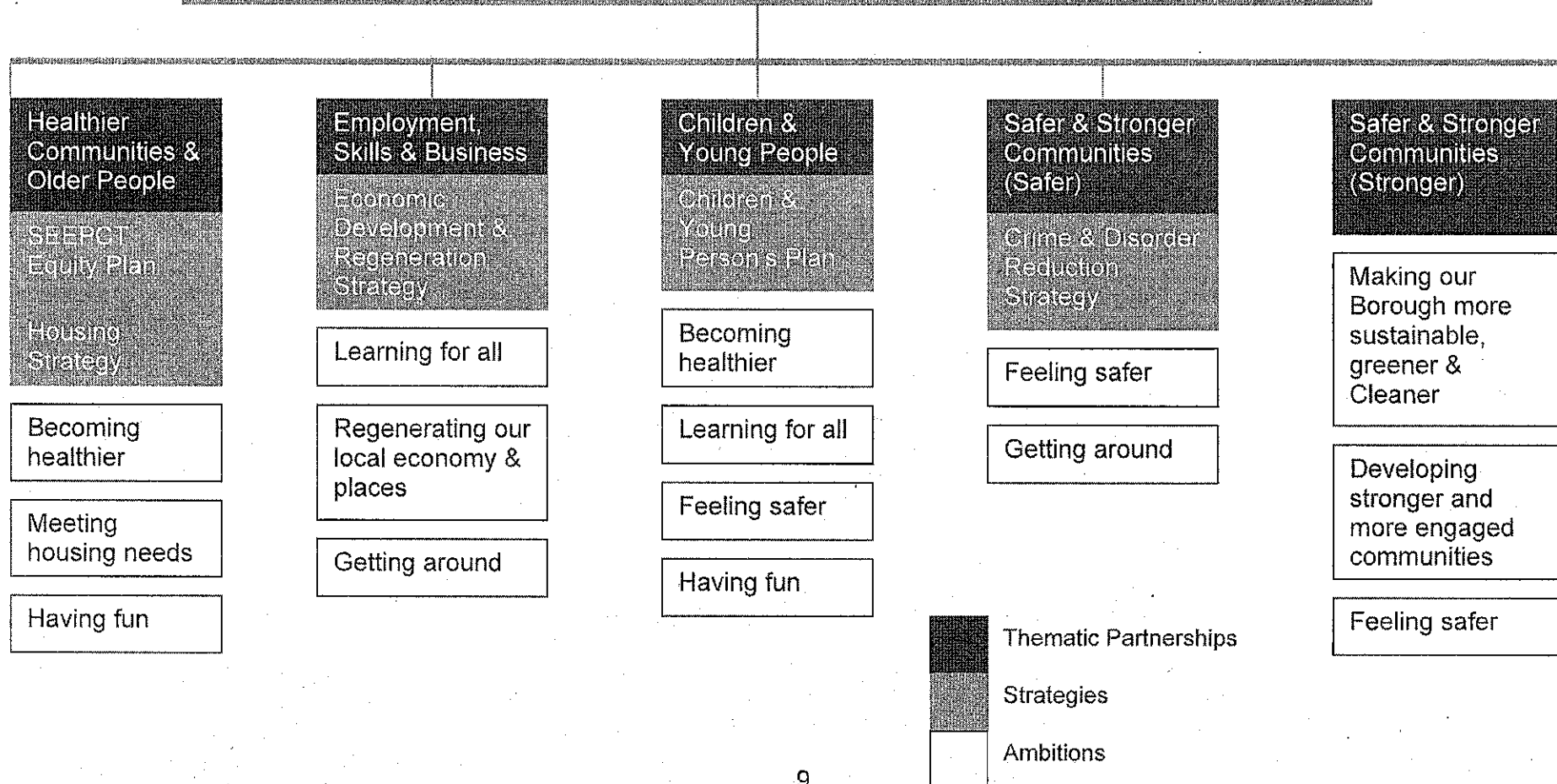
Castle Point Local Strategic Partnership - how strateg... plans and ambitions fit

Castle Point Local Strategic Partnership Executive Group

Sustainable Community Strategy 2007- 2021

Essex Local Area Agreement 2006 - 2009

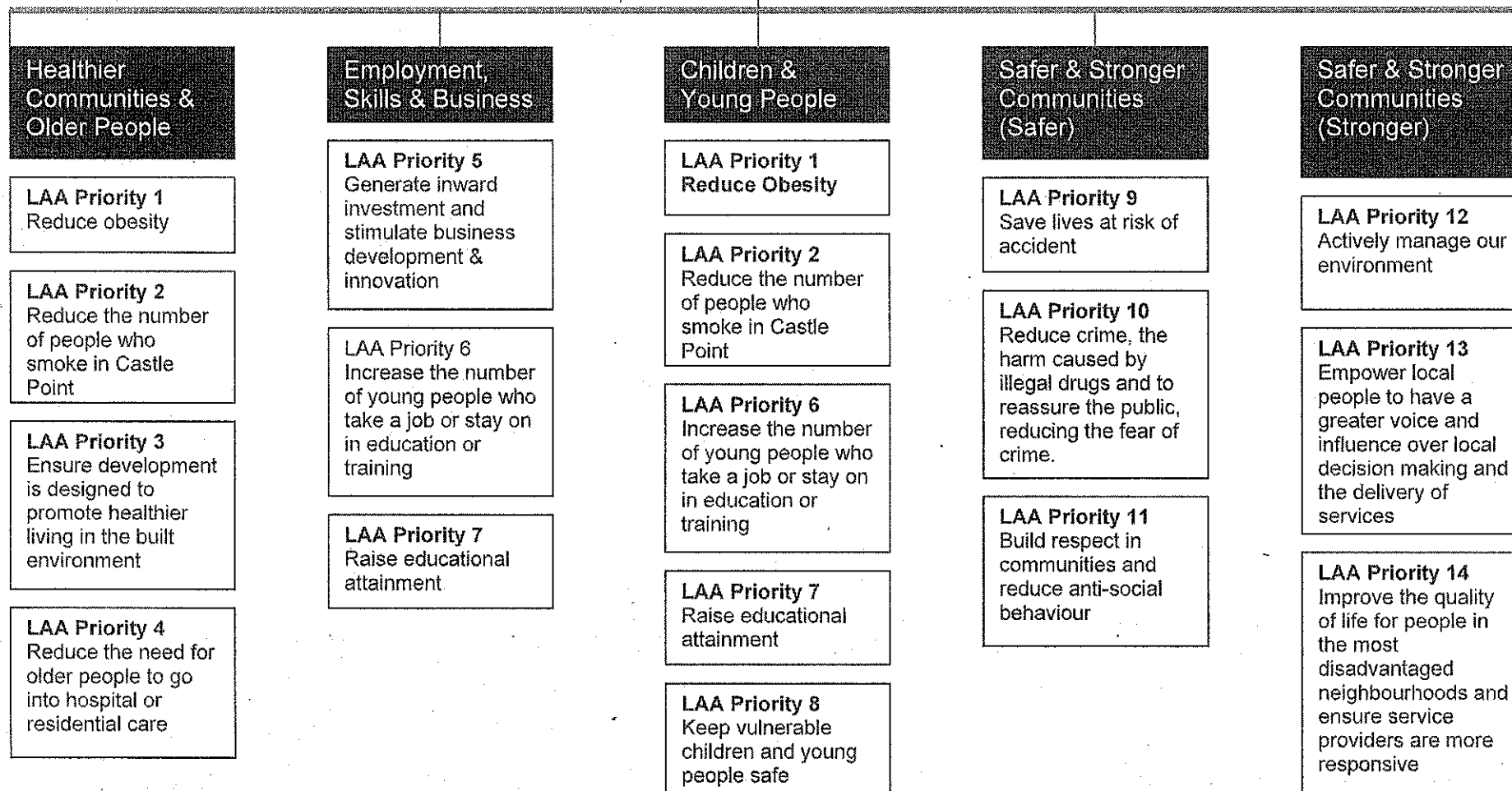
Castle Point Local Development Framework 2007 - 2021



Castle Point Local Strategic Partnership Executive Group

Sustainable Community Strategy 2007- 2021

Essex Local Area Agreement 2006 - 2009



Our People and Places

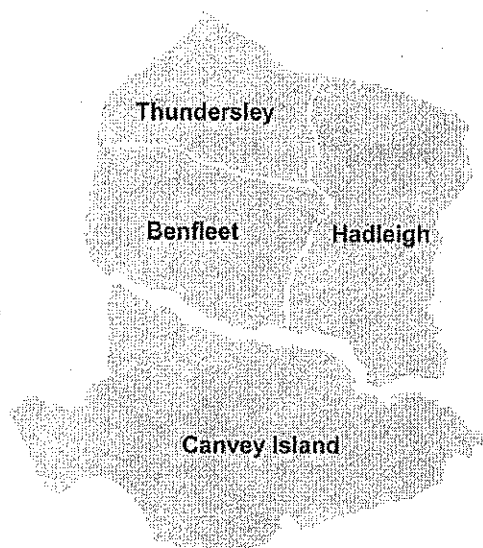


Castle Point – its people and places

Contrasting Towns - Castle Point is a distinctive Borough located on the north bank of the Thames Estuary. It is a Borough most easily characterised by its contrasting features. Castle Point comprises two urban areas of Canvey Island and the mainland towns of Benfleet, Hadleigh and Thundersley. These towns have distinctively different landscapes, built environments and social conditions. This presents both issues and opportunities when developing a vision for the future.

Diverse Natural Environment – Castle Point's urban area is tightly bound by the Thames Estuary and the metropolitan green belt and as a result the Borough benefits from a diverse natural environment including six Sites of Special Scientific Interest, a Special Protection Area and a migratory bird site (RAMSAR). These nationally and internationally important sites are thread together by local wildlife sites that are distinctive to the varying landscape in Castle Point and include marshland, grassland and ancient woodland. The diversity of the natural environment is a very important attribute of the Borough due to its location in the urbanised Thames Gateway South Essex Sub-region.

Map of
Communities



<i>Castle Point Borough</i>	
Area:	63 sq kilometres
Rural Land Area:	60%
Population:	86,600
Population Density:	14 per hectare
Households:	35,280
Workforce:	41,000
Unemployment	1.6%



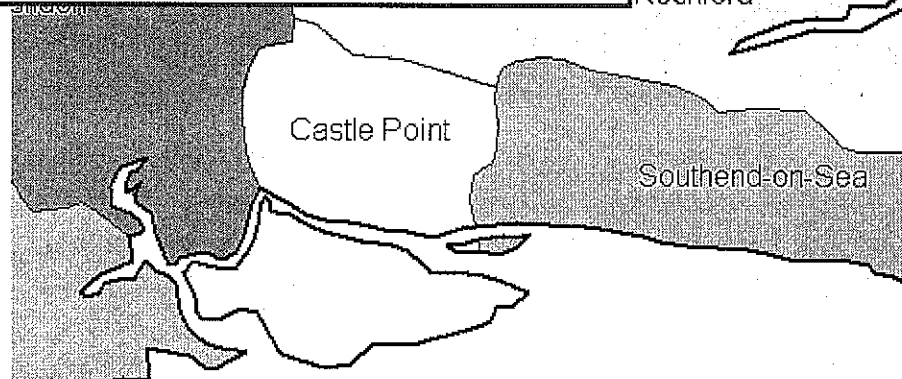
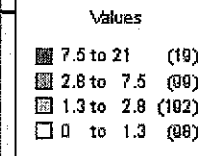
Castle Point – its people and places

High Levels of Out-Commuting - Castle Point's inclusion in Thames Gateway South Essex is important in seeking to deal with other issues that influence the character of the Borough. The urban areas of Castle Point are predominantly residential. As a result Castle Point has the 3rd highest level of out-commuting in the East of England with 62% of economically active residents working outside the Borough. Commuters tend to travel to London, Basildon and Southend in particular for work. Whilst commuters to London typically travel by train due to improving journey times and reliability of the service, those travelling to Basildon and Southend rely on their cars. This results in severe congestion at peak times particularly at the Sadler's Farm and Waterside Farm junctions and around Benfleet Station.

Share of Regional Employment

District	Region	%	Nat. Rank
Castle Point	East of England	0.79	381

381st out of 408 (408 being the least share) Gt Britain



Residents Working Outside Castle Point (% of Working Aged Residents)

Rank	Geography	% Residents working Elsewhere (2001)
1	Rochford	64
2	Castle Point	62.34
3	Epping Forest	61.9
4	Brentwood	54.83
5	Maldon	47.84
6	Basildon	45.4
7	Uttlesford	45.17
8	Braintree	43.06
9	Chelmsford	41.11
10	Harlow	38.49
11	Tendring	32.88
12	Colchester	28.89



Castle Point – its people and places

Low Skilled Economy - The level of out-commuting both impacts on and is influenced by the quality of local employment opportunities. Local jobs in Castle Point are typically low skilled and are provided by small businesses that are less able to invest in high quality premises or training and development of their staff. As a result, local jobs are largely located in rundown employment areas and typically pay around £172 (a third) less than jobs occupied by commuting residents of the Borough.

High levels of Home Ownership - The commuting population of the Borough typically earn around £450 per week. This is above the national average and has had an effect on the distribution of the housing stock in the Borough. At 86%, Castle Point has the highest level of home ownership in the Country. The vast majority of these properties have 3 bedrooms or more and are detached, semi detached or bungalows. Property prices in Castle Point have consistently increased over the last 20 years making it very difficult for first time buyers and locally employed people to enter then market.

Town Centres in need of vitality - Due to the high level of out-commuting from Castle Point, the local town centres lose a substantial proportion of the residential spend to other centres, particularly Basildon, Southend, Lakeside and Bluewater because people are more willing and used to travelling for what they need and want. As a result, the town centres in Castle Point are in need of regeneration in order to make them more attractive to existing residents and as business and housing locations in order to enhance their vitality. Regeneration is necessary to address the significant under investment in public space that has occurred within town centres in Castle Point.

Public Safety - The residential nature of the Borough is also an issue in respect of the risks posed to the Borough by the major hazardous installations (Calor and Oikos) located on Canvey Island, the risk of flooding and the associated access difficulties that might prevent a successful evacuation of parts of the Borough in the event of an incident. In light of the Buncefield Initial Report, planning authorities should address the risk issues associated with hazardous installations located in close proximity to the residential population. As both forms of development are already present it is necessary to consider which form of development is most appropriate in creating a sustainable community in Castle Point.

The issues for Castle Point



The Issues for Castle Point

In addition to the characteristics that make Castle Point a distinctive Borough, there are a range of other issues affecting Castle Point and how it functions as a place to live, work and visit now and in the future. These issues are:

Ageing Population – The population of the Borough is ageing with the proportion of people over the age of 65 expected to increase to 28% of the population by 2021. This has implications for accommodation provision and healthcare services in particular and should be reflected in plans for the future of the Borough.

