



LIFE EAST

VISION + PROGRESS = FUTURE

FRAMEWORK FOR THE SOUTHCHURCH PARTNERSHIP



PROJECT SOUTHCHURCH
COMMUNITY TOGETHER





Dear All,

It has been a long time coming, but eventually we can present a blueprint of our aims and vision for this organisation and Southchurch.

We aim to be an intermediary organisation bringing together all groups, from a variety of issues facing residents and businesses. Our aim is to approach challenges as a community, to improve the area we live and work in. Uniting all to create one community, one voice – a COMMUNITY TOGETHER.

We will look to create hope at every opportunity, maintaining awareness and understanding of all resources available and all possible. To make Southchurch a better place to work and live in.

Our priority is safety and community. We will continue to concentrate on our StreetSafe and The Core campaigns as priority. We will also work with our partners to keep the area clean and as tidy as possible. These projects are how we started as an organisation and remain at our heart.

It is important for us to have a wide demographic representation within the organisation. Our schemes are designed for all, to embrace the full diversity of our community into Project Southchurch.

We have formed strong partnerships with various agencies, organisations and companies within Southend and also Southend Borough council. We have already been instrumental in a number of small changes and look to achieve much more. We are grateful for those who have already joined us, but would welcome more people.

We have gone through the most challenging time in most of our lifetimes. Our deepest sympathy goes out to those who have lost family and friends to this brutal virus.

Thank you to the NHS and the emergency services for their continuous call to duty through this pandemic. Thank you to all the council workers who continued to operate as many services as possible. Thank you to all those volunteers, whose commitment and kindness shone through.

We worked with a number of agencies and organisations over this challenging time. Our partner's delivered essentials to those in need. We provided a number of 'take away' meals and microwaves to those vulnerable, who fell into a void between schemes.

We were also grateful to sit on the working group with Southend Bid and other community organisations, for the Southend Retail reopening.

Through all of the projects and issues that we have faced, we've experienced a commitment to better Southend. Southchurch needs to be at the forefront of that. Our community and business need to have a voice, that people will listen to – nothing is louder than a community together.

There are a number of developments that will have an impact on our area in the future. We will make sure those alterations do not disrupt the environment around Southchurch. We will work to minimise the effects that the construction or subsequent displacement these new projects may have on our area, but place our community in a position to benefit.

We are a proud member of SAVS (Southend Association for Voluntary Services) we are grateful for their continued guidance. We look forward to continue working with Southend Borough Council, Southend Bid and other organisations on the many challenges we face. We would like to especially thank Pat Sampson from SHIP, local councillors, Chief Inspector Hughes, Inspector Gardiner and Southend Community Police Team for being particularly supportive.

Thank you to all partners for attending meetings and involvement in some of our projects. We will keep you updated on our journey.

For those who haven't declared an interest and wish to join us, there is a form attached. You can either complete the form or just email us your contact details. Let us know if you wish to be a Volunteer/Co-Ordinator or part of the Founding Committee.

Keep safe and well.

Regards

A handwritten signature in black ink, reading 'Rob McAvoy' with a stylized flourish at the end.

Rob McAvoy
Co-Founder, Project Southchurch



INTRODUCTION

Project Southchurch is a proactive group, aiming to work in partnership with Southend Borough Council, Police, local councillors, local agencies and other organisations operating within the boundaries of Southchurch.



Project Southchurch uses geographical, historical boundaries. The organisation will cover the council ward of Southchurch and areas within the wards of Thorpe, St Luke's and Kursaal.

It aspires to be an intermediate organisation bringing together all local groups to address a variety of issues facing residents and businesses. Our aim is to approach challenges as a whole community and to improve the area we live, learn work and trade in.

By uniting all to create **'one community, one voice and a community together'** we believe we will have the strongest voice and can make good things happen.

The organisation was founded in January 2019 by local residents Bill Darrington and Rob McAvoy, who witnessed issues that concerned them, mainly concerning anti-social behaviour and decided to act before they escalated out of control.

Project Southchurch has already made significant progress laying the foundations for future success by forming powerful working relationships and partnerships with a wide range of individuals, organisations and agencies across Southend.

Our ideas transcend Southchurch into the wider area of Southend. We would be delighted if other community groups or Southend Borough Council, felt that some of our initiatives are compatible for their needs too.

The concerns of a community are fluid, situations quickly change and direction is sometimes altered. Our commitment to Southchurch, that you will always be paramount to challenges we face and involved in any decisions made.

The implementation of any project will be through partnership. We are also happy to incorporate any ideas that residents may have for improving Southchurch.

Project Southchurch is an entirely independent group and not affiliated with any political party, business or faith organisation. Our sole purpose is to improve our local community for all.





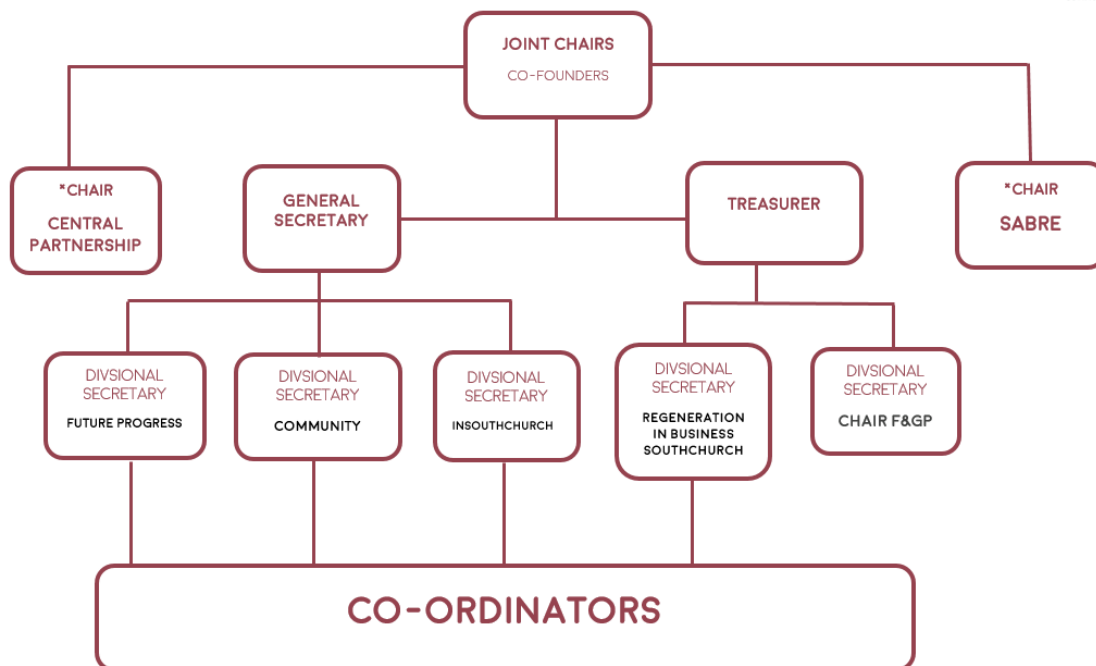
FOUNDATION & DEVELOPMENT COMMITTEE

Project Southchurch has a broad focus and brings together a number of local initiatives, having carefully identified key local challenges. Uniquely, we also propose solutions and take pride that our organisation is positive and proactive, offering a dynamic idea, programme or action to improve and strengthen Southchurch in each area we look at.

It's based on the neo-impressionist style of painting called divisionism, founded by French painter Georges Pierre Seurat. The style was based on the separation of colour into individual dots which interacted optically. In plain, think of each of our initiatives, ideas or programmes as dots. Each dot has its own significance and importance, once you stand back and view them as a collective you will observe the full picture of our aims.

Until April 2021, when we hold our AGM, the organisation will be managed by the Foundation and Development Committee. Until then, to get things moving, all positions on this committee will be appointed by the Co-Founders.

We look to create hope at every opportunity, maintaining awareness and understanding of all resources available and all possible.



COMMUNITY:SOUTHCHURCH

ENGAGE + REACT + ACHIEVE

Communities are made from a diverse range of people. Each person has a story of their journey here. We believe improvement is achieved when a community is together and through partnership with other organisations.

Our 'Community' initiative has a number of campaigns to begin with. Each idea is based upon a theory of engage, react and achieve. To engage with the residents or businesses about the concerns or ideas, react by working in partnership with the local community and organisations and to achieve by delivering an outcome, acceptable for all.

