

SOUTHEND-ON-SEA COMMUNITY STRATEGY CONSULTATION

1 SUMMARY

- 1.1 This report seeks the views of members on the Community Strategy for Southend-on-Sea.

2 INTRODUCTION

- 2.1 Southend -on-Sea Borough Council and the Southend Strategic Partnership have produced a Community Strategy for consultation. As one of their neighbouring authorities, Rochford District Council has been asked for comments. The deadline for comments is the 15th November 2002. A copy of the strategy is appended.

3 THE SOUTHEND-ON-SEA COMMUNITY STRATEGY

- 3.1 The Community Strategy has been developed by the Southend Strategic Partnership. This consists of representatives from the Chamber of Commerce, the Essex Learning and Skills Council, Southend Association of Voluntary Services, South East Essex College, Southend Police, Southend Primary Care Trust and Southend Borough Council.
- 3.2 There are 7 themes identified in the Strategy
1. Prosperous Community
 2. Learning Community
 3. Safer Community
 4. Healthy Community
 5. Greener Community
 6. Supportive Community
 7. Cultural Community
- 3.3 The layout of the Community Strategy is clear and identifies what it is trying to achieve, their assets, achievements so far and the challenges facing the area. Plans for the future identify planned projects.
- 3.4 Importantly the Strategy tries to link the ambitions or objectives with measures of performance. These are based on national and local performance indicators from local government, health and education sectors.

4 OFFICER COMMENTS

- 4.1 The lay out of the Strategy seems to reflect the types of questions being asked through the Comprehensive Performance Assessment process.
- 4.2 The key targets do not always measure the ambitions outlined in each section. For example, in Learning Community the ambition is
‘opportunities for learning for all and a highly skilled workforce’
The measures relate to the level of qualification achieved, they do not measure what affect this has on the workforce. None of the targets are above NVQ level 3, and so this is not necessarily a measure of high skill.
- 4.3 None of the categories identify how the plans will be implemented, resourced or reviewed. For example, in Healthy Community, in which waiting times will be reduced, how will waiting times be reduced, how will the number of deaths for heart disease and cancer be reduced?
- 4.4 The cultural ambition – *‘A Cultural Capital of the East of England by 2010’* may be over ambitious, competing with Cambridge and existing cultural centres locally such as Colchester and Chelmsford.
- 4.5 It is not clear what ‘added value’ will be achieved through the adoption of the Strategy.

5 RECOMMENDATION

It is proposed that the Committee **RESOLVES**

To consider the Community Strategy for Southend-on-Sea and respond accordingly.

Paul Warren

Chief Executive

Background Papers:

Southend Together – The Southend Strategic Partnership, ‘Southend Setting the Standard’ – Appendix1

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