Young People – Young people (under 20 years) will continue to make up over 20% of the population and it is important that their educational and social needs in particular are met. There is currently a perception that young people do not have enough to do, resulting in crime and anti-social behaviour. This issue needs to be addressed in order to achieve greater community cohesion.

Health Care Services – Primary Care Services in Castle Point are under increasing pressure with an ageing population. However, services are at stretched capacity and facilities are dated and need refurbishment or replacement. Proposals are in the pipeline to provide a total of three Primary Care Centres in the Borough delivering GP services and a range of associated care facilities. A location has been identified for one centre at the Paddocks on Canvey. A further site on Canvey is required and an additional site in Benfleet/Hadleigh will be required in the longer term.

Education and the Skills Gap – Educational attainment at school age level needs to be improved in some parts of the Borough where attainment (GCSE grades A*-C) is over 12% lower than the Essex average in all secondary schools. Skill levels within the working age population also need to be improved in order to stimulate growth in higher economy industries such as information technology or research and development, and higher paying occupations such as managerial and professional.



The Issues for Castle Point

Regeneration of Employment Areas – The employment areas have low quality environments characterised by outdated and decaying buildings, disjointed and poorly maintained roads, a lack of signage and unattractive street scenes. These areas are in multiple ownership and investment has not therefore been forthcoming in resolving these issues. A programme of investment is needed to improve the quality of these areas before they can expect to achieve economic growth.

Transport Infrastructure – The Borough has limited points of access and an insufficient road network to support the level of out-commuting that occurs at peak times resulting in congestion along key routes and junctions. Congestion is particularly severe when schools are open. Whilst the rail service is well used by commuters travelling to London, bus services are limited and less well utilised. These services need to be upgraded in order to offer a real alternative for those commuting for work and education locally. Opportunities for walking and cycling also need to be improved.

The Thames and the Seafront – Castle Point benefits from a prime location on the Thames Estuary, however the benefits of this are not fully realised. Imposing sea defences isolate the estuary and beach from the urban area. This has implications for the tourist industry which has declined, resulting in the decay of the Seafront Entertainment Area. The relationship with the Thames needs to be re-established and a new role for the Seafront Entertainment Area needs to be found.

Open Space – The Borough has a wide range and number of open spaces, however there are deficiencies in major provision areas. The number of formal parks needs to be improved; the quality of provision of play equipment for children and young people needs to be improved; access for people with disabilities needs improving; the quality of spaces and the provision of park furniture needs improving; and the connectivity between open spaces needs improving.

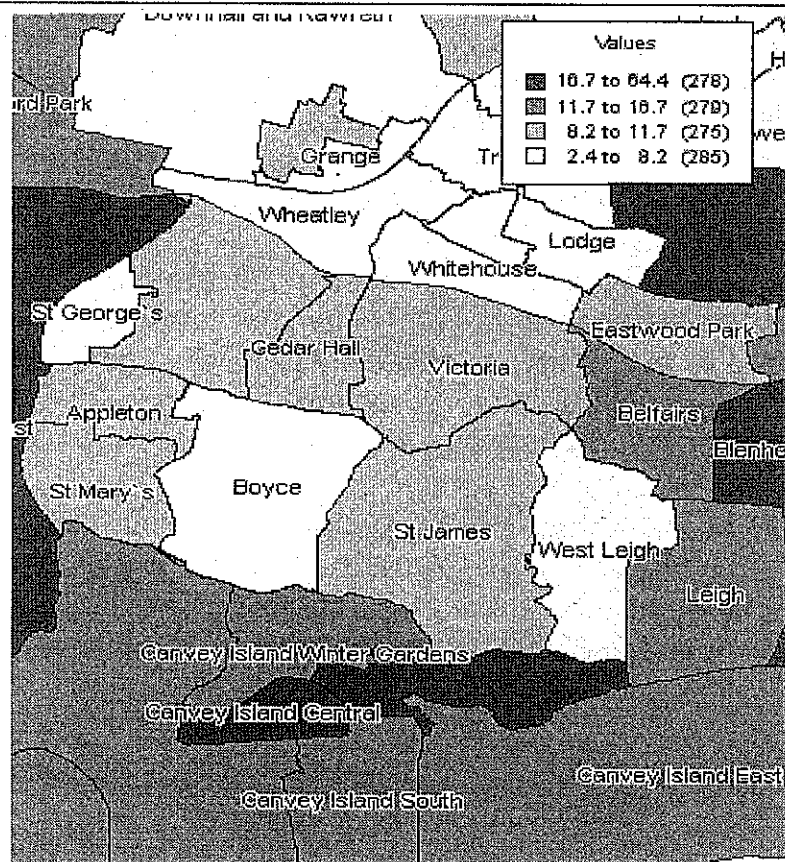
Maintaining Flood Protection – Canvey Island and parts of South Benfleet are located in Flood Risk Zone 3, however, the resident population are substantially protected from the risk of flooding by flood defences. It is important that these defences are maintained and that flood risk is given consideration by the Council when planning for development in order to ensure that additional people are not put at unnecessary risk.



The Issues for Castle Point

Deprivation and Inequity – The level of deprivation varies considerably across the Borough with some wards finding access to a choice of job opportunities and healthcare, education and open space facilities limited. Parts of Canvey Island score lower in the index of multiple deprivation in relation to other Wards in the Borough. There is therefore a need to improve access to opportunities for local people.

Index of Multiple Deprivation (IMD) scores for Castle Point – by ward
(Higher scores indicate greater levels of deprivation)



Rank	Geography	IMD Score
1	Canvey Island Central	21.13
2	Canvey Island North	18.86
3	Canvey Island Winter Gardens	16.59
4	Canvey Island East	16.44
5	Canvey Island West	16.25
6	Canvey Island South	15.35
7	St Mary's	11.01
8	Victoria	10.76
9	Cedar Hall	9.51
10	St James	9.28
11	Appleton	8.51
12	St Peter's	8.41
13	St George's	7.74
14	Boyce	7.14

Our different and changing communities



The issue of social inclusion focuses around the ability of people with diverse backgrounds to be able to access services and facilities within the Borough, safely and equitably. The principle equality and social exclusion issues of relevance to Castle Point are:

Disability - There are approximately 7,000 households in the Borough containing a person with a disability. The population in Castle Point is ageing and as a result this is likely to increase, increasing the need for places and spaces to be more accessible to people with a range of physical, mental and learning disabilities. The needs of younger people with disabilities should also be considered.

Race, Religion and Beliefs - There is a relatively small ethnic population in the Borough. Only 2.8% of the Borough's population was born outside the UK and only 1.2% worships a religion other than Christianity. However, these groups add to the Borough's diversity and culture and have distinct needs that should be addressed in order that positive relationships between communities can be enhanced. Additionally, travellers occasional enter the Borough and have distinct needs.

Age - The percentage of people over the age of 65 is expected to increase from 16.8% in 2001 to 28% in 2021. This has implications for service provision as a report entitled "New Horizons Sustainable Cities and the Ageing Society: The Role of Older People in an Urban Renaissance" found that every day life is generally 'local' for older people, and therefore the role of the local environment and facilities hold greater importance for them. During the same period the number of people under the age of 20 is expected to decrease by 3%. This will place financial strain on services essential for youth development due to reduced funding.

Gender - Gender issues are relatively insignificant in Castle Point where levels of economic activity and employment tend to be in line with national averages. However, all partners will seek to discourage developments that would exclude women from opportunities, and promote training and support programmes that encourage economic activity and enterprise amongst Females.



Catering for different and changing communities

Income and Deprivation - Income levels in the Borough are variable, significantly influenced by London wages. As a result housing prices are far above that attainable for average first time buyers and access to facilities such as healthcare and education is variable.

Crime and the Fear of Crime - Crime and the fear of crime are in the most part associated with deprivation and social exclusion. Crime rates in Castle Point are well below the national average, however many people fear crime in Castle Point associating it with gatherings of young people in streets and open spaces. There is therefore a need to address the needs of young people and increase cohesion between young people and other groups within the community.

Summary

The changing population will have an impact upon the Borough. Some of the challenges faced will be:-

- To ensure that services are accessible and valued by all the Borough's communities, including minority communities and those with specialist needs.
- To provide tailored and targeted services and support for those communities and neighbourhoods experiencing social inequality.
- To adapt and develop services and supported housing for older people and people with special needs.
- To develop jobs and housing that encourage younger people to remain in and work in the Borough as well as providing support for older workers.

Opportunities for our Borough



Opportunities for a more sustainable Borough

Castle Point, despite the issues it faces also benefits from a number of opportunities that will help to deliver a more sustainable future for the Borough.

Location - Castle Point's key strength and key opportunity is its location. Castle Point is situated within the Thames Gateway, which is the Government's main growth area and a regeneration priority. Whilst this may be viewed negatively as development follows this designation, it also means that funding and government interest is available for regeneration of key areas of Castle Point, most notably Canvey Island. Castle Point is also well located to benefit from opportunities arising elsewhere in the Thames Gateway (particularly South Essex and London), where appropriate transport systems are in place.

Natural Environment - Castle Point benefits from a diverse natural environment that affords an interesting landscape, fantastic views across the Thames Estuary, areas for informal recreation and nature conservation opportunities. Better recognition of this opportunity would have social benefits and benefits for the local economy in terms of attracting visitors to the area and encouraging inward investment, particularly in environmental technologies. In addition to this, the flat landscape of Canvey Island affords opportunities for delivering an improved cycle network.

The Green Grid - This encompasses both the natural environment and the network of public and private open spaces within the Borough, including the seafront. The Green Grid is a sub-regional strategy that aims to enhance the role of green spaces in regeneration, improve linkages between green spaces and the built environment, and encourage better use of green spaces by local residents, local workers and visitors. This will enable opportunity sites such as Canvey Heights, Canvey Lake, Canvey Marshes, Hadleigh Castle Country Park, the seafront and the Borough's network of woodlands to be developed to meet their full potential as green spaces.



Initiatives to Regenerate Canvey Island - There is considerable interest in regenerating Canvey Island. A Sustainable Regeneration Report has been prepared for the Island and has identified key actions that will make the Island a better place to live. There appears to be a commitment from national, regional and local representatives to achieving this and therefore the regeneration of Canvey Island, including Charfleets Industrial Estate, the Seafront and the Paddocks Site are key opportunities for the Borough. In addition to this, EEDA (East of England Development Agency) own a site on Northwick Road, Canvey Island and are seeking to see this developed for employment purposes. The Regeneration Partnership is also seeking to find a solution regarding the presence of the hazardous installation facilities on Canvey Island.

Initiatives to Regenerate Town Centres - The town centres in Castle Point currently comprise of worn out properties that have been subject to developer interests in recent years. As a result funding has been or will be put in place to prepare master plans for Hadleigh Town Centre and Canvey Town Centre in order to encourage the sustainable regeneration of these centres and improve their day time and where appropriate the evening vitality.

Local Transport Plan – The Local Transport Plan sets out a number of opportunities for Castle Point including junction improvements at Sadlers Farm, the extension of Roscommon Way (improving access to Charfleets) and the introduction of a Rapid Transit System for South Essex (SERT). The introduction of SERT will provide improved access for residents of the Borough to opportunities in Basildon, Southend and elsewhere in the Thames Gateway. A route is proposed from Canvey to Basildon and the Council supports the delivery of this route. In addition to this the Council supports the delivery of a route from Basildon to Southend as this would pass through the mainland part of the Borough.

Primary Healthcare Provision – As part of the Primary Care Trusts programme to improve healthcare provision in Castle Point and Rochford, a primary care centre has been approved for the Paddocks Site on Canvey. In addition to this it is proposed to build at least one further primary care centre in the Borough by 2021. The location of the second centre has yet to be decided however the Council will work with the Primary Care Trust to locate a sustainable and accessible site.



Opportunities for a more sustainable Borough

21st Century Education Vision for Canvey Island – As a result of demographic change, and the need to improve educational attainment on Canvey Island a programme of renewal of secondary school provision on the Island is to be put in place. This will see a new school built as part of the schools for the future programme, and the current provision reduced from three secondary schools to two. On the site of one of the previous schools a further education college will be developed to provide vocational training opportunities for local people.

Open Spaces Strategy and Playground Renewal – Open spaces are important in meeting the social and health needs of local people. The open space appraisal of the Borough revealed that there is a good quantity and diverse mix of most types of open space within the Borough, although quality was somewhat lacking. The Open Space Strategy and the Programme for Playground Renewal will see these issues addressed, supported by good planning policies.

Leisure Provision – Leisure provision in the Borough is mainly through schools, the Virgin Active Centre and the two Council owned leisure centres – Waterside and Runnymede. There are also a number of independent gyms. The two Council owned centres have a key role to play in supporting local needs, however both are in need of renewal. The Council is working with management consultants in order to identify a sustainable future for wider leisure provision in order that they continue to meet local needs into the future.

Summary

We have gathered a lot of information about the Borough and based on this information we have developed a draft sustainable vision for Castle Point in 2021. The next chapters explore how we plan to achieve this vision.