The Community initiative includes two of our most important projects. These programmes are the heart of our organisation – StreetSafe & The Core.

STREETSAFE

FOR A BETTER SOUTHCHURCH

The growth of crime is a priority issue for the community and we aim to work with the police to tackle the problem. This will require working in partnership with residents and businesses within Southchurch, through the StreetSafe campaign.

We will work with council and other partners to agree a joint strategy to make Southchurch safer. Improved lighting in doorways, public places and secluded areas. Encourage the council to make use of available technologies, CCTV and ANPR Readers in areas of concern. Through StreetSafe, we will help to identify those 'High Risk' areas where action is urgently needed.

Through our StreetSafe initiative our primary aim is to encourage people to report incidents. The reassurance that all information provided is important and all details are given in complete confidence. The knowledge that, although reports may not be responded to immediately all information is important to build a picture. A collation of facts to build intelligence, to be used proactively at a later date - vital to protecting a community.

To help build a rapport between the relevant agencies, residents and businesses we will hold events promoting the channels that can be used to report. We will use other marketing techniques available to put the message across to the wider community. Points where cyber bullying can be reported and vulnerable groups can share their concerns feeling comfortable and secure.

Hate crime continues to grow as an extremely concerning issue. When we develop the Core, we want to be a point where such vile and cowardly acts can be reported. We will commit for our volunteers being trained in the process required and will work in partnership with the Community Police Teams and other agencies.

We will support all outreach programmes that operate to combat modern slavery. Providing assistance to schemes managed by relevant agencies to rehabilitate and offer safety to those trapped within.

We will work with Southend Borough Council to expand DISC to Southchurch Retail (See Regeneration in Business Southchurch). DISC is an information sharing system reporting low level crime and creating alerts with retail zones.

The system can be configured to provide information regarding public realm issues affecting traders. Whether that be low level crime, street drinking, rough sleepers, damage to street furniture, graffiti, fly-tipping and much more.

More information regarding DISC can be found at www.discagainstcrime.com or contact Southend BID.

StreetSafe Tips

Street Safe also has recommendations to combat opportunist crime, a selection of these are listed below.

If you know your neighbours are away and with their agreement here are a few ideas,

1. Make sure all mail is fully pushed through the letterbox
2. On refuse collection day place a spare bag of rubbish (If you have one) on their driveway.
3. With your neighbours knowledge and consent, if possible park a car on their drive while their away.

We will also encourage residents, no matter how ridiculous it may seem. If you have front gates – shut them, studies have suggested this provides a psychological deterrent.

When locking up always double lock the front door and make sure all outbuildings (Sheds, garages - etc) are secure.

Those residents with cars

1. Make sure that no valuables are visible when you park up, ideally (if at home) take them inside.
2. That when your car is parked on the road turn the wheels slightly towards the pavement and put on a steering lock (if you have one).
3. If you have a keyless ignition system. Keep your car keys in substantial drawers, ideally within a faraday bag. Also install separate security (Crook Lock) within your vehicle.

Surveys have found that this deters opportunist criminality. It's not the ultimate solution but makes things more difficult.

Dispersal Zones

We have recently witnessed the introduction of dispersal schemes within the town centre and more recently in Southchurch Hall Park.

Where we agree in principal and support the reasons behind the policy, we have major concerns on the affect both have on the Southchurch area generally.

Both dispersal programmes are putting pressure on Southchurch Retail areas and potentially moving problems to Southchurch Park. I have been reassured that plans are in place to deal with the issues, but we will seek that these plans are more robust for the area.

In recent times there has been a noticeable increase in begging, street drinking and drug use within public places in the Southchurch area. We are working in partnership with Safer Southend, to increase Community Safety Officers patrols in the area. We are grateful to the extra patrols undertaking by our Community Police Team.

There is no doubt that this is another area where local intelligence is needed to help map areas affected and also a wider CCTV network.

Housing

We have become aware of problems in Housing Association and private properties. Individuals being allowed entry, mainly through intimidation or deception. When inside, the communal areas are defecated or used for anti-social behaviour. The Associations themselves have or are dealing with the situations, yet we should pledge our support as a community.

Through partnerships with the relevant agencies, we can challenge these acts of threatening behaviour. We will send the message that Southchurch will not tolerate these actions and will react.

Partnerships

We will build on our partnerships with all agencies. Request increased patrols when necessary and continue to listen and support the community. When possible providing information to make you reassured and feeling safer. It's always worth bearing in mind Southchurch and Southend in general is a relatively safe place to live. Through our partnerships we aim to reduce the occasions of Anti-Social Behaviour and general crime. This is only achievable with the most important partnership of all, with residents and local businesses.

THE CORE

COMMUNITY FOCAL POINT
SOUTHCHURCH

Interactive Community Point

Interactive Community Points are, in essence, unofficial 'Town Halls'.

They are aimed at being a centre for the whole community. A pivotal point, where all of society can come together and help each other.

This 'axis of care' will be a safe environment for people to share the challenges they face and seek advice and assistance.

We want it to be an area to celebrate the good side of humanity from creativity to entrepreneurship. A promotional venue for local residents, organisation, agencies and businesses to discuss their aims, projects and inventions through our **Spotlight** sessions and simply inspire.

'**Spotlight**' can also be the opportunity for artists, photographers, musicians, drama groups and spoken wordsmiths to highlight their talent. Through productions in the form of concerts or exhibitions and through offering their skills, to provide lessons in their chosen crafts.

A place used for education, not only for those already mentioned within the Spotlight sessions. Trade and recruitment fairs, educational advice, money management and a spectrum of other life skills - to supplement the knowledge provided by our educational establishments.

A place where schools and colleges can highlight their own achievements or adult groups whose members are living through challenges can feel secure, their wellbeing at the heart of our concerns – The Core.

We hope to attract our MP and many councillors, to operate a number of surgeries at the venue. We will aim to encourage those organisations, which provide valuable assistance to our residents seeking advice, to be present on occasions.

The Southend Community Police Team will also be present on occasions, to listen to people's concerns and reassure.

We would also like to create a centre for the reporting of Hate Crime. We would support any volunteer who wished to be trained in the process and have the support of Southend Police for looking into this.

The Core would be open to all organisations within Southchurch and Southend. To be used for conferences, meetings and exhibitions.

It can be used by societies to use for talks or courses about their interests and hobbies. We particular encourage Young Adult Groups

We aspire to create a 'Living Memory Wall', where people can share their thoughts and images of Southchurch and Southend in general. The wall is based on those living with dementia and inspired by a project in Edinburgh. The stimulation created by old and new photographs helps and calms.

We will work with CRY (Cardiac Risk in the Young), to offer space during their 'Roadshows', testing *young adults for heart defects. Twelve young adults die each day due to undetected heart issues. (Young Adults are between the ages of 16-32).

We are currently looking for premises for the Core. Many of these ideas can be still be arranged at venues in and around Southchurch for the interim period.

At this point we must go on record with our thanks. A number of estate agents have been contacted regarding a number of properties, all failed to return our calls or take us seriously except one. So thank you Mike Grey and all the staff at Dedman Gray for your time and continued support. Thank you Southchurch, Thorpe and Kursaal councillors, Southend Borough Council, Chief Inspector Hughes and Inspector Gardiner for all their support and help to date.

We want it to be a centre for Southchurch. We are currently going through unprecedented times. When 'The Core' has a permanent location we will dedicate the facility to all who have helped and those we lost during this pandemic. We will discuss the preferred and most respectful form of memorial at a later date.

CHRISTMASTOGETHER SHARING KINDNESS

Providing company should be a constant for those affected by loneliness. We know that is not always possible, for a number of reasons.

There are numerous organisations who provide entertainment, activity and meals during the festive period and on Christmas Day.

In partnership with all these organisations our aim is to put options available under one banner, 'Christmas Together'.

This is an issue challenging many, over the whole year, but exaggerated tenfold over the Christmas period. The programmes offered by these organisations will span the whole year, so it's an opportunity to offer people options. **Hope is not just for Christmas.**

We hope to organise Christmas Together. We aim to host the event in The Core, but will look at other venues until the venue is developed. Christmas Together will be a mixture of party and fayre, with a serious side. In reality the first event will not be held until 2021, giving us organisational time – but most importantly, time to get it right. The ultimate aim is to connect people with organisation who can help over the whole year, just not for one short period. We will be guided by the expertise and experience provided by the organisations we partner.

