

Southend 2050 Ambition: Five Themes & 23 Outcomes for 2023

Pride & Joy

By 2050 Southenders are fiercely proud of, and go out of their way, to champion what our city has to offer. By 2023:

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

Safe & Well

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

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

Active & Involved

By 2050 we have a thriving, active and involved community that feel invested in our city. By 2023:

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

Opportunity & Prosperity

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

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

Connected & Smart

By 2050 people can easily get in, out and around our borough and we have a world class digital infrastructure. By 2023:

1. It is easier for residents, visitors and people who work here to get around the borough.
2. People have a wide choice of transport options.
3. We are leading the way in making public and private travel smart, clean and green.
4. Southend is a leading digital city with world class infrastructure.