Part Two Our Ambitions

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Our ambitions

We have seen in the previous chapter, that the quality of life for Castle Point residents is affected by a complex combination of economic, social and environmental factors. In summary of these factors we have developed nine inter-related ambitions for the Borough, which we believe will drive the improvements we envisage for the Borough and its residents. These are:

1 Learning for all

Opportunities for everyone to learn, making Castle Point a prosperous place with a prosperous well skilled workforce

2 Making our environment more sustainable, greener & cleaner

Making Castle Point a pleasant, clean and green place to live and work

3 Regenerating our local economy & places

Achieving a sustainable prosperous economy in a Borough where people can afford to live

4 Having fun

Making Castle Point a top quality place for recreation, socialising and relaxation

5 Becoming healthier

Ensuring everyone has access to the health care services they need and that all other services work towards a healthier community

6 Feeling safer

Achieving a community where people feel safe to lead their lives

7 Getting around

Improving people's abilities to get around by developing an integrated transport system

8 Developing stronger and more engaged communities

Delivering the services you need, how and when you need them

9 Meeting housing needs

Providing affordable homes for local people

Ambition 1 - Learning for All

Overall Target: Increase the proportion of the adult population with NVQ3 attainment by 2021 (currently at 20.64%)

Where are we now? – Key facts

One third (33%) of the working age population in Castle Point doesn't have any qualifications (14%) is the average percentage across Essex as a whole

53% of 16 year olds in Castle Point are achieving Level 2 (5 GCSE's grade A* to C)

37% of 16 year olds in Canvey Island Schools are achieving Level 2

63% of 16 year olds in the remaining 3 mainland schools are achieving Level 2

69% of young people are achieving Level 2 by the age of 19 which is 1 percentage point below national average

2006 NEET (16-18 year-olds not in education, employment or training) - position set out below:

District	2006 (%)
Basildon	7.8
Castle Point	12.4
Rochford	5.5
Southend	7.4
Thurrock	9

What will we do? (See action plan for full details)

Action/outcome	Lead Delivery Group/s
Reduce the number of economically active adults in the workforce who do not have a skills for Life, Level 2 or equivalent qualification	Employment, Skills & Business
Increase the number of young adults who receive training in employment through the 'Learning Agreement Pilot' initiative	Children & Young People
Reduce the number of secondary schools where fewer than 92% of pupils attain 5 or more GCSE's at grades A* - G (or equivalent) including English and mathematics	Children & Young People
Reduce the 'not in education, employment or training' (NEET) group by reducing the proportion of year 11 pupils who leave school without entering full-time education, employment or training	Children & Young People

Ambition 2 – Making our Borough more sustainable, greener and cleaner

Overall Target: Reduce the overall carbon footprint of Castle Point

Where are we now? Key facts

We do not have any green spaces in the Borough with 'green flag' status

Half of our six Sites of Special Scientific Interest (SSSIs) are in a poor or declining position

Energy consumption is over 1000 kilos of CO2 per household per year more than the national average

There is a need to develop a better understanding of the effects of human activities on the environment in Castle Point and to reduce these effects

Although recycling is improving, there is scope to increase the recycling of more materials not currently collected

The seafront on Canvey Island is in need of extensive improvement

What will we do? (See action plan for full details)

Action/outcome	Lead Delivery Group
A greener Castle Point, with all 6 of our sites of special scientific interest in a favourable or recovering condition by 2010, and at least one park awarded a green flag quality award by 2012.	Safer & Stronger Communities (Stronger)
All play areas to be independently assessed as high quality by 2012	Safer & Stronger Communities (Stronger)
Over 75% of the people of Castle Point to be satisfied with each of the following: <ul style="list-style-type: none">• Street cleansing• Recycling (2012 target 85%)• Street Lighting• Parks and open spaces• Air Quality	Safer & Stronger Communities (Stronger)
Reduce the ecological footprint – domestic energy & Car CO2	Safer & Stronger Communities (Stronger)
Regenerate the Seafront on Canvey Island	Safer & Stronger Communities (Stronger)

Ambition 3 – Regenerating our local economy and places

Overall Target: Increase the local spend by 2021

Where are we now? Key facts

There is a net out commute of 19,000 people to work daily

People working in Castle Point earn a third less than those who commute elsewhere for work

There is an under representation of skilled, professional and managerial jobs in Castle Point (For example - The proportion of the working age population who are employed in professional occupations - based on place of work (CP) is 3.94% (GB average is 12.50)

There is also an under representation of science, research and high technology jobs. (Castle Point has 6% less of these jobs than the east of England Average)

There is an above average number of small businesses – (89% of businesses in Castle Point employ between 1-10 people) leading to underinvestment in staff training, pay levels and the local environment

The proportion of the working age population of Castle Point, who are economically inactive, is 29.7%. The figure for Great Britain is 21.80%

The Borough's industrial estates are of a poor quality

What will we do? (See action plan for full details)

Action/outcome	Lead Delivery Group/s
Create 700 high quality jobs by 2012	Employment, Skills & Business
Develop the EEDA (East of England Development Agency) site in Canvey Island to increase employment opportunities	Employment, Skills & Business
Increase job density substantially (e.g. from 0.46 to the average for the Eastern region and nationally to 0.6 by 2012, and 0.8 by 2021). <i>Job density is the number of filled jobs in an area divided by the working age population resident in that area</i>	Employment, Skills & Business
Scope out business development options for key industrial sites and enhance existing employment areas.	Employment, Skills & Business
Increase Employment in town centres	Employment, Skills & Business

Ambition 4 – Having fun

Overall Target: Increase the number of people regularly taking part in sport or active recreation

Where are we now? Key facts

In Castle Point 18% of people regularly take part in sport or active recreation, in Essex the number of people is 20% and nationally the figure is 21%, placing Castle Point below average

In Castle Point 4% of people spend at least one hour a week volunteering in sport, in Essex this figure is 5% while the national figure is 5%

In Castle Point 53% of the population had taken part in no physical activity over the previous four weeks, (during 2006), whilst the percentage for this in Essex was 51% and nationally 51%

In Castle Point 73% of the population stated that they were satisfied with local sports provision, across Essex this figure was 71% while the national figure was 70%

What will we do? (See action plan for full details)

Action/outcome	Lead Delivery Group
Through our Community Sports Network 'Active Castle Point' coordinate the provision of sports and physical activity	Healthier Communities Older People
Continue the promotion of the exercise referral scheme	Healthier Communities Older People
Through our school sports partnerships increase and develop the range of sports activities available	Children & Young People
Increase the range and number of opportunities for cycling and take up at all levels of ability	Healthier Communities Older People
Continue to provide exhibitions, performances and celebrations in all arts and cultural media, dance and theatre performances	Healthier Communities Older People

Ambition 5 - Becoming healthier

Overall Target: Increase the average life expectancy in Castle Point to 80 years of age, whilst improving quality of life, and ensure that no ward in Castle Point is below the national average

Where are we now? Key facts

The proportion of residents who smoke in Castle Point is 22.73% (Essex average is 24.16%) (2000/2002)

21.6% of residents in Castle Point are obese (Essex average is 21.34%) (2000/2002)

The health score in Castle Point is 101.59, (GB average is 100) The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average. This provides a figure of relative life expectancy within the national context. (2003-2005)

The average life expectancy of females in Castle Point is 81.1 (Essex average 81.78)

The average life expectancy of males in Castle Point is 77.8 (Essex average 77.82)

What will we do? (See action plan for full details)

Action/outcome	Lead Delivery Group
Reduce the number of people who smoke in Castle Point	HCOP/CYP
Halt the increase in obesity in children through projects such as the Healthy Schools Strategy which aims to increase healthy eating through special health promotion activities	Children & Young People
Reduce the proportion of adults who are obese in Castle Point	Healthier Communities Older People/ Children & Young People
Reduce the need for older people to go into hospital or residential care	Healthier Communities Older People
Design-in life-long, positive health measures into Castle Point's built environment. We want the location, design and layout of new developments to encourage more use of public transport, cycling and walking, to be more safe and accessible and to help to develop green grids in Castle Point	Healthier Communities Older People

Annex 6 – Feeling safe

Overall Target: Reduce overall crime and the fear of crime in Castle Point

Where are we now? Key facts

44% of residents in Castle Point feel safe whilst outside after dark (47% is the average satisfaction rate across Essex)

77% of residents in Castle Point feel safe whilst outside during the day (80% is the average satisfaction rate across Essex)

During 2005/6 there were 10.19 violent crimes against the person, sexual offences and robberies, per 1,000 households within the locality. (22.6 England & Wales)

During 2005/6 there were 6.33 dwelling burglaries per 1,000 households. (13.46 England and Wales)

55% of Castle Point respondents were concerned that there is a lack of parental responsibility for children in Castle Point (45% across Essex as a whole) Survey Oct 2006

51% of Castle Point respondents were concerned about teenagers hanging around on the streets (43% across Essex as a whole) Survey Oct 2006

44% of Castle Point respondents were concerned that people are not treating other people with respect and consideration (38% across Essex as a whole) Survey Oct 2006

36% of Castle Point respondents were concerned about vandalism, graffiti, other deliberate damage to property or vehicles (30% across Essex as a whole) Survey Oct 2006

What will we do? (See action plan for full details)

Action/outcome	Lead Delivery Group
By 2012 Castle Point residents to have less fear of crime than three quarters of similar areas in England	Safer & Stronger Communities (Safer)
By 2012 achieve a substantial reduction in residents' concern about anti-social behaviour	Safer & Stronger Communities (Safer)
By 2012 reduce the crime rate, to the lowest quarter when compared to similar areas for: <ul style="list-style-type: none">• Burglaries• Violent crime• Car crime• Robberies	Safer & Stronger Communities (Safer)
Continue to, and develop out of school activities for young people	Children & Young People
Continue to, and develop citizenship lessons and Young People's Forums in the Borough	Children & Young People

Ambition 7 – Getting around

Overall Target: Reduce the number of people travelling to work by private motorised vehicle by 2021 (currently at 64.39%)

Where are we now? Key facts

There is heavy congestion throughout the Borough at peak times

There are only two roads on to Canvey Island and they both meet at Waterside Farm resulting in congestion at peak times

There were 0.48 road accident casualties per 1000 of the total population (2003). England & Wales (0.65)

Although 66% of Castle Point residents are satisfied with the local bus service, (54% is the average satisfaction rate across Essex), the transport needs of the growing elderly population and people with disabilities will continue to increase

Despite this satisfaction rate, there is a low level of bus use in the Borough

The cycle network is not complete

What will we do? (See action plan for full details)

Action	Lead Delivery Group
Explore opportunities for improvement on roads through the Local Transport Plan	Employment, Skills & business
Reduce the number of people travelling to work by motor vehicle	Employment, Skills & business
Increase the range and number of opportunities for cycling and take up at all levels of ability	Healthier Communities Older People
Promote car sharing through the workplace	Healthier Communities Older People
Promote 'walking buses' reducing the amount of vehicles used at school times	Healthier Communities Older People
Increase local job opportunities	Employment, Skills & Business
Educate young people about road safety – with the aim of reducing road accidents	Safer & Stronger Communities (Safer)

Ambition 8 – Developing stronger and more engaged communities

Overall Targets: a) Increase the number of people volunteering in the Borough
b) Increase satisfaction with all public services

Where are we now? Key facts

78% of Castle Point residents are satisfied with the local area as a place to live, (80% is the average score across Essex)

80% of Castle Point residents have helped neighbours or friends in the last year, (77% is the average score across Essex)

Only 20% of residents agree that they can influence decision making in Castle Point, (28% is the average score across Essex)

27% of residents in Castle Point would like to participate more in local decision making in the future, (25% is the average score across Essex)

The 2006 local election turnout figure for Castle Point was 42%. This increased from 35% in 2004.

What will we do? (See action plan for full details)

Action	Lead Delivery Group
Increase the % of people helping neighbours or friends	Safer & Stronger Communities (Stronger)
Increase the % people volunteering	Safer & Stronger Communities (Stronger)
Increase the % of Voluntary and Community sector organisations representing community views effectively	Safer & Stronger Communities (Stronger)
Reduce the amount of people who feel isolated from society	Safer & Stronger Communities (Stronger)
Increase the amount of people who feel services are easy to access	Safer & Stronger Communities (Stronger)
Increase the overall satisfaction rate of services for people	Safer & Stronger Communities (Stronger)
Increase the % of people who feel able to influence decisions	Safer & Stronger Communities (Stronger)
Improve the quality of life for all people in the Borough	Safer & Stronger Communities (Stronger)

Ambition 9 – Meeting housing needs

Overall Target: By 2021 provide 1400 affordable homes that meet the housing needs of local people

Where are we now? Key facts

We have the highest level of home ownership in the Country at (86%) – as a result approximately 1000 people are on the housing waiting list at any given time

There is a below average number of one and two bed homes in the Borough

Young people cannot buy in the Borough because there is no affordable housing

There are approximately 180 households in temporary housing at any given time

There is an unmet need for specialist accommodation for older people and for people with special needs

In Castle Point, at present, there are 7,820 private sector dwellings (owner occupied and privately rented) occupied by residents in receipt of a means tested benefit. Of these an estimated 2,610 are classified as non decent, which represents 33% of dwellings occupied by a vulnerable resident.

As at 1st April 2006, there was a 16% decent homes standard failure rate on Castle Point Council's Social Housing rented sector properties.

What will we do? (see action plan for full details)

Action	Lead Delivery Group
Meet the need for affordable rented housing, low cost home ownership and supported and special needs housing	Healthier Communities Older People
Achieve a 50% reduction in temporary accommodation as per the Government target date of 2010	Healthier Communities Older People
The construction of 250 affordable homes through the implementation of planning policies by 2012	Healthier Communities Older People
All local authority or housing provided by registered social landlords to meet the governments decent homes standard by 2010	Healthier Communities Older People
Secure a future for Council housing through housing stock transfer	Healthier Communities Older People



Making It Happen – Our Commitment

A revamped, strengthened, focused and fit for purpose Castle Point Local Strategic Partnership will drive forward the delivery of these ambitions and targets through effective partnership working. The partnership will hold to account those charged with delivery of our priorities, through monitoring and evaluation of progress and public reporting on outcomes, against agreed targets and milestones.

Measuring our success - Monitoring our performance and using appropriate indicators will allow the Borough to track progress of the Strategy. This will give partners an indication of our position on the journey towards our longer term 14 year vision. The Community Strategy sets out, under each ambition, a series of high level targets that we aim to achieve over the lifetime of the Strategy. Everyone with a stake in the Borough is committed to meeting the challenges of the Community Strategy. As a result, the targets that we have set ourselves are both ambitious and demanding.

Review: The ambitions of the strategy will be formally reviewed every three years to ensure they keep track of changing national and local circumstances and continue to reflect residents' concerns and aspirations. A new action plan will be developed every three years to complement the revised strategy.

Action Plan: We have only given an indication of some of the actions/outcomes partners will be working towards, in this document. A full action plan will be developed which will show how we will deliver on this strategy. This will be refreshed on an annual basis.

Measuring the success of the Community Strategy

To ensure that our vision for Castle Point is realised, the LSP must establish whether this strategy and related actions are improving the quality of life for those who live and work in Castle Point. We will use a range of methods to measure our success on the ground.

- Each thematic partnership will conduct a regular review of performance against projects and key measures of success. Performance against the entire strategy will be reported to the LSP Executive Group on a regular basis. Poor performance will be challenged by the LSP Executive Group and appropriate action taken.
- We will provide a public update on performance against the ambitions in the Community Strategy at least once a year.
- We will also regularly review the contribution made by individual partners to the success of the LSP, the effectiveness of the LSP overall and the added value it brings to the delivery of local services.

How can you contribute to the success of this strategy?

Although the LSP is the key body which will deliver on the Sustainable Community Strategy, to achieve many of these ambitions we need your help too. There are many ways that you can contribute to the success of the strategy and help to make Castle Point a better place to live. Some examples include:

- Getting involved in your local community, whether through supporting a community event, becoming a school governor, organising a community clean up, checking up on a neighbour if they live alone or giving up a few hours of your time to volunteer.
- Keeping Castle Point clean and free of litter and graffiti
- Keeping healthy – taking regular exercise, having a balanced diet, drinking sensibly and not smoking
- Reducing your waste, recycling more, re-using plastic bags and using energy (gas, electricity) and water with care
- Providing us with your views on local matters and influencing local policy by joining our Citizens Panel, attending our regular Neighbourhood Forum meetings, or if you are a young person in the borough, getting involved through your school in our Young Person Forum, quarterly meetings.