SOUTHCHURCH ACCORD

PROPERTY & LAND AGREEMENT

Prioritising 'dirt and crime' is essential in achieving a safer and cleaner environment.

Statistics from cities across the world show that well maintained neighbourhoods reduce the levels of crime and anti-social behaviour in an area.

We aim to launch this agreement to restore and maintain all properties to an acceptable standard - residential and commercial - in Southchurch.

There is no planned prize for the best maintained or transformed home or garden, just pride and general improved wellbeing of the community. (See Grow Up Southchurch in Future Progress section).

The agreement can be signed by Private Landlords, Housing Associations, tenants, homeowners and businesses.

For Private Landlords, Housing Associations and businesses you can opt into being named as Friends of Project Southchurch. Your identities shared with the whole community via our Social Media platforms and wider media contacts.

Southchurch Accord can be seen as an unofficial preferred provider list, a nudge to improve our properties in the area. It's a voluntary strategy not a charter.

No data is kept for this scheme, it's simply a promise to our community and yourself. We obviously need to know if you have signed it, purely for statistics. The only data kept will be for Friends of Project Southchurch (as previously mentioned).

Also included within Southchurch Accord will be 'Re-Zone' suggestion, details to be found in Regeneration in Business Southchurch section.

Tourism Accord

The Accord will also include hotels, guest houses and 'Holiday Properties' within Southchurch. All our hotels and guest houses, within Project Southchurch area, are kept to an extremely high standard - we would welcome you all on board to inspire others.

The Southchurch Accord will focus on 'Holiday Properties'. As always the majority of properties and agents are exemplary and the facilities they provide for visitors first class. For those who are less selective, the Southchurch Accord will apply. A strict management of the properties will be required and the immediate cessation of a stay for guests creating illegal or anti-social behaviour. A number of these properties are located within quiet residential areas.

There is a national awareness of these properties being used for parties with entrance fees charged, other activities have also been suggested, to our knowledge none have been reported in Southend.

Our Tourism Accord would ensure Agents applied by the guidelines and we could live as a community together.

Everyone's experiences and various personal situations greatly differ throughout Southchurch. People may want to sign the pledge but may not physically or financially be able to take part. That is why we propose 'Lending Hand'.



We will speak to Southend Borough Council and other agencies to propose the creation of Lending Hand. Inspired by the 'Library of Things' initiative operating in and around South London.

Lending Hand will provide equipment and services, managed on the same principal as a standard library.

Services and items covered by Lending hands will be within Building/Decorators, Gardening and domestic cleaning sector.

We will speak to Allotment Associations to see if they have space to store gardening equipment for the scheme. You will be able to pick the equipment up from their storage points (items must be pre-booked) or have it delivered. We will encourage the council to upgrade the facilities of allotments they own to incorporate the scheme.

We will also seek to have free services provided. Traders can donate so many hours per month to Lending Hand, for the community. So if you require your lawn cut or a small bit of general maintenance, you can 'lend' the hours from the library.

Although it depends on the individual trader, they will only provide 'time'. Any material costs will have to be met by the Lending Hands member.

This service will operate from The Core once established, but for the time being we will seek other locations, in partnership with Southend Borough Council.

REACH

PROGRAMME OF ENGAGEMENT

We will continue to promote the contact details best to use for the emergency services. We will also continue to urge people to report incidents they see, to the relevant agencies. This will allow agencies to deal with any situation quickly and efficiently.

We will also continue to encourage people, who can, to use the Southend Borough Council App, to report fly tipping, general waste and all the other services available. Those who wish to use more traditional methods, no problem, we will supply you with contact details.

Along with our partners at Southend Community Police Team and Safer Southend we are happy to arrange visits to **reach** those vulnerable residents who have concerns and talk to them directly. This is supplementary to the fantastic programmes already run by Southend Community Police Team in reaching out to the community.

It is important that we get the right contact details out to all, for services provided by a range of agencies. To make clear the most efficient ways to reach services when you need them.

It is important for people to be confident and comfortable in reporting concerns. To reassure the community - at all times their anonymity is protected.

Action can only happen through awareness. We aim to expand our programme of engagements, to cover a wide range of council and emergency services.

Please contact us if you would like us to arrange a REACH meeting for you. All we need to know is the principle issue.



We will campaign for better lighting and installation of CCTV within areas of public transport, other public places and wherever identified as in need.

In addition we will support the introduction of a separate register, to list the location of private CCTV on homes and businesses. This register would be a voluntary declaration from residents and business owners for their details to be included on the 'Network'.

The 'Network' would remain anonymous. The Police Community Teams will be the only agency able to access details. The police would request to view footage of an

incident, purely as a guideline to confirm timing and gather information of events. The footage will not be used as evidence. If the Police believe any images would be vital to the case, they must seek your permission for its use. You are under no obligation to agree for your CCTV footage to be presented as evidence.

We will arrange a meeting with Amazon Ring, the doorbell & security provider. Our aim is that every product sold - in the future - by the company, within the Southend and Castle Point area, be included into the Connected Vision programme. Clients will be able to 'opt out' of the scheme.



We have held a number of extremely productive meetings with c2c, these meetings were held prior to the Covid19 lockdown. We have continued to be in contact with c2c and will commence a more detailed conversation later in 2020. Some of the initial suggestions below may change as a result of the pandemic. Please bear in mind the following information was from before March 2020.

C2C highlighted the planned improvements for Southend East station. The work will give an extensive facelift to the station, providing more security for passengers and greater accessibility.

The work has already begun across the c2c network to improve lighting on platforms and in station forecourts. At the meeting itself we highlighted the immediate concern about the lighting onto Ambleside Drive from the station forecourt. The work was completed within 48 hours.

The current internal bridge will be eventually demolished and replaced by a more modern bridge. This bridge will have increased visibility, making it safer for passengers. It will also provide the ability to install lifts, making both platforms accessible to all.

They also identified some areas of concern for passenger safety outside the station. They request that the council install pedestrian crossings, close to current entrances on both Riviera Drive and Ambleside Drive. The speed of vehicles approaching the station, on both roads, is of concern and they believe this plan to be beneficial - as do Project Southchurch.

As support to the community and recognition of the current concerns of the external footbridge outside the station boundaries, between Ambleside and Riviera Drives, they propose the following. They are willing to extend the internal bridge to the station forecourt, therefore still allowing pedestrians to cross from Riviera to Ambleside Drive. With the increased security of the new bridge and CCTV within the station area, it will significantly improve people's safety.

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The external bridge will need to be demolished, which will have to come from council funding. One way c2c suggested the council could fund of paying this work is the parking on Riviera Drive. Southend East is the only station on the c2c network that has free parking. So introduce pay and display for those parking bays. Project Southchurch will negotiate with the council to introduce a Resident Parking scheme. We will recommend this will be free for the first few years, to ease the substantial disruption and change for local residents.

The land behind the external bridge belongs to c2c, which they will use for storage. This will require an access route so the land where the external bridge stood, will be secure.

All of these changes will need public consultation and the whole programme will take a number of years to deliver. We support the proposal and believe it will greatly benefit the immediate area and improve the safety of pedestrians and passengers.



We aim to create a group of volunteers that will help us over numerous of tasks. These will range from marshalling some of our events, welcoming visitors to collating details in areas where challenges exist. The group will be called Southchurch Watch & Action Team.

Our volunteers will be called '**Community Ambassadors**'. We will ask them to identify areas of concern, whether that be fly tipping or faulty street lighting on their 'rounds'. To take a note of the location and action it by reporting to the relevant agencies or departments.

They will operate on a purely observational role and will not be directly involved with the actual security side of our community. We will not ask them to go into areas of danger and they will avoid confrontation.

We will concentrate on areas where there is historic fly tipping. We will identify areas where drug/drink or canister paraphernalia has been left. The team will provide details for relevant agencies to act upon.

We will provide training and hold seminars to update our Community Ambassadors on projects, making sure they have all the information needed. We will work in partnership with Southchurch Hall Inspirational Parkers (SHIP) to provide volunteers to help with their work.



Southchurch 24 is to simply observe. There is planned development of 24 flats in the car park on the junction of Ilfracombe Avenue and Southchurch Road.

We will constantly monitor the situation. We will update residents along every step of the process alongside the council and developers. We will help arrange public consultation meetings.

We will make sure this proposed development is of high standard for the incoming occupants. That it has minimal disruption to surrounding residents and area.