Further information

**If you want to know more about this strategy,
would like a copy of the action plan or want to
know more about any of the ways that you can
contribute to its success,
please call: 01268 882369,
or email: info@castlepoint.gov.uk**

**If you would like a copy of this document in
another language or alternative format:
Please telephone – 01268 882200**

DRAFT for consultation



Local Strategic Partnership

Sustainable Community Strategy

2007 - 2017



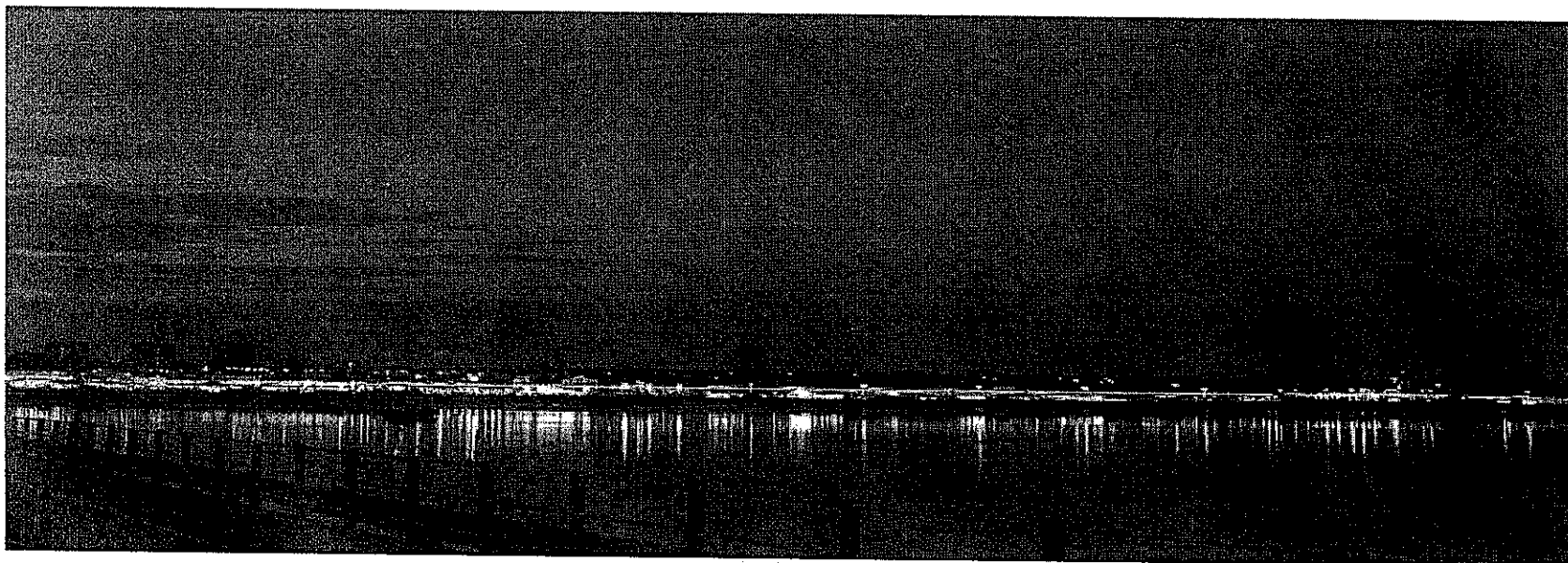
Our Sustainable Community Strategy

Southend Together, our Local Strategic Partnership, has been listening to the hopes, concerns and ambitions of a wide range of people and organisations in the borough and gathered their views and ideas on what would improve the quality of life in Southend.

Southend Together has looked at these and developed a Sustainable Community Strategy that sets out the most important issues and how they will be tackled over the next 10 years.

The strategy sets out a clear vision and ambition for the future which can best be achieved through effective partnership working.

The strategy is underpinned by our Local Area Agreement (for 2007-2010) which outlines priorities for the area and how they will be met as agreed between Central Government and Southend Together.



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Southend Together: Building Our Future

Our aim is to create a thriving regional centre which celebrates and enriches our community

Southend is a fantastic place, with fantastic opportunities. As long time residents we are passionate about the place and its prospects for the future. However, we want to see Southend develop further as a sustainable community. That is, one that meets the diverse needs of existing and future residents and contributes to a high quality of life. It is a community that is safe, inclusive, well planned, designed and run, is sensitive to the environment, well connected and offers good services for all.

Set out in the following pages is the second long term strategy for delivering the vision for Southend-on-Sea drawn up by partners and agencies involved in the borough and addressing the key challenges for the coming years.

Southend Together aims to achieve its vision through partners and the community working together and making measurable progress on the inter-linked themes that are detailed in this strategy. We believe all of them contribute to providing a more inclusive and sustainable town. We are always keen to hear your views and to see how best to do this and get involved please turn to page 43.

Our Sustainable Community Strategy is built on a strong foundation of consultation and understanding of the needs of Southend and its people. Significant numbers of people wished to see Southend give greater emphasis to develop a stronger role as a regional centre for commerce, education and culture and tourism and it is in this context that we have developed our vision for Southend.



Katherine Kirk
Independent Chair of Southend
Together



Councillor Murray Foster
Vice Chair of Southend Together
Leader of Southend-on-Sea
Borough Council

Our Ambitions for Southend

Southend Together has set the following ambitions for the next decade as a result of consultation with residents and analysis of other factors impacting on the borough:

A borough that has a safer, more accessible, and affordable means of getting about, which supports the potential for regeneration and growth.

To provide visionary leadership and enable inclusive, active and effective participation by individuals and organisations.

To create a safer community for all.

A borough with decent housing, in safe and attractive residential areas, that meets the needs of those who want to live here.



To be recognised as a major cultural hub in the East of England.

To provide opportunities, support and information to people of all ages and abilities to enable them to take responsibility for their health and choose a healthy lifestyle.

To protect the borough for current and future generations and to remain an attractive place for residents, businesses and visitors.

To be a place where children and young people can learn and develop.

A thriving and sustainable local economy, which extends opportunity for local residents and promotes prosperity throughout the borough.

Local Strategic Partnership

Moving Southend Forward - Opportunities and Challenges

As the largest conurbation in the East of England and the closest seaside resort to London, Southend has many distinctive characteristics. Southend has excellent leisure and cultural opportunities, relatively low crime rates, is a major centre for employment and shopping, has high performing schools, excellent health facilities and excellent public transport links. Southend is on the verge of realising the benefits of a host of new developments that will have a major impact on the area.

Some key developments and opportunities include:

- being well placed to attract public and private funding to bring about regeneration as an important part of the Thames Gateway;
- a master planning exercise of the town centre and commercial seafront, to identify key development sites that will physically improve the town and its image;
- the University of Essex, Southend, moving to a purpose-built building offering modern, state-of-the-art facilities for students and businesses adjacent to the new development at South East Essex College;
- the development of London Southend Airport and related engineering industry;
- seafront development, including the Pier and exciting new plans for the Kursaal;
- a partnership between Prospects College and Thorpe Bay School that will offer leading edge vocational provision in a high-tech setting by 2009 with £24m being secured to rebuild Belfairs secondary school;
- a relatively strong voluntary and community sector (VCS), with significant potential and the appetite to grow;

- being close to the Olympic Village which will provide opportunities to attract new visitors;
- Southend's participation in the Regional Cities East initiative and
- a Local Transport Plan that will see investment of £22 million in transport schemes up to 2010-11.

However, Southend also faces major challenges which if not tackled effectively could severely hinder these opportunities.

Some of the challenges:

- parts of the borough, mainly in the town centre, are in the top 10% most deprived areas in the country;
- too many pupils leave school at 16 without any qualifications;
- an under-developed night time economy, but one which has a number of associated problems;
- the need for a more diverse visitor and tourism offer;
- to develop a more positive image for the area by those outside the borough and key opinion formers;
- higher unemployment than the East of England average;
- social problems associated with a coastal town (for example, drugs, a seasonal economy and the numbers of Looked After Children);
- health inequalities in deprived areas across the borough; and
- poor accessibility by road with heavy reliance upon A127 and A13 causing regular congestion.

Residents' Priorities

Understanding residents' needs and views is a key priority for partners.

In 2006 Southend residents ranked:

- the level of crime
- clean streets
- health services
- affordable decent housing
- parks and open spaces

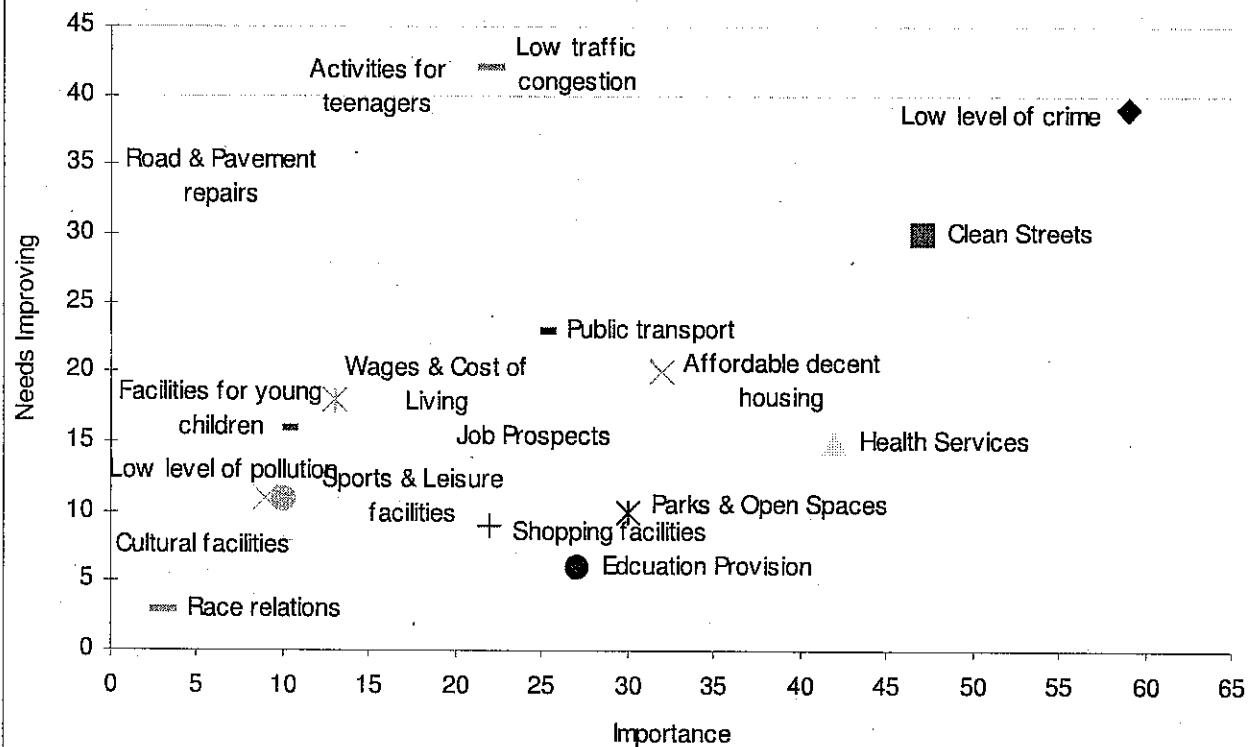
as their top five most important factors in making somewhere a good place to live.

They also identified:

- traffic congestion
- activities for teenagers
- levels of crime
- road and pavement repairs
- clean streets

as the priority areas for improvement.

What residents have said are the important factors in making Southend a good place to live and the areas that are most in need of improvement



Source: Southend's Local Government User Satisfaction Survey 2006/07

Community cohesion and engagement

Ambition

To provide visionary leadership and enable inclusive, active and effective participation by individuals and organisations.

Objectives to achieve ambition

- To develop pride in the town
- To make Southend a place where people from different backgrounds get on well together
- To reduce levels of deprivation
- To strengthen the voluntary and community sector
- To involve communities in decision making

Current Position

Southend's community is becoming increasingly diverse. A growing student population, inward migration from Europe and a growing black and minority ethnic community will see the town develop as a more vibrant and lively place to live. This will help in developing international links that will promote business and cultural opportunities not available before and also challenges in ensuring potential tensions between different groups are minimised.

Like many seaside towns, Southend has areas of social and economic deprivation that provide a significant challenge to developing sustainable and cohesive communities. There are five areas that lie within the 10% most disadvantaged in the country with the main focus of deprivation in the central wards of Milton, Victoria and Kursaal. People in these areas suffer

disproportionately from poor health, higher levels of crime, poor quality environment, lower skills levels (to some extent) and other factors that affect their quality of life.

A Local Compact has been established for the borough that provides a framework for partnership working between statutory organisations and the voluntary sector.

What's Important To You

- Living in a community where people from different backgrounds get on well together: 73% of residents think that Southend is a place where people from different backgrounds get on well together.
- Feeling part of a community: 23% of residents feel they are isolated from their community
- Volunteering: % of residents (16+) have engaged in formal volunteering for at least an average of two hours per week for a 12 month period (% tbc)
- Being able to influence local decision making: 30% of residents agree, tend to agree or definitely agree that they can influence decisions affecting their local area.
- Respect: 57% of local people believe there is a fairly or very big problem with people not treating others with respect and consideration.
- Reducing bullying in schools; children and young people living in Southend reported bullying inside and outside of schools as their biggest concern.

Prospects for the future

Southend Together is at the forefront of community leadership and plays an important role in facilitating and encouraging the right environment for communities to develop, working in partnership and understanding the community.

In partnership, Southend Together will embrace all in the community to build a strong and safe place to live, work and socialise. Southend Together is working towards greater community cohesion and engagement by embedding the principles that bring about real and lasting change.

Empowering local people to have a greater voice and role in provision of services will be an increasingly important theme for the borough and its service providers. Such an approach helps improve the quality of service delivery and build community cohesion as Southend's residents become more diverse. This will mean building on existing mechanisms, including the Community Forum, the Patient and Public Involvement Forum, Patients and Public Voice Group, service user groups, neighbourhood watch and wider use of surveys and other consultation mechanisms.

Building on Southend's award winning Youth Council and engaging active citizens in a more systematic and constructive way has been highlighted as one way of doing this.

Learning from experience in other areas, the scope and best means of taking this forward is being explored, with a likely initial focus on environmental concerns - particularly community involvement in recycling. In addition, improving and increasing the contribution of the voluntary and community sector will be crucial and further ways of enhancing the capacity of the sector will be developed.

Current and Planned Action

Southend has a Neighbourhood Management Team, focusing on the deprived wards in the borough that is working with a wide range of statutory, private and voluntary sector organisations to address the priorities identified by the local community. The Neighbourhood Management Team will deliver change by working with partners to address the identified problems.

Sub-targets are being developed for those parts of the borough where concerted action will have a real impact in improving the quality of life for local people and achieving borough wide targets, notably in the Neighbourhood Management Area supported by the Safer and Stronger Communities Fund.

A borough wide survey of volunteering will be undertaken in the first quarter of 2007 to establish a sound baseline of formal and informal volunteering. Southend Association for Voluntary Services will be developing its strategy in terms of encouraging, recruiting and placing new volunteers to meet the needs of the community. Involvement of the Voluntary and Community Sector in the development and delivery of the Local Area Agreement will be strongly underpinned by the application of the recently published local compact which is being extensively promoted to the Voluntary and Community Sector.

Increasing the level of recruitment, retention and support for volunteering is recognised as a key contributor to delivering the outcomes identified, to developing community capacity and to improving community cohesion and is critical to most of the desired outcomes. Equally, full encouragement will be given to voluntary and community sector groups that want to be more involved in service delivery.