That it meets the plans for the future streetscape of Southchurch and has no damaging effects on the environment. That there is no traffic flow issues with the property and it includes a facility at the core of the community.

This proposed development is at its embryotic stage and will be a while before it is presented into the public domain.



The continuous plight of homelessness and affordable homes is a challenge for Southend as it is across the country.

We propose looking into the values of the Sanctuaries of Hope (SoHo) Project and exploring the possibilities of adapting the scheme into Southend. The programme recommends a small number of Re-Life Pods (Regenerate Life) positioned in clusters. As mentioned below, in further information about the scheme, this is based on small clusters of housing at numerous sites. This has proven to have a positive impact on helping to rebuild lives by encouraging independence, providing security, strengthening social awareness and offering hope.

A project based on this theory are currently operating in the United States and Mexico, where houses are being assembled through 3D printing to ease the situation. We would obviously have to look into the process in more detail, to confirm the standard of accommodation and if they are robust enough to withstand our climate. Or look at a different yet similar process.

They are quick and affordable to build and provide a good standard of living. They could be positioned on available land around the town in clusters of 4 to 8 Re-Life Pods. The scheme in Mexico is specific in creating small clusters to escape potential community and other social issues. They have found that doing this promotes independence, increases safety for occupants and increases self-esteem. It is seen as a development step within the process of regenerating the lives of individuals.

The scheme would only be a stop gap, until more permanent homes are built and available. It would allow families to remain in Southend when future transformation plans for the town begin. It would also allow outreach agencies more scope to rehouse the homeless and give individuals a greater opportunity to reengage with themselves as well as society.

We would certainly need to evaluate costs, see if the scheme is compatible for this country and most importantly be sure that it would rebuild and improve lives, although only on a medium timescale. As a scheme it must only be used with the knowledge that a permanent housing programme is about to commence, so to allow them to commit long term to their own wellbeing.

*The article appears in the magazine Red Bulletin and the developer is Icon Build. If you wish to find out more about their schemes visit www.iconbuild.com.

FUTURE PROGRESS

SOUTHCHURCH

ENVIROMENT : WELLBEING : FUTURE

Our Future Progress and Community initiatives are closely linked and frequently overlap. Our Southchurch Accord encourages landlords to keep their property and land up to a certain standard. A condition that benefits the area, creating a cleaner and more pleasant place to live and work in.

As with all our ideas we propose to protect and achieve through partnership.



Grow Up Southchurch is a fusion of civic gardening and urban agriculture within the public realm in the middle of town.

We will look into the possibility of working in partnership with Southend Borough Council and Royal Horticultural Society to identify a location, within Bournes Green Park, for a sensory garden. There are undisputed reports on the benefit of this type of space, not only for mental wellbeing of people, but also to health in general.

The Royal Horticultural Society is the UK's leading gardening charity. They aim to enrich everyone's life through plants, and make the UK a greener and more beautiful place. This vision underpins all that they do – from inspirational gardens and shows, through their scientific research, to education and community programmes. They are committed to inspiring everyone to grow.

They are also committed to improving the wellbeing of communities through offering advice and guidance for installation and management of sensory and other type of garden, to improve the general streetscape of an area.

We are delighted, following, a suggestion from Southchurch Councillor Dan Nelson, to explore the possibilities of a sensory garden in Bournes Green Park with RHS. We will also work with the society to identify other areas where this may be possible. Through our commitment to our StreetScape policy, we will also be looking to add displays to future street architecture plans we hope to develop within Southchurch Retail.

We will also work with our friends at UpStart Farmers and GrowUp Urban Farms, in consultation to investigate the possibility of Grow Up Boxes and identify locations best to install.

GrowUp is an urban farming business dedicated to demonstrating a sustainable, commercial model for urban agriculture through vertical growing and aquaponics. We could place the Boxes within schools, parks in corners of allotments. We will work in partnership with Southend Borough Council and local education outlets. The scheme will be focused around community-building and education.

Urban gardens are incredible assets to communities. They provide resourceful green spaces to grow sustainable food, build community cohesion, make new friends, connect with the earth, and much more

Recently, community gardens have resurged as a grassroots movement that contributes food security, mental respite, and educational and cultural growth opportunities to cities and towns.

We will introduce Gus the Gardener, a character purely for educational purposes. A visual aid to help teach children about the environment, especially the benefit to health and mental wellbeing offered from sensory gardens. The importance of growing vegetables, the sustainability and community cohesion that can be developed through GrowUp Southchurch.



Gus the Gardener, can be a competition, he can be redesigned by children and his story changed. He can have friends added, human or animal, adventures can be created for him. The purpose will be for posters to be produced to highlight the importance of the environment and the benefit open green spaces has on us and our environment.

The posters will be on display in the Civic Centre, libraries and schools around Southend.

OPEN SPACES
ENVIRONMENT : SAFETY : HEALTH

We aim to support those who maintain our open spaces, keeping them in a condition that we can enjoy.

We will fight that no open space will be reduced in area or changed from its current usage.

We will support our friends at SHIP, in the fantastic work they are doing in the grounds of Southchurch Hall Park.

We will work with the organisation Once upon a Tree, to reintroduce more trees into the area where feasible

SOUTHCHURCH PARK EAST – THE CONSERVATION AREA

We have seen the original planning application for the proposed resurfacing of the car park at the above location. We have spoken at length to Cllr Terry and at the time of writing this, there has been no alteration to those plans.

We agree that it will benefit all, if the loose standing part of the current car park should be resurfaced and squared off in-line with the current width of its footprint.

We also understand why the spaces have been made available for coaches. Previously a number of coaches were being parked on Lifstan Way, causing concern to residents. They have now been allocated a safer and more agreeable place. That said we do agree that there is enough room in the Gas Work car parks to accommodate these vehicles and therefore unnecessary to provide extra places in Southchurch Park East. We also don't believe it is necessary to make this car park pay and display. We would like the car park to remain free to entice visitors to come and enjoy the Park opposite and also the Nature Conservation adjacent to this area.

There has been recent protests, some regarding the protection of the nature conservation area, with all its magnificent wild life. We whole heartedly support the protection of this area. We pledge our support to campaign for its protection if it becomes in danger. We will continuously monitor the planning application, to make sure that any proposed changes do not affect its tranquillity.

PARKS & GARDENS

Alongside our work previously mentioned, we will be looking into other areas of concern. The playground on Riviera Drive, the bottom of Pegasus estate, we will work in partnership with the local residents group. It is important the park is always clear from the aftermath of antisocial behaviour, making sure the surroundings are safe for residents to enjoy.

Our 'Open Space' is extremely important for so many reasons. We will work in partnership with residents, groups and all relevant agencies to make sure they are safe and enjoyable for us all to use. To protect them when under threat from development.

CHRISTCHURCH PARK

We are aware of further anti-social behaviour issues blighting Christchurch Park and the work already undertaking by Kursaal councillors. We totally understand the concerns of residents surrounding the park and we will work with residents and all agencies connected with public safety. We will look at the CCTV available and the possibility of improved lighting, without being intrusive to those neighbouring the park.

Environment: Our StreetSafe Campaign will focus on the reduction of crime and safety in the area. A clean and tidy environment can add to that, improve our quality of life and restore our pride in where we live Our Street Cleaning and Refuse Collection service does do a remarkable job – although some disagree. However, we can help

too. There is a perfectly good Southend Borough Council App, for those able to access it or you can call them, which allows you to report fly tipping, build-up of rubbish, dog mess, and abandoned vehicles - just about anything. Please use it, it is efficient.

We will also, in partnership with Beach clean groups already operating, encourage the community to help.

TOWNSPREADING

THE FULL TOWN EXPERIENCE

The term Town Spreading refers to utilising the space you have available. In the case of Southend, our coastline and award winning beaches.

The 'Golden Mile' will be the main attraction for most visitors to Southend, with Adventure Island, amusement arcades, fish and chip shops and of course Rossi Ice Cream the most popular sites.

Yet Southend, as a town, has much more to offer, let us utilise it. We don't need, or want, to expand the bright lights of City Beach further East or West of the town. At weekends, school and bank holidays the central area of our coast line is full to capacity. People might want to enjoy a quieter time relaxing with their family and friends.

TownSpreading allows that, by promoting areas either side of the centre. Increasing food and drink facilities. We could create a new attraction within the Kursaal, which could incorporate an exhibition of the history of Southend with the estuary, bringing back into life the Beach Club on the Eastern Esplanade, not by creating an expanded 'Golden Mile' but by offering a place for discovery.