Key Outcomes

- Implement strategy to develop voluntary and community sector
- Working in partnership to increase the number of volunteers in the community
- Improve the quality of life in disadvantaged neighbourhoods
- Empower local people to have greater choice and influence over local decision making and a greater role in public service delivery
- Involving young people in decision making
- Developing a stronger network of community / residents associations currently working to influence local service providers.
- Addressing the social problems associated with a coastal town for example drugs, a seasonal economy and the numbers of looked after children.

Local Area Agreement Linked Outcomes

- Improve quality of life in disadvantaged neighbourhoods; ensure service providers are more responsive to neighbourhood needs and improved service delivery.
- Empower local people to have a greater voice and influence over local decision making and a greater role in public service delivery
- Involve more young people in decision making.

Linked Strategies and Plans

The Local Compact for Southend
'Respect Strategy for Southend'

Key Contact

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Southend-on-Sea Borough Council
leeharris@southend.gov.uk
01702 215000

Lead Partnership: Crime and Disorder Reduction Partnership

Community Safety

Ambition

To create a safer community for all.

Objectives to achieve ambition

- To reduce crime, the fear of crime and levels of anti-social behaviour.
- To increase engagement with the community, especially those at risk of exclusion, and the voluntary sector.
- To reduce overall crime by reducing the number of offences committed by prolific and other priority offenders.
- To reduce the involvement of young people as victims or offenders, in crime, disorder and substance misuse.

Current position

Southend-on-Sea reflects the national picture, with significant decreases in many crimes including vehicle crimes, but increases in others, particularly alcohol-fuelled crimes.

The Crime and Disorder Reduction Partnership is a well established partnership with a proven track record in delivering benefits. Current priorities are to reduce recorded crime in line with Government targets by 18.5% from 2003-04 to 2007-08, manage offenders - including identifying and bringing offenders to justice, reducing re-offending rates for those convicted and reducing the number of individuals entering the criminal justice system.

A number of innovative and high profile schemes deliver these objectives. Southend has secured funding for a Family Intervention

Project and is a leading light nationally in improving the quality of life issues that feature within the RESPECT Agenda. Neighbourhood Management work within the town centre area is improving the quality of life of those who live, work and socialise within the identified areas of Victoria, Milton and Kursaal wards.

In 2006 there was a 6% reduction in reports of crimes contained within a basket known as the British Crime Survey Comparator crimes.

In January 2007 Southend was identified by the Home Office as one of only 40 RESPECT Action Areas across the country, bringing some extra resource to build respect and tackle anti-social behaviour within the local community.

- 96% of residents feel safe in their home during the day.
- 89% of residents feel safe after dark.
- 89% of residents feel safe in the local area during the day.
- 49% of residents feel safe outside in their local area after dark.
- 72% of residents feel safe using public transport alone in the day.
- 23% of residents feel safe using public transport alone after dark.

What's Important To You

- Becoming a safer place to live with less crime is seen by residents (October 2006) as the factor that would make the most contribution to where they would like to see Southend in ten years time (40%).
- Living in an area with a low level of crime.
- Tackling crime and anti-social behaviour was seen as the most important priority for the Council. (Southend Consultation Panel June 2006).
- Feeling informed about what is being done to tackle anti-social behaviour.
- Parents taking responsibility for the behaviour of their children.

Prospects for the future

Our aim is to enhance the quality of life of residents, businesses and visitors by putting in place and supporting initiatives to address the fear of crime and by encouraging community participation in initiatives to reduce crime, disorder and drugs misuse.

Neighbourhood policing is about the police being responsible and accountable for specific geographic areas, listening to the concerns of residents, allowing local people to assist in the setting of neighbourhood policing priorities, responding to these concerns with actions co-ordinated with other partner agencies and the community, and finally, reporting back to the community on the progress made and outcomes achieved.

Current and planned action

Crime has consistently fallen over the last 10 years. However, it is recognised that some criminal offences in particular generate fear and insecurity and can change the way that people go about their daily lives. This can result in anxiety, fear and changes in behaviour in order to protect themselves.

The implementation of Neighbourhood Policing will improve the engagement with local communities allowing us to identify and tackle the local crime and disorder issues that disproportionately affect public confidence and feelings of safety. This will be achieved by providing communities with:

- Access - to policing or community safety services through a named point of contact
- Influence - over community safety priorities in their neighbourhood
- Interventions - joint actions with communities and partners to solve problems
- Answers - sustainable solutions to problems with feedback on results.

Key Outcomes

- To improve public reassurance, reducing the fear of crime and anti-social behaviour, by continuing to reduce overall crime
- To increase engagement with the community and voluntary sector, especially those at risk of exclusion
- To reduce overall crime by reducing the number of offences committed by prolific and other priority offenders
- To reduce the involvement of young people, as victims or offenders, in crime, disorder and substance misuse
- To reduce volume crime, disorder and drugs misuse - particularly domestic burglary and the theft or unauthorized taking of a pedal cycle.
- To tackle anti-social behaviour, particularly criminal damage

- To reduce alcohol-fuelled violent crime, particularly woundings
- To reduce levels of domestic violence
- To tackle race and hate crimes
- To reduce the number of incidents of sexual offences

Local Area Agreement Linked Outcomes

- Reduce crime, the fear of crime
- Build respect in communities and reduce anti-social behaviour
- Reduce the harm caused by the illegal use of drugs and the misuse of alcohol
- Reduce the number of people killed or seriously injured on the roads
- Improve fire safety

Key contact

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Lead responsibility: Southend Crime and Disorder reduction Partnership (CDRP)

Linked strategies and plans

Anti-Social Behaviour Strategy (in preparation)
Crime and Disorder Reduction Partnership Strategy
Drug Strategy
Southend-on-Sea Alcohol Reduction Strategy
Local Transport Plan 2006-2010
Road Safety Strategy

Culture and leisure

Ambition

To be recognised as a major cultural hub in the East of England.

Objective to achieve ambition

- To promote community well being through increased participation in sport and culture.
- To use sport and culture as a means to promote lifelong learning, social inclusion, regeneration and community development.
- To make Southend a desirable place to live work and play by making it attractive, active and alive with sport and culture.

Current position

Good progress has been made in promoting increased cultural opportunities in recent years. The broader cultural sector has seen significant recent investment which has included the development of the new college facilities and the establishment of the University of Essex campus in Southend in the town centre, as well as the investment on Pier Hill.

Culture adds tremendously to the well-being and feel good factor of Southend. The libraries, museum and arts programmes provide education to children and the community encouraging greater participation.

Southend was successful in the regeneration of Southend Cliff Gardens, which has regenerated the gardens to the west of the Pier.

Tourism is important to the local economy with 6 million day visitors and 280,000 staying visitors annually spending an estimated £200 million; supporting 17% of the town's jobs.

In addition to this a series of high profile arts led regeneration projects have taken place in Southend focused around the Council's strategic partnership with Arts Council England East - the Arts Generate Programme has focused around the development of:

- the nationally acclaimed social inclusion project Being Here
- the public art commission LifeLines (the largest public art commission in the East of England)

What's Important To You

- Improvements to and redevelopment of the Pier, particularly following the October 2005 fire.
- Replacing of the Warrior Swim Centre
- To have improved information about cultural opportunities and services
- Securing the future of the town's theatres
- Increasing access to sport and culture
- Educating and enriching the lives of residents by the provision of sport and culture
- Enhancing the quality of lives of residents and visitors by creating a sense of space
- Access to a source of knowledge and learning
- To make Southend a vibrant culture town
- Caring for Southend's cultural heritage
- Developing the seafront to attract visitors to Southend

Prospects for the future

Culture in Southend is set for further positive developments as a key driver for the social and economic regeneration of the town. It is expected that this will result in:

- Physical improvements to the cultural infrastructure and include the development of new swimming and museum facilities.
- Economic benefit through support for the development of new creative businesses and job / wealth creation in the town
- Expanded higher educational facilities through the continued development of the college and university facilities will support the creation of the cultural hub and educational quarter and will lead to higher levels of skills in the local workforce - particularly around digital and multi-media industries.
- More focused attention on secure economic benefit from the cultural hub.

Current and planned action

- Refurbishment of Priory Museum
- Reinstatement works to the Pier and identification of future development proposals following the 2005 Pier fire
- The development of a world class diving facility and 25 metre 8 lane pool at Garons Park / Southend Leisure & Tennis Centre to replace the existing Warrior Swim Centre
- Feasibility study to examine potential to create a new museum to house the Saxon King finds and refocus the town's museum service

- Research to scope the future social and economic potential of the cultural hub in Southend
- Secure the relocation of arts agency 'Metal' to the Thames Gateway and locate them in refurbished premises in Southend
- Provide increased cultural opportunities for people at risk of social exclusion.
- Increase physical activity levels across key target groups to support improved health outcomes including a reduction in obesity levels.
- Explore the potential to create Live/Work/Studio space in Southend to increase the creative capital in the town.
- Support the development and sustainability of creative businesses in Southend
- Work in partnership with HQ Theatres Ltd to deliver capital improvements to the Cliffs Pavilion and Palace Theatre
- Secure the redevelopment of the Central Library and library services across the Borough

Key outcomes

- Development of the cultural hub / educational quarter to secure improved learning opportunities and a higher level of skills within the local workforce
- Achieve significant investment in the broader cultural infrastructure to secure increased economic benefits to the town as a result of an increase in both the value and volume of tourism.

- Increase physical activity levels across key target groups to support improved health outcomes including a reduction in obesity levels.
- Provide increased cultural opportunities for people (particularly young people) at risk of social exclusion.
- Meet the challenge to secure the capital investment required to redevelop the cultural infrastructure and provide *sustainable* revenue streams in order to make redeveloped / new facilities financially viable.

Linked strategies and plans

- Cultural Strategy - 'Making Culture Count' 2004
- Economic Development Strategy
- Local Development Framework (LDF) and Area Action Plans for Town Centre and Seafront
- Living East Cultural Strategy

Key contact

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Lead Partnership: Economic Development and Enterprise

11.58

Economic Well-Being

Ambition

A thriving and sustainable local economy, which extends opportunity for local residents and promotes prosperity throughout the borough.

Objectives to achieve ambition

To increase Southend's:

- Competitiveness and enable a prosperous local economy
- Investment in people and places
- Enterprise creation & business sustainability
- Local skills base
- Innovation, collaboration and knowledge transfer between partners

Current Position

Southend is well known as a tourist destination, but the town needs to make a step change to improve its economic prosperity and to become a significant regional centre serving local people and the Thames Gateway. The key drivers of economic performance which need to be addressed are competitiveness, investment, enterprise, skills and innovation which will assist in improving the economic wellbeing of Southend and its residents, creating jobs, wealth, and the improvement of quality of life.

Competitiveness - Southend is traditionally known for its leisure and tourism industry but the economic base is strong in the business and financial services sector, public administration, retail and manufacturing. There are approximately 6,000 companies in

the town, but there is an imbalance between the number of available jobs, with 16% of the working age population commuting to London. There are 111,789 people aged between 16-74 of which 67% are economically active, while unemployment rates have remained relatively stable at 3% since 2003 this compares unfavourably with the rate for the East of England at 1.7% and England at 2.6%.

Investment - Southend is a popular day trip destination with 6.1 million visitors, but it is important to increase the number of overnight stays through improving the quality of hotels in the town, diversifying the tourism offer and improving the image of Southend. The Higher & Further Education sector is an ongoing success story with the opening of the University of Essex, Southend campus in 2006 and its phased programme of development, the further expansion of South East Essex College, and the unique partnership formed between Prospects Vocational College and Thorpe Bay School. Significant investment in commercial and industrial building stock is required to enable further expansion of the economic base with premises fit for business use.

Workforce & Skills - The town has a higher proportion of individuals with NVQ Level 2 qualifications (2004), at 24.6% compared to 24.7% in Thames Gateway South East, but lower than the national average at 35.07%. Level 3 qualifications in Southend are at 17.64%, higher than TGSE at 16.82% but lower than the national average at 18.38%. Southend is also below the national average at 19.5% compared to 25.74% but above the TGSE average of 16.82%.

Enterprise & Innovation - Southend has an entrepreneurial culture

with a high volume of business start-ups (122/10,000 people of working age in 2004) and high levels of self employment. However there are high levels of business closure rates (To be added) and a 6% contraction in business stock (over what period). Southend has slightly higher levels of business density at 38 per 1000 residents compared to the national level of 37.5 and Thames Gateway at 35. There are significant levels of innovation with 20% of production being based in the knowledge economy (using new & existing technology for improving productivity, manpower & overall welfare), compared to 23% nationally, 41% in Thames Gateway London and 20% in Thames Gateway South Essex.

What's Important To You

- Southend becoming a vibrant urban resort and regional centre offering a wider range of activities and quality hotels while celebrating its existing unique heritage and culture.
- Attracting inward investment and diversification of the employment base offering attracting a range of employment opportunities
- Continuing the expansion of the educational provision in Southend
- Expansion of London Southend Airport for tourism and employment opportunity
- Providing socially inclusive 'back to work' programmes
- Providing local, high level skilled employment opportunities for those completing FE & HE courses at local educational institutions and retaining graduates in Southend.
- Partnership working with business support providers to promote business creation and business survival rates

Prospects for the Future

As part of the Thames Gateway, Southend is likely to benefit from significant public and private investment which is required to deliver ambitious housing and job growth targets.

Partners in Southend are producing a series of key strategy documents (The Council's Local Development Framework and Area Action Plans and Renaissance Southend Ltd's Regeneration Framework and Central Area Masterplan) which require alignment to enable a coherent, considered approach to future development ensuring that external funding opportunities are maximised.

The new Regional Business Support services delivered by Businesslink will provide targeted interventions to enable greater business sustainability and enterprise and support to the local business networks and community.

Southend is one of the six core cities leading the Regional Cities East Agenda, sharing best practice, collaborating on joint ventures and setting clear priorities, they can create more jobs and affordable homes than they could by working alone delivering growth in a sustainable way.

Current & Planned Action

- Completion of the Local Authorities' emerging Local Development Framework and Renaissance Southend Ltd's, Regeneration Framework and Central Area Masterplan.
- Completion of Area Action Plans to inform the development process in the Town Centre, Seafront and London Southend Airport.
- Phased expansion of the University of Essex including the redevelopment of the Palace Hotel with continuing professional development centre, the cultural hub facility, student accommodation and business & enterprise hub.
- Development of a marketing strategy for the town which reflects local, sub-regional and regional aspirations.

Document for internal use only - March 2007

- Formally establish the Town Centre Partnership and its remit in the wider regeneration framework of Southend.
- Knowledge building through closer engagement with local employers through the Council's company visit programme, and annual business survey to identify local need and work with Partners to deliver targeted business support activity to meet targets outlined in the Local Area Agreement (in line with Regional Business Support Contract).
- Agree an approach to supporting social enterprises among local Partners along with the appropriate monitoring processes.
- Promotion of the recently published Procurement leaflet advising how businesses can contract with the Council.

Key Outcomes

- Increase wealth creation, productivity, growth and enterprise in a sustainable and balanced economy (building on Southend's entrepreneurial culture)
- Partners to secure mixed use development on key opportunity sites in the key areas emerging from the Regeneration Framework and LDF and maximising funding opportunities available through Sustainable Communities fund, EEDA & EU Structural funds
- Create a competitive regional town centre
- Maximise the opportunity of the presence of the airport and the surrounding industrial areas.
- Provide the improvements to the road and rail infrastructure, parking, public transport facilities and pedestrian access to

enable sustainable and efficient travel patterns to and within Southend.

- Increase skill levels in Southend and enhance the employability of the local population
- Capture the full value of the further & higher education sector and its spin-out & spillover value

Local Area Agreement Linked Outcomes

- Increasing skills base of the borough's workforce
- Increase enterprise by improving business survival rates
- More 16-18 year olds in either Education, Employment or Training

Linked Strategies & Plans

Local Development Framework and supporting documents
 Economic Development Policy Statement
 Regional Cities East Prospectus
 East of England Plan
 Thames Gateway Strategic Framework
 Regeneration Framework (Renaissance Southend Ltd)
 Southend's Second Local Transport Plan and Accessibility Strategy

Key Contact

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Lead Partnership: Economic Development and Enterprise

Children and Learning

Ambition

To continue improving outcomes for all children and young people

Objectives to achieve ambition

For all children and young people we will:

- Help them shape their futures by raising their aspirations and achievements.
- Ensure all are included by raising everyone's expectations and by enhancing their life chances.
- Enable their participation by listening, involving and responding to them.
- Strive for excellence and narrow the gap between those who do well and those who don't.

Current position

Progress has been made in each of the key outcome areas. Here are a few examples:

Being Healthy:

- Almost all our schools are engaged in the Healthy Schools programme and half have achieved their intermediate award.
- The number of teenage conceptions has reduced by 16% and is reducing quicker than the majority of other areas in England.

Staying safe:

- A safe parenting handbook has been provided for every parent
- New Locality Teams of key professionals are working together to provide an integrated speedier response to families who require the support of more than one agency

■ The number of reported bullying or racist incidents is reducing
Enjoying and achieving:

- Standards of achievement are rising in all key stages in schools: overall test results at Primary schools Year 6, Secondary Schools Year 9 and GCSEs in 2006 are higher than national averages with 63% of pupils obtaining 5 or more GCSEs at grades A-C compared with 59% nationally

Making a positive contribution:

- The Youth Council - including the Youth Mayor - has over 60 regular participants. They have produced a DVD on how to involve young people, which has received national recognition.

Achieving economic well-being:

- The percentage of young people not in employment, education or training (7.9%) is lower than the national average (8.4%)
- The attainment of young people entered for A level and equivalent exams is very high compared to the national rate.

Areas for continued improvement do exist however and include:

- Help for young people with identified substance misuse needs because the proportion in treatment is lower than average
- An increase in the number of adoptions as these are below the expected levels
- Raising achievement of some pupils, as the high average results overall mask under-achievement in some schools
- Targeted preventative intervention to reduce the rate of re-offending
- Increasing the number and range of level 1 & 2 courses for all 16-19 year olds

What's Important To You

- Consultations with young people through debates, discussions and surveys have revealed the following priority concerns
- Reducing drug and alcohol misuse
- Reducing the numbers of young people who commit crime
- Reducing the numbers of children and young people as victims and perpetrators of bullying
- Having more activities and learning opportunities after school and ensuring all schools are successful
- Improving access to exciting and enjoyable weekend and holiday activities
- Widening the choice of education and training for 14-16 year olds

Prospects for the future

Expectations for the future of children and learning are positive. Outcomes for children and young people are improving across each of the 5 outcome areas and there are some significant strengths and developments. These include:

University of Essex & South East Essex College plans to expand, including the redevelopment of The Palace Hotel with Continuing Professional Development centre, development of a 'cultural hub', expansion of the drama faculty and student accommodation;

The new 'Futures College' will be constructed in 2007 on the

Thorpe Bay School site as a partnership between the Council and Prospects College and Belfairs Secondary School will be rebuilt. All the organisations involved with providing services to children - from hospitals to schools, the police and voluntary groups have teamed up to create Southend Children's Partnership. Over the next year we will be delivering more services from Locality bases through teams from several different organisations working together in an integrated way.

Current and planned action

The key priorities - and the actions required to achieve them - are set out in the Southend Children and Young People's Plan 2006-2009. These priorities are being reviewed and revised for a new 3 year plan for 2007-2010, to be published in April 2007.

Key outcomes

The priority outcome areas for 2007-2010 are as follows:

- Being Healthy: Improve health outcomes for all, especially in areas of high deprivation
- Staying Safe: Increase the proportion of 'looked after children' in local placements and have fewer overall, with more children supported preventatively
- Staying Safe: Enhance safeguarding of children and young people including community safety, child protection and anti-bullying
- Enjoy and Achieve: Continue improvements for all children at all Key Stages including looked after children, boys, those with special educational needs, some ethnic groups and young offenders

- Enjoy and Achieve: Improve school attendance and behaviour and reduce exclusions
- Make a Positive Contribution: The views of children and young people influence policy and practice
- Achieve Economic Well Being: Improve the take-up of post-16 education, training and work through the 14-19 strategy, impacting especially on care-leavers and young offenders
- Change for Children: Extend integrated working to improve services for children

Local Area Agreement Linked Outcomes

- Improve educational attainment at Key Stage 4 and maintain improvements at Key Stage 2.
- Improve health outcomes for children through increased sustainable journeys to school, reduced under 18 conception rates and increasing the numbers of schools with healthy schools status.
- Reduce the numbers of 'Looked After Children' and increase numbers placed locally

Linked strategies and plans

Southend Children and Young People's Plan 2006-2010

Key Contact

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Lead Partnership: Children & Young People's Partnership

Environment

Ambition

To protect the borough for current and future generations and to remain an attractive place for residents, businesses and visitors.

Objectives to achieve ambition:

- To create a cleaner and greener Southend.
- To achieve a high quality built environment.
- Lead the environmental care and management of the area to promote a sustainable future for Southend, its residents, visitors and wildlife.
- To reduce carbon emissions and minimise the impact of climate change.
- To significantly reduce the level of waste going to landfill.
- To increase levels of recycling within the borough.

Current position

Southend's Environment Service is judged to be performing well (2006 Audit Commission Assessment).

Significant environmental improvements have been made to public areas within Southend during 2006. The pedestrianised High Street has been resurfaced and modern, practical and attractive street furniture provided. Environmental improvements have also been made to the Hamlet Court Road shopping area, Leigh Broadway and to the A13 passenger transport corridor.

In 2006, 27% of all household waste in Southend was recycled (an increase of 6% over the previous year), with 46% of residents stating that recycling facilities had improved through 2006.

Southend has recognised that climate change is an issue of growing importance, however to date limited partnership activity has been undertaken in this field. Potential for flooding and land instability have been identified as potential issues.

What's Important To You

- 70% of respondents considered that regenerating deprived and run-down areas should be a priority for the Council, whilst almost as many residents (63%) ranked keeping Southend clean and tidy as a high priority (2005 Southend Consultation Panel Survey).
- Introducing more enforcement against those dropping litter was residents' first priority to improve cleanliness.
- 47% of respondents considered that clean streets are important in making somewhere a good place to live (Local Government User Satisfaction Survey)
- The need to effectively deal with graffiti and anti-social behaviour is also a significant issue for local residents.
- Seven in ten residents have used at least one household waste and recycling centre during 2006. However, there is evidence that residents feel there should be more recycling services provided and there is a real need for more information on these issues (Ipsos Mori focus groups).
- Southend Youth Council has indicated that the issue of climate change and the need to reduce carbon emissions is very high on the agenda with young persons and has set up an Environment Committee to look at this, amongst other environmental issues.

Prospects for the future

Very strong links have already been set up within the local community and with the will to succeed it is hoped that this strong foundation can be built on to create a cleaner, greener Southend.

Issues around the environment and sustainability are receiving an increasingly high profile that will enable the community to rise to the various challenges to create a better and more sustainable natural and built environment within Southend. The new Local Development Framework and recent Government Planning Policy Statements on sustainable development and construction will help achieve this.

Current and planned action:

- The Council will be seeking to sign up to the Nottingham Declaration on Climate Change to demonstrate its commitment to 'think globally, act locally' (Spring 2007).
- The production and adoption of a Climate Change Action Plan for the community is envisaged to deliver tangible measures for mitigation of, and adaptation to, the impacts of climate change across the borough (2007/08)
- The Council is looking to produce and adopt a Strategy for Energy and Water Management for Council property - including Council buildings/public areas/streetlamps - to deliver reduced energy and water consumption (2007/08) and will be encouraging its partners to do the same.
- A new litter control initiative 'Rubbish Watch' was introduced by Southend-on-Sea Borough Council in 2004 targeting the dumping of refuse sacks. This has been extended to target 'enviro-crimes' (e.g. graffiti) under new powers given to the local authority in the Anti-Social Behaviour Acts and the Clean

Neighbourhoods & Environment Act 2005. As a result Southend has set up a dedicated Clean Neighbourhoods Team, currently partly funded by the Adventure Island amusement park.

- The Southend Multi-Agency Anti-Social Behaviour Response Team (SMAART) has been set up to directly tackle issues relating to anti-social behaviour, e.g. inconsiderate disposal of household rubbish, fly-tipping, abandoned vehicles and noise pollution/nuisance.
- The strategic framework for all future planning decisions to 2021 will be directed through the adoption of the Core Strategy Document 'Delivering regeneration and growth' which includes high-level planning policies targeting sustainable development issues (e.g. sustainable construction methods; protecting and enhancing the natural and built environment; reducing or remedying all forms of pollution).
- Southend will maximise contributions from developers through planning obligations to deliver environmental improvements for the community and to mitigate against the negative impacts of development in accordance with the "polluter pays" principle through the Local Development Framework.
- Significant environmental benefits will be delivered within the urban area through the adoption of a Town Centre Area Action Plan (DPD3) and Seafront Area Action Plan (DPD4) to guide future development, regeneration and public realm improvements.
- Southend is developing a strategy to provide access to recycling services for residents living in the town centre and tower blocks.

Key Outcomes:

- Minimise carbon emissions in the area working towards the Government target of a 20% reduction on 1990 levels by 2010.
- Develop and implement a strategy to enable Southend and its residents to adapt to the impacts of climate change.
- Efficient use of natural resources to be achieved through encouraging sustainable production, greater use of renewables and a reduction in average domestic consumption of gas, electricity and water across the borough.
- Reduced waste production in terms of kilograms of household waste collected per head of population and ensure any waste is disposed of in accordance with best practice.
- Significantly increase levels of recycling in accordance with benchmarked standards.
- Minimisation of pollution on land in water and in the air.
- Promote civic pride through improved appearance of the local environment by creating cleaner, safer and greener neighbourhoods by reducing litter and graffiti and through providing and maintaining pleasant, usable public spaces.
- Improvements to the urban environment are achieved through high quality design of new developments/improvements to public realm (eg. public art/street furniture).
- Enhanced and protected biodiversity (e.g. wildlife habitats, coastal habitats) is achieved and maintained across the borough.

- Continued protection of distinctive local character and areas/buildings of historical or architectural importance (e.g. conservation areas, listed buildings, locally listed buildings).
- More extensive engagement of the community through changing peoples attitudes (e.g. to littering, recycling, public transport, etc.).

Local Area Agreement Linked Outcomes:

- Promote cleaner, greener and safer public spaces
- Reduce waste to landfill and increase recycling

Linked strategies and plans:

'Securing the Future' - UK Government Sustainable Development Strategy 2005

Regional Planning Guidance for the South East (RPG9) 2001

Local Transport Plan 2006-2011 (LPT2) - Southend on Sea Borough Council

Essex and Southend Waste Local Plan 2001 - Essex County Council & Southend on Sea Borough Council

Local Development Framework - DPD1 'Delivering Regeneration and Growth' 2006 - Southend on Sea Borough Council

Local Development Framework - SPD1 'Design & Townscape Guide' 2006 - Southend on Sea Borough Council

Southend-on-Sea Multi-Agency Anti-Social Behaviour Response Team and RESPECT action area strategies

Key contact

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Lead Partnership: Southend Crime and Disorder reduction Partnership (CDRP)

Health and social well-being

Ambition

To provide opportunities, support and information to people of all ages and abilities to enable them to take responsibility for their health and choose a healthy lifestyle.

Objectives to achieve ambition

- To raise life expectancy for men and women and reduce the differences that exist in life expectancy between wards
- To reduce the number of adults who smoke and stop children from taking up smoking
- To increase the number of adults and children who eat a healthy diet and take regular physical exercise to reverse the trend of increasing levels of obesity
- To reduce the number of young people who are binge drinking and encourage sensible drinking
- To reduce the number of sexually transmitted infections
- To reduce the number of teenage pregnancies
- To increase the number of women who breast feed their babies
- To increase uptake of childhood immunisations
- To increase uptake of cancer screening programmes.
- To increase the number of older people which are helped to live at home
- To ensure energy efficiency and reduce fuel poverty

Current position

In the 2001 Census 66.9% of Southend Residents reported their health as 'good', 23.8% reported their health as 'fairly good' and

9.3% reported their health as 'not good'. A total of 19.1% of residents reported that they had a long-term illness.

We have already made good progress in our aim to improve the health and social well-being of the population in our efforts to tackle obesity, promote sensible drinking, encourage people either to give up smoking or not start smoking at all, to have safer sex and to take advantage of opportunities for health screening.

What's Important To You

The Government consulted widely on 'Choosing Health' and the feedback was clear that people wanted to live in a culture where being concerned about health asking for help or information and discussing risk is acceptable and easy to do.

Doing more to provide information, services and facilities that improves the ability of people to make healthy choices is key to achieving this.

Prospects for the future

There have been big improvements in health and life expectancy over the last century with people living longer than ever before. Many factors have contributed to this including economic growth, improved education, better nutrition and improved housing. All the other strands of the SCS will therefore make positive contributions to the health and well being of the population of Southend.

If older people are to remain in the community for as long as they wish and are able, support and assistance must be directed to the

whole family of which they are members including their carers. In analysing changing needs for the borough, Southend has a significantly higher proportion of older people aged over 65 than the average for England (19.2% compared to 15%). Within this increase, there is also a growing number of older people with learning disabilities living longer.