We must promote the food and Beverage outlets that are already there, so people coming to Southend and local residents know they are there. We must promote the peace and tranquillity of the east side of town and at the same time preserve it.

City Beach, the 'Golden Mile' and Kursaal will always be synonymous with Southend. For those, who once they have enjoyed those attractions, want a more relaxed time and something more diverse to eat and drink should be enticed to the rest of the beaches and surrounding areas in Southend.

STREETSCAPE

DESIGN FOR THE FUTURE

StreetScape is all about enriching the public space by mixing Street architecture and our GrowUp scheme (Details in Future Progress section). Creating a street design making businesses and visitors more engaged and relaxed in their surroundings.

Studies provide unquestionable proof of the profound benefit, this style of environment, has to our general health and mental wellbeing.

A good design greatly helps business. The creation of a secure and relaxed environment improves the quality of the public realm space. This provides a condition where visitors are inclined to spend more time in a location, a new street community.

An improved zone raises business consciousness of their appearance, which in turn improves their own street appeal. This will increase footfall to the area leading to an obvious greater financial outlook for traders.

The combination of these effects create an increased level of interest from businesses to trade within the area. This will lead to a more diverse retail experience for residents and visitors. It will be promote Southchurch Retail as an area of attraction with its own unique character.

There are many forms of development for this StreetScape initiative. The preferred is create Southchurch Road, between Christchurch Road & Hamstel Road, as a shared space - similar to the seafront. Shared space allows the street design to be more modern and experimental, it allows the 'green' development to be more ambitious. It allows us space to develop our character, our street appeal.

To envisage this, you must not look at Southchurch Road as you see it now, but with a more modern and diverse retail feel.

You must look at the zone as a place where both necessity and indulged retail outlets are comfortable neighbours. You must view it as a new street community designed to be functional, relaxing and secure.

We firmly believe that a greener Southchurch Retail and the inclusion of street furniture is beneficial to the area. Tomorrows High Streets are changing, we want to be at the forefront. It's achievable through the acceptance of change and adoption of vision. Our aim is to attract independent traders and new original venues, to embrace the diversity that creates an areas character.

We want a vibrant and interesting retail zone, an area that has social and emotional benefits – a high street ready for the future.

EASTTOWN

COMMUNITY @ HEART

Our aim in our Future Progress initiative is to be more Eco Friendly. We would campaign for a central link between Southchurch Retail (Southchurch Road, Hamstel Road & Woodgrange Drive), Southend East Station and the Seafront. Southchurch has much to offer visitors to Southend, by diversifying the retail options available and improving our range of hospitality we can promote the area as a more quiet and relaxing addition to the centre.

For visitors and residents alike we could provide an alternative part of the day, we could be at the forefront of eco-tourism. Through our **East Town Community @ Heart** campaign we will aim to achieve this.

ECOLOGISTICS

CONNECT TO THE FUTURE

Clean Air is important, crucial for many reasons - our health mainly. We are becoming more and more self-conscious on how we, as individuals, can reduce pollution we created. Carbon footprints continues to be a major concern for everyone. To deal with clean air on a public scale is expensive.

We will work with local schools by promoting awareness of pollution. Most students in the area do walk or take public transport to school. We will work with education establishments within Southchurch to improve that further where possible.

We will look at improving facilities and networks for alternative travel. Look at ways to provide extra safety for pedestrians, cyclists and those using other modes of self-propelled transportation.

We will look at the possibilities of installation of street chargers for electric & hybrid cars.



BikeNet, a complete cycling network. An improved cycling infrastructure not only is beneficial for the environment, but also our health. Any scheme must be respectful to all other forms of transport, interacting as one traffic system, and remaining safe for all users.

In the North East corner of Holland lies the university town of Groningen. In the 1970's they introduced a 'Total Cycling' strategy to the town centre, which has since expanded to the outer suburbs. A similar project is both not feasible for Southend and unworkable. There are parts, however, of Governor Van der Berg's project that can be transferred across.

To widen the cycle lanes allowing increase in usage. The reconfiguration is not drastic and can sit comfortably within the current traffic layout (especially the seafront) without causing disruption to motorists. An increase of the network around the links into the centre and also making the seafront network unbroken. To counteract the changes and remain safe, cyclists and motorists must be kept separate. Which means cyclists will only be able to use the routes allocated.

We will also look at changing the image and clarity of the signage. It is important to differentiate the instructions between cyclists and cars. It is mandatory that we have the safety of pedestrians uppermost in our thoughts, when designing a new layout and marketing strategy.

First we should change the language, cycle lanes becoming MetroWays. The routes should then be numbered in advance of creating a larger network. For example the main track along the seafront will be S1 and the track along the greenway S2. The 'S' relating to Southend.

The new signs will be bright, with wording easy to read at a distance. They will give information as to where the MetroWay starts and distances between points along the seafront. They will advise cars on passing distance where both merge.

Where there are separate and purpose built MetroWays, these must be used. Cyclists will be strongly advised to keep to these facilities and free up movement on the road for cars. Also along the purpose built Ways, they can be shared with other self-propelled modes of transport. We would have to consult and agree as to what types to allow, with safety at the heart of any decision.

As the network builds we will be able to create MetroWay Location maps, linking all of the routes within the network and promoting places of interest in and around Southend.

We would aim to improve the traffic infrastructure upgrading and creating park and ride facilities on the edges of the town centre. If we think through the strategy it will provide an opportunity to improve town centre congestion and improve pollution levels.

To create a cycle network for tomorrow we also need to create a system where cycle usage is available to all. We suggest another Groningen inspired scheme. The positioning of 'Stations' in the town centre, close to public transport hubs and places of interest.

The 'Stations' will be points where you will be able to hire bikes and eScooters. The 'Stations' will be linked to IDEA (See Regeneration in Business Southchurch section) with promotions for restaurants, cafes, bars, museums and other attractions along the cycle network. We would hope to develop an App, which will have a list of all mentioned and other important contact details.

Along the network will be 'Loops'. These are basically racks for secure bike storage. Allowing you to enjoy Southend attractions, in the knowledge your bike is safe.

A complete cycle network for tomorrow.



Motoring is very much an environmental issue today, more than the type of car you drive.

The future of motoring is the electric vehicle. With the rapid and continued development of their mileage ranges, environmental benefits and popularity, places to charge vehicles will be at a premium.

Our proposal is install 3 to 5 Electric Car Charge points along Southchurch Road in our Electric Pump campaign and another 2 along Woodgrange Drive.

The Electric Pump will be enclosed by shelters for those wanting to sit and wait for their vehicle to charge. The shelters will also include charge points for phones and tablets. It will, once developed, have an InSouthchurch touch screen, with details of places to eat and drink and a location finder for all shops in the vicinity.

InSouthchurch will provide retailers an opportunity to advertise their business and any promotions through IDEA.



Our aim is to provide the EastTown Link, operated by one of the companies already providing bus services within the town. The idea behind this scheme is to make all of the Project Southchurch area accessible, linking existing transport points, Southchurch Retail areas and the Seafront. Increasing the ease to visit us here in Southchurch by using public transport. The Link will only use electric vehicles and will include stops at Southchurch Hall, various schools as well as Southchurch Retail areas, Southend East station and the Seafront.



Along with many other areas across Southend and countrywide, our High Streets are facing unprecedented challenges. Our High Streets were faced with challenges prior to COVID 19 and now face increasingly difficult conditions, unlike any we have seen in our lifetime.

We want to develop Southchurch into a premium 'satellite' retail destination, east of town, to shop and socialise. To supplement the future development of Southend Town Centre. A scheme designed local, but where everyone is welcome. Our Regeneration in Business Southchurch (R.I.B.S) plan hopes to achieve this. We have a long road ahead of us, with many challenges, but let's start the journey in partnership

We support and aim to empower Southchurch businesses, while developing Southchurch into a thriving and vibrant place to visit, work, and live in. Our initiatives and projects are wide-ranging, from saving businesses money to making a better streetscape for visitors to enjoy



We believe we will get more achieved if all shopping zones in Project Southchurch area, join as one to push for improvement.

The heart of the redeveloped or 'brand new' High streets will be those traders on Southchurch Road, Hamstel Road, Woodgrange Drive and Eastern Esplanade. The reason is pure and simple footfall. That does not mean other areas will be ignored, we will listen to you all.