Current and planned action

- South East Essex PCT, the South Essex Stop Smoking Service and Southend-on-Sea Borough Council are working closely on the tobacco control agenda to ensure that people are supported to stop smoking and plans are in place to support the smoking ban.
 - A South East Essex Obesity and Weight Management Strategy has been developed. This includes a wide range of actions and initiatives to support children and adults becoming more active and eating a healthy diet and losing weight.
 - The South East Essex Sexual Health Framework outlines how local sexual health services are being developed in Southend to ensure that appropriate information and services are easily accessible
 - The Chlamydia screening programme is being delivered in a wider variety of venues to reach more young people between the ages of 16 and 24 years.
 - The Southend Teenage Pregnancy Strategy was launched in 2001 and aims to reduce the number of conceptions in under-18s by 50% by 2010.
 - The implementation of the strategy is being overseen by the Southend Teenage Pregnancy Board, and the teenage pregnancy co-ordinator plays a key role in this process. To date
- there has been a 16% reduction in teenage pregnancies in Southend compared with the 1998 baseline
 - A Southend Alcohol Harm Reduction Strategy has been developed by the Southend Crime and Disorder Reduction Partnership and will be rolled out over the next 2 years.
 - There are plans for the widespread introduction of screening and brief interventions for alcohol misuse in primary and secondary care.
 - A Public Health Nurse and Community Development worker have been appointed to help raise the awareness of the importance of childhood immunisation and breast and cervical screening. They are also working with specific communities that are less likely to access these preventative services.
 - Further work is planned in the community and in the hospital to increase the number of women who initiate breast feeding and continue to breast feed their babies for at least six months.
 - Further work is underway to develop a strategy to improve uptake of childhood immunisations.
 - A strategic needs assessment is being developed by South East Essex PCT and Southend-on-Sea Borough Council to inform the future strategy for improving the health and well being of the local population.
 - A community development worker has been appointed to work with those Communities most at risk of HIV.
 - The technique of social marketing will be introduced to ensure that key messages are provided in an appropriate format for the intended audience.

- Health trainers will be introduced to work with communities.
- Links will be made with specific initiatives such as the Neighbourhood Management Initiative.
- Capacity within statutory and non-statutory agencies to deliver this broad and challenging agenda may prove to be a barrier to achieving these actions

Key outcomes

- To increase life expectancy
- To reduce the number of people who smoke
- To contribute to the reduction of infant mortality rates through the increase of breastfeeding rates and reduction in prevalence in pregnant women who smoke
- To reduce teenage conception rates
- To contribute to the reduction in morbidity as a result of cancer and CVD
- To reduce the prevalence of obesity among adults and children
- To improve uptake of breast screening among women aged 50 - 70
- To improve sexual health by increasing access to services
- To increase uptake of the childhood immunisation programme
- To increase uptake of cervical screening among women aged 25 - 49

- To increase uptake of flu immunisation programme among people aged 65 and over
- To increase the number of older people able to remain in the community

Linked strategies and plans

South East Essex Obesity and Weight Management Strategy
 South East Essex Sexual Health Framework
 Southend Teenage Pregnancy Strategy
 South East Essex PCT Tobacco Control Action Plan 2007
 Southend-on-Sea Borough Council Tobacco Control Action Plan
 Southend Alcohol Harm Reduction Strategy
 Southend Falls Prevention Strategy
 Local Transport Plan
 Southend Children and Young People's Plan 2006-2009
 Southend Older Peoples Commissioning Strategy 2007 - 2010
 South East Essex PCT Strategic Service Development Plan
 Annual Report of the Director of Public Health.

Local Area Agreement linked outcomes:

- Improved Health and reduce health inequalities.
- Increase the choice and control for older people by maintaining their independence and well being.

Key contact

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Lead Partnership: Health and Well Being Partnership

Housing

Ambition

A borough with decent housing, in safe and attractive residential areas, that meets the needs of those who want to live here.

Objectives to achieve ambition

- The provision of a range of housing options, broad enough to meet the needs of existing and future residents and the local workforces.
- More affordable housing.
- Improved housing conditions in deprived wards.

Current position

Southend's focus on homelessness prevention, and increased partnership working with South Essex Homes, Registered Social and private sector landlords, has reduced the numbers of homeless households living in temporary accommodation, and instead provide them with accommodation suitable to meet their housing needs.

The Councils enabling role in the provision of new affordable housing, has helped secure a year-on-year net gain in the boroughs affordable housing stock available for rent or shared equity purchase since 2004.

Regional policy guidance demonstrates a need for the borough to provide 6,000 net additional dwellings in phased development from 2001 to 2021 to support jobs-led regeneration and growth. However, Housing Needs Surveys undertaken for the Council in

2002 & 2004 identified a need for an additional 6,815 additional *affordable* dwellings over a 5 year period in order address backlogs and newly arising need.

In 2006, landlord services provided by South Essex Homes to tenants and leaseholders of Council-owned housing were judged by the Audit Commission to be poor. The Council and South Essex Homes are working jointly to address this, and secure significant additional investment funding to improve the condition of its stock.

What's Important To You

- Provision of more affordable housing - particularly 2 and 3 bed.
- Decent housing in safe and attractive residential environments.
- Accessibility to shops and facilities through location and public transport
- Keeping residential neighbourhoods free of rubbish, litter, graffiti and vandalism (STATUS Tenant Satisfaction Survey 2006)

Prospects for the future

Providing good quality housing and a well integrated blend of different housing types and tenures is a vital part of achieving the strategic vision of Southend Together. Creating a regional centre with a thriving and enriched community will require housing and residential areas which feature:

- **Quality and choice:** A broad range of quality housing in terms of size, type, tenure and affordability.
- **Accessibility:** good public transport links to education, health facilities, work, shops and leisure.

- **Sustainable housing:** energy, water and other resource efficient design features which maximise the use of renewable and recycled resources; and
- **Flexibility:** housing that continues to meet people's needs as they change ("lifetime homes").

Current and planned action

- The Council aims to ensure the homes it owns meet the Decent Homes Standard by 2010. This is a key priority for addressing housing need and in order to achieve this, the Council is working closely with South Essex Homes to improve landlord services.
- Ensure additional affordable housing is provided in the borough through the Local Development Framework, and through increased partnership working with developers and at the strategic level.
- Continued long term commitment to reviving civic pride, improving the public realm and creating a sense of place through town planning, and preservation and enhancement of areas of special architectural or historic interest.
- Operation of a licensing regime for Houses in Multiple Occupation.
- Continue providing assistance to householders and landlords to improve the energy efficiency and condition of private sector housing.
- Maximise opportunities to work with landlords to prevent and solve homelessness.
- South Essex Homes is working to achieve the Respect housing standard by ensuring that reduction in levels of anti-social

behaviour and crime and disorder are a key outcome of the services it provides.

- Through the Second Local Transport Plan 'Environmental Rooms Programme', the Council will seek to provide safer environments for its community through traffic calming and speed management: ensuring travel at appropriate speeds, and to discourage inappropriate use of local roads for strategic and through-room journeys.
- These issues are being taken forward through the emerging Local Development Framework and existing mechanisms led by the local authority and will be reviewed in the light of progress made.

Key Outcomes

- The percentage of the boroughs private sector homes that meet the Governments Decent Homes Standard is now equal to, or greater than, the national average.
- A year on year net gain in the numbers of affordable housing in the town, both mainstream and key worker affordable housing.
- A well resourced and high profile regime for licensing Houses in Multiple Occupation is clearly regulating the quality of Houses in Multiple Occupation accommodation in the private rented sector.
- Evidence of a reduction in the number of long term empty homes through their return to use.
- All new homes provide at least 10% of their energy needs from on-site renewable sources.

- Sufficient and timely provision of student accommodation has had the effect of minimising the appearance of low quality rented accommodation.
- A high profile student accommodation accreditation scheme is effectively regulating the quality of accommodation in the private rented sector, and is valued by key stakeholders.

Local Area Agreement linked outcomes:

- Reduce fuel poverty and improve energy efficiency.

Linked strategies and plans

Housing Strategy
 Homelessness Strategy
 Private Sector Housing Assistance Policy
 Home Energy Conservation Act Strategy
 Fuel Poverty Strategy
 Southend's Second Local Transport Plan and Accessibility Strategy
 Thames Gateway South Essex Sub-Regional Housing Strategy

Key contact

Helen Carrick, Housing Strategy and Research Officer
 Southend-on-Sea Borough Council
helencarrick@southend.gov.uk
 01702 215000

Lead Partnership: Economic Development and Enterprise

Transport and access

Ambition

A borough that has a safer, more accessible, and affordable means of getting about, which supports the potential for regeneration and growth.

Objectives to achieve ambition

- Reduce congestion and make more efficient use of the network
- Improve accessibility in the Borough, particularly to the town centre
- Improve and provide appropriate parking
- Increase the use of public transport, walking and cycling
- Improve the quality of the environment and air quality

Current position

Southend is characterised by predominately east/west travel movements serving the wider conurbation of South East Essex.

The levels of congestion on the main highway corridors are a major and growing problem, particularly at peak hours. During the plan period (2006/7-2010/11), growth in travel demand is expected to increase by up to 20% and 35% by 2016. Efficient management of the demand for access by car will require corresponding improvements and promotion of other modes.

Southend is served by two railway lines linking to London, with 9 railway stations and many local bus routes. These services require improvement and better integration to provide sufficiently attractive

alternatives to the car, which will bring about a significant change in travel patterns.

Improved accessibility is being sought to places of work, learning, health care, shopping and leisure, by working with local groups, to promote social inclusion and equality.

Southend is committed to ensure the delivery of safer roads across the Borough and will continue to strive to reduce the number and severity of casualties. Currently the Borough is on track to meet its casualty reduction target and has set a more stretching target as part of the Local Area Agreement. Improvements to public transport and the environment will reduce the fear of crime, which deters people from walking and using public transport particularly in evenings.

Southend is planning for a growth in population, jobs and housing provision. The targets for growth have been set at 13,000 additional jobs and 6,500 additional dwellings by 2021.

It has been identified by the East of England Regional Assembly that major transport investment is vital to manage the predicted level of growth in the East of England Region. Over the next three years, proposal will come forward to develop the South Essex Rapid Transit system (SERT), together with over £2m worth of Integrated Transport Schemes per year funded by the Local Transport Plan. Contributions from developments will be crucial in providing key infrastructure to support the growth in jobs and housing. Southend is working in partnership with key stakeholders, including the Thames Gateway South East Partnership, Communities and Local Government and Renaissance Southend Ltd to unlock further funding sources.

Southend as a Regional Centre must be competitive, accessible and attractive. Transport will play a vital role in driving forward these ambitions for the Town.

What's Important To You

- Transport was found to be one of the two key issues for Southend along with Leisure for Southend to function as a Regional Centre. Road congestion was cited as an issue particularly in relation to commuting during the peak travel times. Appropriate parking provision was also a key issue;
- Improved and cheaper bus services, along with more innovative developments using the Thames and providing another link with Kent. Improved rail facilities, including the Shenfield and Stansted links;
- Southend Airport is seen as a key development opportunity;
- Access to education facilities afford local employment opportunities and more skilled workforce;
- Focussing on the more deprived areas of Southend; improving the image and appearance of the town (including more imaginative lighting), the fear of crime and creating an environment that promotes healthier life styles.

Prospects for the future

The vision for the Second Local Transport Plan (LTP2) is to *"secure a step change in transport provision and service to deliver quality integrated facilities, improved accessibility and the long term sustainability of Southend necessary to achieving the town's potential for regeneration and growth for a vibrant and prosperous coastal town and a regional centre of cultural and intellectual excellence".*

The second Local Transport Plan has been judged as "good" by the Department for Transport, which supports the aspirations for transport and the quality of planning for the future.

It has been clearly identified within current policies and plans that a "step-change" in transport infrastructure, accompanied by demand management to constrain car usage will be required to create the right environment for investment in the Town. This is underway, but there remains a significant gap. The Council continues to press for further funding and resources through the Thames Gateway South East Transport Board, East of England Regional Assembly and directly to Central Government.

Integrated Transport schemes will take forward a package of low cost measures to encourage more sustainable transport linked closely with the other areas of this Community Strategy to deliver wider benefits.

Strong "cross-boundary" working with Essex and Thurrock is underway and this will see joint transport proposals coming forward with further transport modelling work undertaken to better understand the suitable transport interventions to support growth.

Environmental improvements and cleaner air will be promoted through improved vehicle technology and cleaner fuels. Support for "tram style" transport systems is evident and will be taken forward as part of the SERT project.

A more balanced pattern of 'out / in' commuting will need to be achieved to enable more sustainable job creation and housing.

Improved marketing and information to advise on appropriate transport use for any given journey will be undertaken through the promotion of "smarter" travel choices. This could lead to up to a 10% shift in travel mode across the Town.

Schools and employers are actively developing and maintaining Sustainable Travel Plans to reduce car dependency and this will be further developed through S106 agreements.

The Council will review the effectiveness of the voluntary bus partnerships to see whether a more effective way of improving bus services is appropriate.

Current and planned action

- Congestion relief will be addressed by encouraging more appropriate use of the highway network (eg parking management, route signage, bus priority and intelligent transport systems and targeted improvements);
- The promotion of sustainable travel including car sharing will be taken forward as part of the "move easy" network;
- Best practice will be considered in developing sustainable transport solutions such as alternative fuels and reducing emissions, especially from UK and EU funded projects;
- Further investment in public transport infrastructure eg bus shelters and travel information;
- Continued implementation of the cycle network to key locations to provide safe walking and cycling routes such as the Cinder Path and Prittle Brook Greenway;
- Improvements to the local environment will be through the "Environmental Rooms" with targeted Maintenance;
- Close alignment with the Local Development Framework will continue through the Area Action Plans;

- Work will continue with Renaissance Southend Ltd in developing their Transport and Access Study for the Town Centre and Borough, closely linked with their Regeneration Framework and Town Centre Masterplan;
- Engineering improvements and education linked with Safer Journeys to School and the Walking Bus will progress;
- A Transport and Access strategy for Southend airport will be developed as part of a joint Area Action Plan to support expansion;
- The SERT proposals will see a plan for the rapid transit system linking the new employment and housing areas within TGSE. This will be taken forward as part of the Business Case submission to the Government in 2008;
- Proposals to encourage greater use of river transport will be brought forward;
- Establish a coherent car parking and payment strategy including for the Town Centre;

Key outcomes

- Reduce vehicle delay and growth in traffic, particularly during peak hours on the main transport corridors;
- Ensuring that the development proposals for the Borough are linked with transport improvements and sited appropriately to connect with convenient and accessible public transport;
- Improve air quality and make a contribution to reducing CO2 emissions by promoting less car use, cleaner technology and more sustainable modes;

- Improve and maintain the public realm through investment in quality transport infrastructure and better asset management;
- Increase the attractiveness and reliability of public transport to encourage greater use to key destinations including education establishments for the young;
- Increase the level of cycling and walking, particularly to schools and for short journeys eg more walking bus routes;
- Achieve at least a 40% reduction in the number of casualties killed or seriously injured and at least a 50% reduction in the number of child casualties killed or seriously injured on Southend's roads by 2010;
- Reduce other casualties and increase the number of children and adults receiving cycle training.