The new amalgamated zone will be called Southchurch Retail.

A central scheme so all traders within the Project Southchurch boundary, can benefit from future regeneration.

'BRAND NEW' HIGH STREETS

Our aim is encourage more Independent shops to be set up in Southchurch Retail. RIBS scheme would work in partnership with Southend Bid to make Southchurch Retail a popular destination, with a wider variety of shops catering for a greater demographic range. An area to shop and socialise in, relaxed and safe.

We realise the economic challenges facing retail. We will work with relevant organisations towards making it affordable for new businesses to 'start-up' and those already trading here, able to stay.

We firmly believe in Independent Shops, Cafes, Restaurants and pubs. The recent run of large groups falling victim of recent times, bad management or greed proves their importance to the 'Brand New High Street'. They bring the unique, the unusual and their very own brand of service. They offer a High Street the chance to have a more diverse range of businesses and the chance to celebrate and develop its own character.

We believe there is still a place for the High Street, albeit with a new look. Retail habits are changing and there is no doubt online shopping is having a massive impact. Our town centres are changing, but as satellite retail areas like Southchurch Retail we should assume our own character to supplement the central retail district.

Clean, vibrant streets are key to attract new visitors to Southchurch, but also for the wellbeing of residents working in the area. In partnership with other organisations we aim to develop initiatives that ensure streets are kept attractive and welcoming for visitors and locals alike. We will work on a new and radical streetscape (details in Future Progress).



Slow shopping caters for those with anxiety and mental illness. We would work with our friends at SlowShopping to formulate a plan to operate within Southchurch Retail. At the time of writing this we are mid pandemic, we have just witnessed the second phase of retail reopening. During the lockdown we have experienced priority shopping at Supermarkets and other essential trades for frontline workers, this works in a similar way.

Who is Slow Shopping suitable for?

It is aimed at anyone who needs more time and presents a space in which it is safe to take time to think. This might include those who suffer from anxiety, those with communication or literacy difficulties, the elderly, those suffering with dementia as well as those who have more visible disabilities. This is an inclusive project and is not meant to exclude anyone.

Shopping is an essential part of our lives and involves social interaction, health, financial awareness and being out in the 'everyday world'. Many carers, friends and families also find shopping very challenging.

What Slow Shopping Offers

Dedicated times within the week where staff are aware of the needs of their shoppers and allows them time and space to shop.

Chairs are available within the store so customers can pause and take time whilst inside the shop.

Help points in store where staff are aware of the particular needs of their guests

Ambience in store, soft lighting and promotion of serenity and relaxation.

Customers are not identified as having additional needs and there are no specialist aisles or separation which can be the source of more stress.

www.slowshopping.org.uk

IDEA

INTERACTIVE DIGITAL ENGAGEMENT ADVERTISING

This programme will overlap with our InSouthchurch initiative.

An amalgamation of historic promotional tactics and advertising techniques coupled with the ongoing advancement in technology.

Interactive Digital Engagement Advertising (IDEA) is a touch screen information point. It will be available within Southchurch Retail destinations, Bus stops, train station, the library and in Electric Pump Shelters. We also hope to develop an app available to all residents on mobile phones and tablets.

IDEA will provide details and dates of local events and services from School Fetes, political surgeries, Police advice, Doctor surgery times, sporting fixtures travel information and exhibitions, to name but a few.

It will be able to locate businesses that you require and provide opening times and promotion details. All of which can be updated immediately and directly by a business or organisation.

In brief, allowing local business to react immediately to changing trends, trading conditions and events.

It will also act as a community noticeboard. Displaying local events and council advice and directions.

The scheme below will overlap with and be co-ordinated by InSouthchurch initiative.



We look to create hope at every opportunity, maintaining awareness and understanding of all resources available and all possible.

This is something mentioned in a letter from our co-founder Rob McAvoy. The Incubator scheme fits precisely into that quote.

Our aim for Union Yard is initially an on-line presence, but what if we could make it an actual physical location. The Core would be an answer or a 'stand-alone' facility, with the inclusion of Incubator.

In essence Incubator is another co-working unit, similar to a number in operation around town. The difference here will be we would look to the enterprises being developed in 6th Form, College and university facilities across Southend. It could also be a group of young adults who have a dream they want to make reality.

The projects will be closely monitored and mentors will be available for guidance and advice. Other agencies and marketing professionals will be involved to offer further help. Our friends at Metro Bank will also be available offering help and advice on the financial aspect of starting up a business.

Each business will be allocated a pod, depending on the number involved on the projects. There are 2 size working areas, solo-pods and uni-pods – a uni pod has a maximum space available for 4 people. Pricing of pods will be based on the number of people allocated to work on the project.

We will look to get the project subsidised as much as we possibly can, through a mixture of sponsorship and grants. If there is any shortfall in running costs, it would then have to be covered by the pod users (poddies).

The pods cannot be used for medium or large scale manufacturing, but they can be the birthplace of new ideas. All pods will be located around a communal area called 'Central Station'. People will be able to share ideas with other 'poddies' in this space and welcome clients and suppliers there.

Rental of the Pods will be short term (a maximum of 2 years) or until your initiative has outgrown the Incubator. We will look to have agreements in place with The Hive and Space 382 for you to take your next step.

We will allow people to remain at the Incubator longer, but we will charge after 2 years stay. Like any proud parent, we would like you to fly the nest and thrive.

- **This initiative also features in the InSouthchurch section as part of YES (Youth Engagement Southchurch)**



We have had the privilege to sit on a number of working groups, regarding localised reopening of retail across Southend.

We have represented businesses across Southchurch Retail to the best of our ability. We identified possible pinch points regarding social distancing and continue to monitor those areas throughout the reopening of business in Southchurch.

We have guided those to the Southend Bid pages offering advice and signage for reopening. We listened and advised to those who had concerns.

Separate to this, over the past 18 months, we have requested an increase in Community Safety Officer Patrols within Southchurch Retail. We are grateful for the teams at Safer Southend for providing these, especially as they are restricted through staffing and budget constraints.

We will be campaigning that their staffing levels be at least doubled over the next few years, so they can operate a more extensive coverage of Southend, needed as the town develops.

What we have noticed is that Southchurch does not have the same voice as other areas of town. One of the main reasons is not having a traders association. We propose that traders and businesses throughout Southchurch form one. We are happy to be a vehicle to develop such an organisation, but it must ultimately operate independent from Project Southchurch.

Our working title for this scheme is SABRE, **Southchurch Association for Business, Retail & Enterprise.**

In the meantime we continue to fight your corner, listen to your concerns and support business within Southchurch. We will liaise with the relevant agencies, organisations or departments to find a solution to any concern you have. Please help us with any comments you have regarding RIBS and help us to develop Southchurch Retail. Please contact us if you are interested in becoming a part of developing SABRE and in partnership create a business association that has bite and a voice for Southchurch.

RE-ZONE

BE COMMUNITY AWARE

Re-Zone or The Responsibility Zone is simple and we encourage the vast majority who already do it, to continue and those new to the concept to begin. It is about looking after 'the Zone', the section of the pavement between your boundary and the roadside.

We must be adamant that this does not replace any street cleansing service provided by Southend Borough Council and is purely voluntary. This will only be a supplement to the service provided and will be withdrawn if there is a reduction of the council cleaning operation.

The 'suggestion' can be used for domestic as well as commercial premises. There is no membership list, no contact details will be taken. It simply is a self-motivated pledge between participants and the wider community, to improve the street appeal of Southchurch.

It's simple, you take responsibility for the zone outside your premises. Keeping it clear of rubbish or notifying the authorities when there is a build-up of waste.

To advise placement of rubbish bins or suggest the installation of new ones. You are a constant point of update with the council, to keep Southchurch clean.

On balance the council may not be able to respond instantly, subject to staffing levels and logistics. You will, though, have passed on the information they need to act upon.

Project Southchurch aim to provide you with contact details and we aim to set up a direct email link with the service providers. We will also ask for a section included on the Southend BC App, to make life easier.

We will commence a conversation with Southend Borough Council in the coming months and the contact proposals may take a while to be implemented. In the meantime take voluntary responsibility (as a supplementary gesture), contact the council directly or report via the App already provided.

In the long run the cleanliness of our streets define the area and how we're perceived. A positive reaction improves personal wellbeing, environment and entices people to Southchurch and increases footfall for our retailers.



The scheme below will overlap with and be co-ordinated by InSouthchurch initiative.

The Estuary Quid is an idea based on the Brixton Pound, but is not a parallel currency. The idea will be to promote local and independent businesses.

Although the idea will be similar to others within Southend and Essex in general, it will have more depth to the product than others. It will be central to bringing together other promotions.

We will trial the 'currency' within Southchurch area first but it is open to all businesses within the Southend area.

The Estuary Quid is essentially a 'top up' card that will be compatible with card readers already being used by businesses. There is no extra tariff to be paid for accepting the card. The exchange rate is like for like, or pound to pound if you prefer.

The cards will be available from an agreed selection of outlets, who will also be able to top the card up. The cards will have no monies included on them at point of collection, you will have to register them first and then 'top up'.

Your details will not be used or sold to other parties directly from Estuary Quid at point of registration. You can, however, 'OPT IN'.

The benefits for businesses when you 'Opt In' is that they have a localised mailing list. They can notify card holders of coming sales, special offers, invites to promotions the possibilities are endless. The benefit for card holders is all of the above and a 24 head start at least on all without EQ.

I must stress the Estuary Quid is to promote local and independent businesses.

inSOUTHCHURCH

WE ARE ONE

Introduction

This initiative will be responsible for our Media, Communication, Event Co-Ordination and Youth engagement programmes.

It will embrace technology and innovation to promote and provide support to all our initiatives. Delivering information and our response quickly and directly to the community.

The initiative will manage and develop all social media platforms, to make communication easy and far reaching. It will create and update our website, to keep our online presence relevant and updated.

It will also aim to produce and distribute a regular media connection with the community, using both print and digital platforms. A plan which will include a 'talking newspaper' that can be downloaded from our website or sent directly to the recipient.

Below are some of the projects the InSouthchurch initiative will be developing. As with all our programmes, we will work in partnership with other organisations, agencies and companies.



YES – Youth Engagement Southchurch, initiative will look into ways we can enhance community involvement amongst the youth of our community. The age Group we will be in partnership with, will be from mid-teens to 21 year olds.

The initiative recognises that involvement is two way. The scheme will listen to young people. We will work in partnership with agencies and organisations already working with the young, to create and develop ideas. Those ideas will be discussed in full amongst all as a community together.

We will partner Southend Adult Community College, Local schools and the university to develop programmes covering Drama, Music, Art and Technology. Through local

clubs, sport associations and Active Southend we will help develop opportunities in sport.

We will work closely with Southend Youth Council and act, where possible, on advice offered from them.

We will create a safe environment, so young adults facing challenges can talk, seek advice and help from agencies in confidence.

Our aim is let them develop within a community, to make it vibrant and relevant for all ages. They are the future, it is important they are part of its building.

We will encourage young adults to be part of the organisation and event management of our 2 forthcoming events, HopeBox Southchurch and Urban & Retro Sports Day (More details of both evets follow).



We encourage the vision and talent of young people to be shared with the wider world. We hope to develop, in partnership with schools, colleges, universities and other agencies, a place where their creations can be sold or purely displayed.

It can be an online presence where young adults can promote or sell their fashion and accessory creations as well as writing, music, film making projects, feature details for upcoming events and be their marketing/box office service.

Uploading of items to The Union Yard will be free up to May 2022 and all proceeds will go to the relevant 'Agent'. We only ask that you support Project Southchurch in our aim to improve the area we work, live and learn in.

Stalls will be made available for all within YES, to promote or sell products at HopeBox Southchurch and Urban & Retro Sports Day, in keeping with event guidelines. The stalls will be divided into Art and Fashion & Accessory Creations.



This scheme Incubator will also be part of YES initiative but please see the Regeneration in Business Southchurch section for more details.



Along with our friends at Southend Manor Football Club, Southend Community Police and other relevant establishments/Agencies we will create programmes to attract young people to sport. We will also use this opportunity to engage young people within the community by promoting other opportunities. It will also be a 'safe place' where young people can openly discuss challenges they face.

Our partnership with Southend Manor will help provide a pathway to guide young adults to our partners who have the knowledge and capacity to provide help and advice.



We will look into the possibility of a musical project. The scheme will be the creation of young adults. The aim will be to engage them in every step of the production. Creating and arranging the score, finding the musicians and organising the performance, all must be their responsibility.

We will look towards a partnership with local education establishments to identify and work with those interested. This partnership will purely be on advisory terms. We will help, suggesting people they need to speak with, on every step of the initiative

This scheme will be in conjunction with the Hamish Ogston Foundation, who offer help and consultation along the way.

Although foundation mainly centres itself on classical music, it is open to any style. The lead must always be with the young adults who have created the musical masterpiece.

InSouthchurch will be responsible for the co-ordination side of both events, detailed below. Both will be managed by our friends at:



The Idea

We aim to organise a street food, farmers and craft market, all in one.

We will target the event to be organised for August/September 2021 and become an integral part of Southend events calendar in the future.

Our aims and philosophy for the event are a number.

1. To celebrate the varied cultures of our community through food and craft. Southend will grow, with the expansion of the airport, development of the town and the planned infrastructure. Southend will become more diverse and vibrant.
2. We want to welcome future residents attracted by planned developments in the expansion of Southend. Highlight what a vibrant and welcoming area Southchurch is and to outline its importance to Southend.
3. We want those residents who can trace back their connection with Southchurch through generations and to those who arrived from other areas, to have pride in this community.
4. To promote the transport and education system in this area, to those who want to work in London and live in Southchurch. We look forward to the possibility of c2c coming on board as event partners. The strap line of the event represents the local station, Southend East, as well as our geographical location in the town.
5. We want to increase the footfall within the main retail area of Southchurch, in line with Project Southchurch R.I.B.S initiative (Regeneration in Business: Southchurch).
6. Our regeneration of Southchurch is a project that will take many years to achieve. HopeBox will be an ideal vehicle to prove to the community, the benefits to business and residents that this event as well as the initiative will bring to the area.

HopeBox

We have named the event HopeBox for a number of reasons.

Attending the event will be as many Organisation and Agencies as possible, that help people in Southend through the challenges that they face in life. They will be present to help, as well as promote the fantastic work they collectively do. The work that brings communities together and brings hope.

We hope to encourage the youth (early teens and young adults) to be more involved with the community. Help them organise their own festivals or just simply listen. Agencies, organisations and clubs that can assist, will also have a presence.

Most of all, we hope you enjoy it.

Street Food

The main part of the event will be Street Food.

We will be inviting a wide selection of street food vendors. The choice will be representative of the cultures living within Southchurch and Southend as a whole.

Other vendors will bring a variation on traditional food and bring vibrancy to the area.

No street vendor will be selling food, similar to current shops along Southchurch Road. There will be no Fish & Chips or standard burger/pizza traders for example.

We will not be seeking for a license to serve alcohol, there are adequate facilities along the event.

What is an Urban Market?

To be truthful, no idea – if one exists we apologise.

The mainstay of the market will be 'Farmers Market' and 'Craft' styled, again representative of the community and the culture living within.

We used 'Urban Market', as it allows us to attract a more diverse stall vendor. We will not just be constricted to food and craft - we could include Art for example, the possibilities are endless.

Entertainment

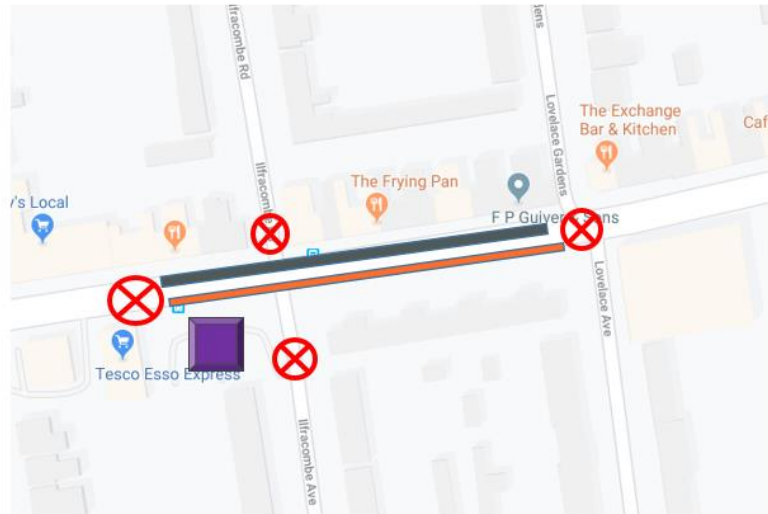
During our negotiations we hope for agreement to construct a stage in the Car Park, to be used by our media partners or local music acts. We also hope to have two busker points at either end of the event.