Linked strategies and plans

Local Transport Plan 2
 Local Development Framework;
 The European Funding Programme;
 Strategic Environmental Assessments
 The Trans European Rail Network;
 DfT's shared priorities for Transport;
 DCLG's Sustainable Communities;
 EEDA's economic policies;
 RSL Plans and Framework
 East of England Regional Assembly's draft East of England Plan (RSS14);
 TGSE strategies;
 TGSE Transport Board Business Plan;
 Local Southend Airport Masterplan;

Key Contact

Paul Mathieson, Group Manager, Transport Policies and Programmes
 Southend-on-Sea Borough Council
paulmathieson@southend.gov.uk
 01702 215000

Lead Partnership: Economic Development and Enterprise

About Sustainable Communities

Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Sustainable communities are:

- Active, inclusive and safe
- Well run
- Environmentally sensitive
- Well designed and built
- Well connected
- Thriving
- Well served
- Fair for everyone

Components: *in full Sustainable communities embody the principles of sustainable development. They:*

- balance and integrate the social, economic and environmental components of their community
- meet the needs of existing and future generations
- respect the needs of other communities in the wider region or internationally also to make their communities sustainable.

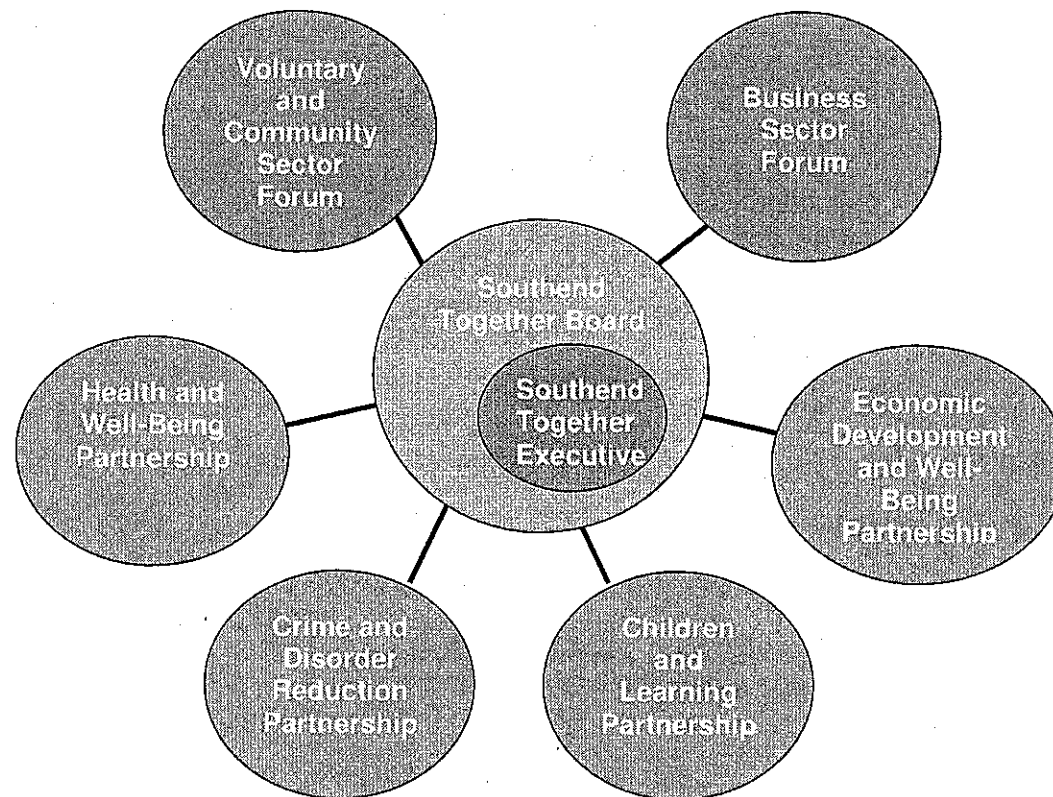
About Southend Together

Southend Together is made up of:

- The Board
- The Executive
- Partnerships
- Public, private and voluntary and community sector forums

The Board, with the support of the Executive, co-ordinates the work, agrees the priorities and ensures the targets are met. The Board includes representatives from the public sector, including the Council, health, education and the police. The private sector, voluntary and community groups are also represented. The underlying partnerships, such as the Crime and Disorder Partnership, will help the Board to reach the targets and meet the priorities.

The main projects for Southend Together are the delivery of the Sustainable Community Strategy (SCS) and the Local Area Agreement (LAA). The SCS is the overarching plan for the community, setting out the vision and priorities for the town. This plan replaces the current Community Plan. The LAA is a three year agreement based on the local SCS that sets out the priorities for a local area agreed by central government and the local area represented by the local authority and other key partners through the LSP.



Structure and Membership of Southend Together

Southend Together Board Membership

Katherine Kirk - Independent Chair
Councillor Murray Foster - Vice-Chair Southend Together and
Leader of Southend Borough Council
Rob Tinlin - Chief Executive, Southend Borough Council
David Folkard - Divisional Commander, South Eastern Division,
Essex Police
Maureen Frewin - Chief Officer, Southend Association of Voluntary
Services
Lorraine Cable - Interim Chief Executive Southend East Essex
Primary Care Trust
Matt Furber - Community Commander Essex Fire & Rescue
Service
Donna Gale - Essex Chamber of Commerce
Frances Neil - Headteacher
Geoff Nash - Coalition of Borough Residents Association
Ahmed Khwaja JP - Ethnic Minority Forum
Jan Hodges - South East Essex Collège
Mike Lambert - Renaissance Southend Limited
Sarah Carr - Southend Tenants & Residents Association
Robert Davies - Environment Agency
Sally Carr - Children & Learning Partnership Board
Rev Rick Williams - Faith Communities' Representative
Paul Butler - Learning & Skills Council
Tbc - Youth Council
Tbc - Economic Development and Enterprise Partnership
Tbc - Disability Forum

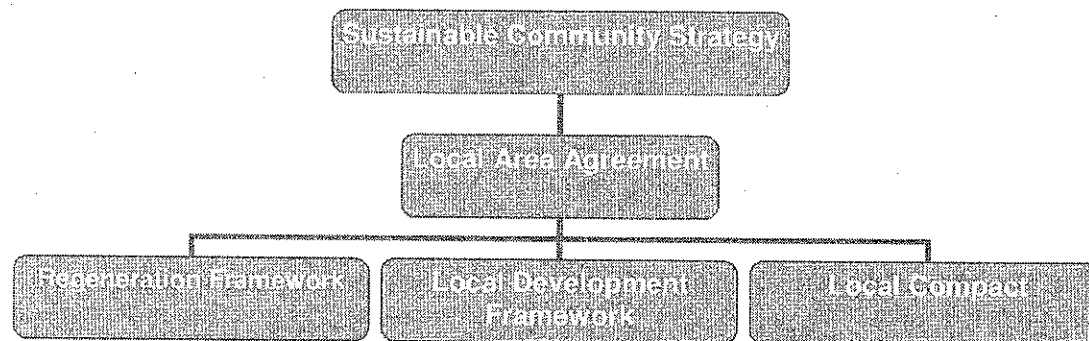
Southend Together Executive Membership

Katherine Kirk - Independent Chair
Rob Tinlin - Chief Executive, Southend Borough Council
David Folkard - Divisional Commander, South Eastern Division,
Essex Police
Maureen Frewin - Chief Officer, Southend Association of Voluntary
Services
Lorraine Cable - Interim Chief Executive Southend East Essex
Primary Care Trust
Tbc - Business representative

Observers:

Elizabeth Cowie - Thames Gateway Delivery Unit
Jane McLauchlan - Thames Gateway Delivery Unit
Richard Potter - Government Office for the East of England
Catherine Sackey - Thames Gateway South Essex Partnership
Mahroof Kazi - Thames Gateway South Essex Partnership
Paul Wood - East of England Development Agency

Links and Principles



Southend's Local Area Agreement

A Local Area Agreement (LAA) is a three year arrangement that sets out the priorities for a local area as agreed between Central Government and the borough's Local Strategic Partnership (LSP). Southend's LAA will run from April 2007 to March 2010. The real benefit of an LAA is to enable a more determined focus on local priorities through partnership working or innovation that can make an impact over and above what is already being done. In addition, the Borough will receive about £0.9 million pump priming money to support the priorities and could potentially receive up to £5 million reward grant at the end of the agreement if it achieves certain performance targets. LAA's also provide an opportunity to simplify funding streams and obtain some freedoms from Central Government.

The work for the LAA is structured around four blocks:

- Children and Young People
- Safer and Stronger Communities
- Healthier Communities and Older People
- Economic Development and Enterprise

Southend Together recognises that LAAs will be an increasing feature of local service delivery and the development of sustainable communities. The opportunities this will bring to enhance the quality of life for local people through better partnership working are, therefore, welcomed.

Regeneration Framework

This is the key overriding document that will shape the strategy for Renaissance Southend up to 2021. Renaissance Southend has commissioned Roger Tym & Partners to assist in preparing a Borough wide strategy based on an analysis of current and future economic performance and the demand for commercial and housing development. This work will be completed by January 2007. Following this, Renaissance Southend will publish a public facing document that will set out the key issues identified through the process (this will be the final Regeneration Framework document).

The key aim of the Regeneration Framework is to build up an evidence base, relating to Southend's economic performance across a range of sectors, and this will guide Renaissance Southend and its partners in making the right interventions to bring about regeneration in Southend and an improvement in the economy.

The Regeneration Framework sits above the Central Area Masterplan, and informs the Southend-on-Sea Borough Council Local Development Framework. Although the Regeneration Framework considers the whole Borough, it has a significant focus upon Southend Town Centre as the key driver of the Borough's economy. The priorities that are being established for the Town Centre are setting the framework for the Central Area Masterplan.

Town Centre Master Plan
Local Area Agreements
Major delivery plans

Local Development Framework

The Local Development Framework is part of a new development plan system introduced by the Planning and Compulsory Purchase Act 2004. Under this new legislation the Local Development Framework will replace the old system of structure plans, local plans and supplementary planning guidance. The development plans contained in the LDF will set out the policies and proposals relating to the development and the use of land in the borough up to 2021. Southend's Local Development Framework will over time replace the current Borough Local Plan.

The Compact

As a result of partnership working between local statutory agencies (including Southend-on-Sea Borough Council, the Police and PCT) and representatives of the voluntary and community sector in Southend, a Local Compact for Southend-on-Sea has been published. A list of signatories to the Compact can be found at www.southend.gov.uk. A 'COMPACT' is an agreement between the parties as to how they will work together to improve their relationship for mutual advantage and the benefit of local people. It will also provide a platform for future debate as to how the Compact is working. The principles of the Local Compact are embedded in the work of Southend Together.

About Southend – some of the facts!

People

- Southend is officially home to around 160,000 people. This is projected to grow to 170,000 by 2017. However, the numbers registered with GPs were about 175,000 in June 2005.

Older People

- Southend has a high proportion of residents over the age of 65 and in retirement with 30,000 older people aged 65 and over - due to rise marginally to about 31,000 by 2009/10. It has a higher proportion of people aged 65+ than the England average (Southend 19.2%, England 15.0%).
- Southend has a higher proportion of frail elderly aged 85+ at 3%, compared to 1.9% for England - 2001 census).

Children and young people

- There are 39,162 0-19 year olds in Southend.
- The numbers at primary schools are predicted to remain stable over the next 5 years. Numbers at secondary schools are predicted to peak in 2008/09 and then fall.
- There are 279 Looked After Children (Jan 2007) in Southend - higher than the national average, but significantly less than in previous years.

Diversity

- The black and ethnic minority population is 7.1% compared to the national average of 13%. However, Southend is becoming increasingly diverse. 12.6% of pupils at primary schools and 12.3% at secondary schools are from ethnic minorities (2006).

Environment:

- Residents recycle 26% of waste, but the volume of waste is still increasing.
- 436km of highway is cleaned each year, including 21,000 gullies. Around 1200 abandoned vehicles each year are taken off the streets.

Economy

- There are about 6,500 companies in the borough, with 10 major employers.
- 25% of the working population work in financial services, 24% in public services, with 18% in manufacturing and construction.
- 3.3% of working age residents claim unemployment benefits (compared to 1.9% for East of England and 2.2% for England) - (Dec 2006).
- Southend has a strong entrepreneurial culture with 12.6% of the population classed as self-employed (second highest rate in East of England) and 506 businesses starting up each year.

Homes

- 73% of homes are owner occupied, slightly more than the national level (69%); 8% are Council (13% nationally); 13% privately rented (9% nationally); 3.6% are Housing Assoc/RSL (5.9% nationally).
- 35% of households are made up of 1 person (30% England & Wales).

Health

- Life expectancy is 76.3 years for men and 80.5 years for women - in line with the England average. However, residents in the 'healthiest' wards can expect to live 6.3 years longer than those in the least healthy (81.2 years compared to 74.9).
- 26.4% of adults in Southend smoke (greater than the national and regional average). Smoking is the single most important cause of preventable illness in the borough, killing an estimated 200 people each year.
- Around 22% of adults and 13% of primary age children are obese.

Deprivation

- Southend is ranked 114th out of 354 local authority areas (354 being the least deprived). Pockets of high deprivation sit alongside wealthy areas.

Education

- 32% of pupils progress to higher education (42% nationally). The numbers in post-16 education is forecast to rise from 1,880 (2006) to 2,027 by 2010/11 (8% increase).
- About 30% of people aged 16-74 have no qualifications. This is slightly higher than the national percentage (29%) and regional percentage (28%).
- The number of 16-18s not in education, employment or training remains high (7.9%).
- The Government wants to see 50% of young people in university by 2010.

Transport

- 65% of the working population live and work in the borough.
- 57% of the working population travel to work by car (70% nationally); 11% walk (10% in Eng & Wales); 13% by train (4% Eng & Wales).
- About 16% of the economically active population of 80,000 commute to London

Leisure

- Southend has over 80 parks and green spaces and 14 conservation areas.
- Southend is home to the longest pleasure pier in the world.
- 6 million visitors each year come to Southend, generating income of around £200million each year.

How to get involved

This high-level strategy has been informed by a considerable amount of debate and consultation undertaken by the Southend Together. Southend Together Board partners asked that we use as much plain English as possible and to reduce its length to make sure that it is an accessible document at the same time as meeting Government and other requirements. This is no mean task and if you have any suggestions on how we can improve, we would like to hear from you!

This is a live document, capable of being updated annually to take account of new developments and Government Guidance on Local Strategic Partnerships, Community Strategies and Local Area Agreements.

We would be pleased to receive suggestions you may have which can inform future updates, in particular we would be pleased if you would consider:

- How the linkages between the sections can be improved.
- How your organisation or network can help deliver the challenging targets and improve the quality of life of all our citizens.
- Any major omissions (bearing in mind that this is a strategic document and much of the detail will be contained in the individual plans referred to in the specific sections.)

Please send your comments to: Suzanne Wright, Policy and Consultation Officer at Southend-on-Sea Borough Council, email: suzannewright@southend.gov.uk.

Translation and other formats information

If you would like this document translated into a different language or a different format (Braille, audio cassette or large print) please contact:

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Local Strategic Partnership

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