Trestle tables will be placed along the event. The tables will be used for sitting around enjoying your meal, but also boxes of traditional board games will be placed on them.

There will also be a number of street entertainment acts mixing with you during the day.

There is a lot of hard work to be done still to create this event. We are working in partnership with many agencies, to whom we are most grateful, to achieve this objective. There is Hope, there is HopeBox - community together.

Street Food & Urban Market - The Idea Map



Key

- | | |
|---|----------------|
|  | Village Square |
|  | Urban Market |
|  | Street Food |
|  | Closed Roads |



SPORTS DAY

We return to an old favourite, the classic or retro schools sports day with a small fusion with the modern world.

Those competitive adults and embarrassed children, those great annual events and those great days – well they are back, Urban & Retro Sports Day.

The Venue will be Southchurch Park, a softer landing for those possible mishaps than Southchurch Road Car Park. We aim to stage the event in April/May 2021.

Our aim will be to bring the community together for a Fun Day, but all of Southend is welcome. Southchurch Park is highly utilised at present, but this will be to reinforce the importance of the area to our community.

It will be designed to attract the younger generation, from children to young adults. It is important to engage our youth into shaping our community for the future.

We would like to invite other agencies to partner us in this project. This would be a perfect chance to engage with all age groups, to strengthen rapport with some groups and build with others.

The events will be a variety of open races for those wishing to participate on the day, alternatively pre-organised team 'Tournaments'.

The Tournament,

We would invite schools, colleges, businesses, organisations and agencies to enter teams. The teams would compete over all the events listed below – points will be collected for each event.

Yes it will be competitive and the winner will get a trophy at the end of the event. We will release guidelines for the selection of teams later in the year. It must, however, also remain fun.

The Events List

Sports Day Classic

Egg & Spoon Race

3 Legged Race

Sack Race

Bean Bag on your Head Race

Hula Hoop Race

Sports Day Extreme

Wheel Barrow Relay Race

Skipping Rope Race

Tug of War

Team Sports

5/6 or 7 a-side football tournament

3 On 3 Basketball tournament

Street Netball Competition called NETZ

Sports Club Open Day

Sport is important, along with art, theatre, dance, music, literature, creative and community involvement not only to develop individuals.

Urban and Retro Sports Day is designed for the sport side of life. So we will encourage local sports clubs to hold 'Open Days' to promote their clubs and sports. Where facilities and space allow we will be able to arrange 'tasters'. An opportunity for people to have a go at sports.

We will invite people from cricket, rugby, boxing, hockey, netball, basketball, football, martial arts, sailing, swimming and dance clubs will be present. We may even have some other interesting sports around. All sports clubs present must share our 'sport for all' ethos.

The event will also have a small number of street food traders around, but Southend Manor Football Club and the Café in the park will be open for refreshments on-site.

The event will also have stalls displaying the creativity of local artists and designers.

All details for the event will be confirmed later this year.

SPACE

@ THE BEACH

We would look at the possibilities of reopening The Beach Club. The long term vision would be to rebuild it in a more modern and functional style. Able to be a multi usage facility.

Space @ The Beach could be used for many things. To hold exhibitions of local history curated by Southend Museum. It could be used as a small conference or meeting room. It could be used for local art exhibitions, a theatre or small cinema.

A place local residents can use as a community base. It could be the home of the town Youth Council or for education, learning about the history of the estuary and surrounding area and the nature that surrounds us.

It could be used in addition to the facilities provided by The Core (See the Communities section for more details)

The opportunities are endless for the Space @ The Beach (formerly Beach Club). We would make sure that no change will be made to affect our friends at Ocean Beach or Billy 100's and they will be incorporated in plans.

IDEA

INTERACTIVE DIGITAL ENGAGEMENT ADVERTISING

This project overlaps with our business initiative. InSouthchurch will manage and develop the plan.

An amalgamation of historic promotional tactics and advertising techniques coupled with the ongoing advancement in technology.

Interactive Digital Engagement Advertising (IDEA) is a touch screen information point. It will be available within Southchurch Retail destinations, Bus stops, train station, the library and in Electric Pump Shelters. We also hope to develop an app available to all residents on mobile phones and tablets.

IDEA will provide details and dates of local events and services from School Fetes, political surgeries, Police advice, Doctor surgery times, sporting fixtures travel information and exhibitions, to name but a few.

It will be able to locate businesses that you require and provide opening times and promotion details. All of which can be updated immediately and directly by a business or organisation. In brief, allowing local business to react immediately to changing trends, trading conditions and events.

THE SOUTHCHURCH BULLETIN

NEWS FROM PROJECT SOUTHCHURCH

The Southchurch Bulletin, will be our regular media connection to the community. It will keep you informed of what the organisation is doing in Southchurch and with news from the area.

It will highlight the work done by other organisations within Southchurch and those individuals who make a massive difference to a community. It will have a regular columns from our MP, Councillors and spiritual guidance.

It will feature local traders and restaurants and all have a section written by YES (Details later in this section).

It will be available in print, collection points at a number of traders or sent directly to your home. Easiest way is to download a copy directly from our website. The publication will be free, all print and production will be through advertising.

Our aim is to produce 4 editions per year.

HEAR & NOW

SPOKEN NEWS FROM SOUTHCHURCH

'Hear and Now' will be the audio edition of The Southchurch Bulletin. This form of the publication can be downloaded from our website or a link can be sent directly to you.



Conclusion

All of our initiatives, campaigns. Ideas and suggestions are all achieved and created through partnership. Teamwork between Project Southchurch, residents, our MP, councillors, police, borough council departments, businesses, other organisations and agencies. Working with one community as one voice, a community together.

We have detailed our aims and ambitions for an improved Southchurch. Building on the existing social and physical infrastructure of this wonderful area. New ideas created, based on a mixture of traditional and modern values. Some initiatives are forward thinking, others just simply updated and relevant, fit for today.

We believe that communities, such as Southchurch, should not just be ripped apart and recreated from scratch - off the shelf living. The character of each community has been forged over time, their history must be respected and incorporated into tomorrow's plans.

Our aim is to reach across all demographics, creating an inclusive community. We are particularly interested in developing youth engagement into our community. We believe that the programmes designed to achieve this must be created and managed by young adults, with us in partnership.

We also want those facing long and short term challenges to know there is help available. We want to try and arrange events that overcome concerns and fears about reaching out. We aspire to create a community where people feel secure and relaxed, to enjoy a more vibrant and varied life.

We want to promote all the contact details for help and advice that already exist and create new points of assistance when issues identify the need. The development of The Core is vital to be able to achieve all these aims.

Life East is our blueprint for tomorrow. Our framework for future initiatives to be based on. We have aspired to be as constructive as possible within this document. We appreciate some suggestions will look more ambitious than others, some may never leave the page. Many projects are either in discussions or negotiations will commence over the coming year.

Implementation of these projects will be achieved through teamwork and partnership. We have had some fantastic support from a number of individuals, companies, organisations and agencies, we look forward to working together in the future.

As we build upon our initiatives, campaigns and embrace new ideas, there is concrete evidence that there is **LIFE EAST** of town.



JOIN PROJECT SOUTHCHURCH

Project: Southchurch is a proactive group, aiming to work in partnership with Southend Borough Council, Police, local councillors, local agencies and other organisations operating within the boundaries of Southchurch.

Project Southchurch uses the geographical boundaries, so will cover Southchurch and parts of Thorpe, St Lukes and Kursaal council wards.

We aim to be an intermediary organisation bringing together all groups, from a variety of issues facing residents and businesses. Our aim is to approach them as a community, to improve the area we live and work in. Uniting all to create one community, one voice – a COMMUNITY TOGETHER.

By being part of our mailing list you automatically become a partner of Project Southchurch. You will receive updates on various campaigns and invited to our future events.

Name:

Address:

Email:

Be more involved with Project Southchurch. Help us with campaigns and ideas. Tick the 'Yes' box below and we will contact you.

☐ **Yes**



PROJECT SOUTHCHURCH
COMMUNITY TOGETHER



Email: project.southchurch@yahoo.com

Twitter @ Your Southchurch