

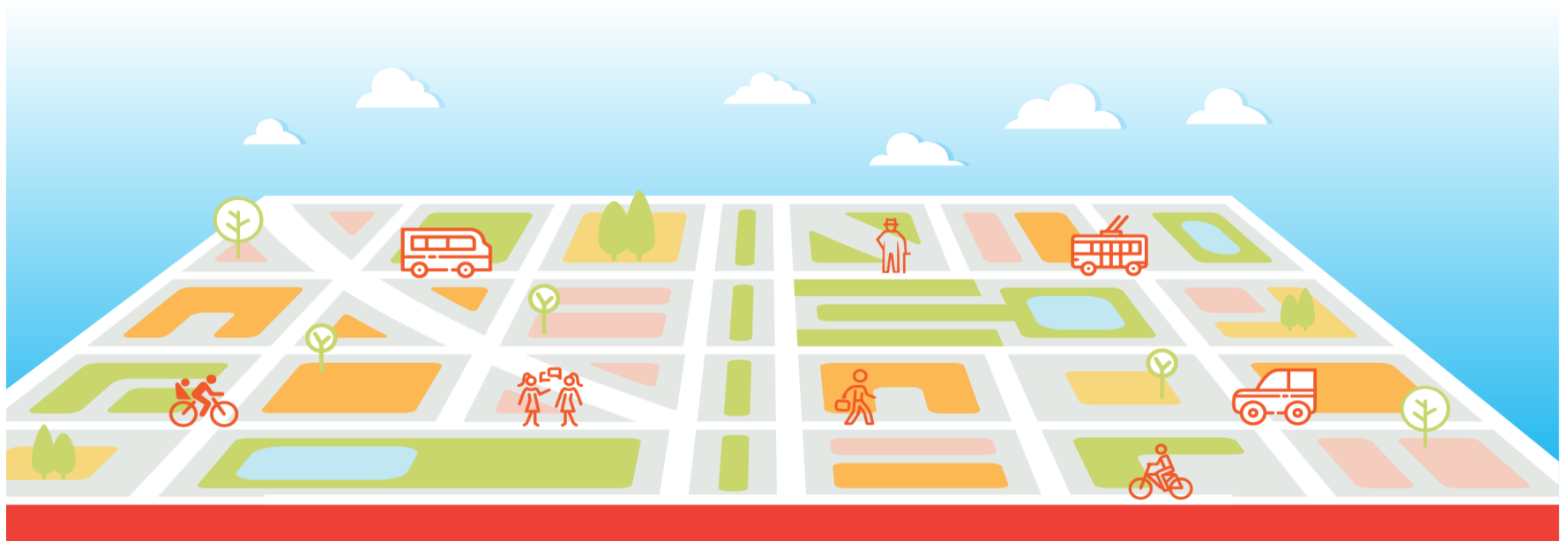
# Southend City Centre Neighbourhood



## SUNRISE

Sustainable Urban Neighbourhoods  
Research and Implementation  
Support in Europe

### London Road and Victoria Circus



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723365



1

09/04/2018

Krithika Ramesh

# Where is Southend-on-Sea?



Southend-on-Sea is a seaside town, on the north side of the Thames estuary 40miles (64 km) East of Central London.

Population: 174,800

Number of business:5,635

Total jobs: 65,300

Economy worth approximately £2.64 billion per annum.

# Why visit Southend-on-Sea?



# What the City Centre like?






1

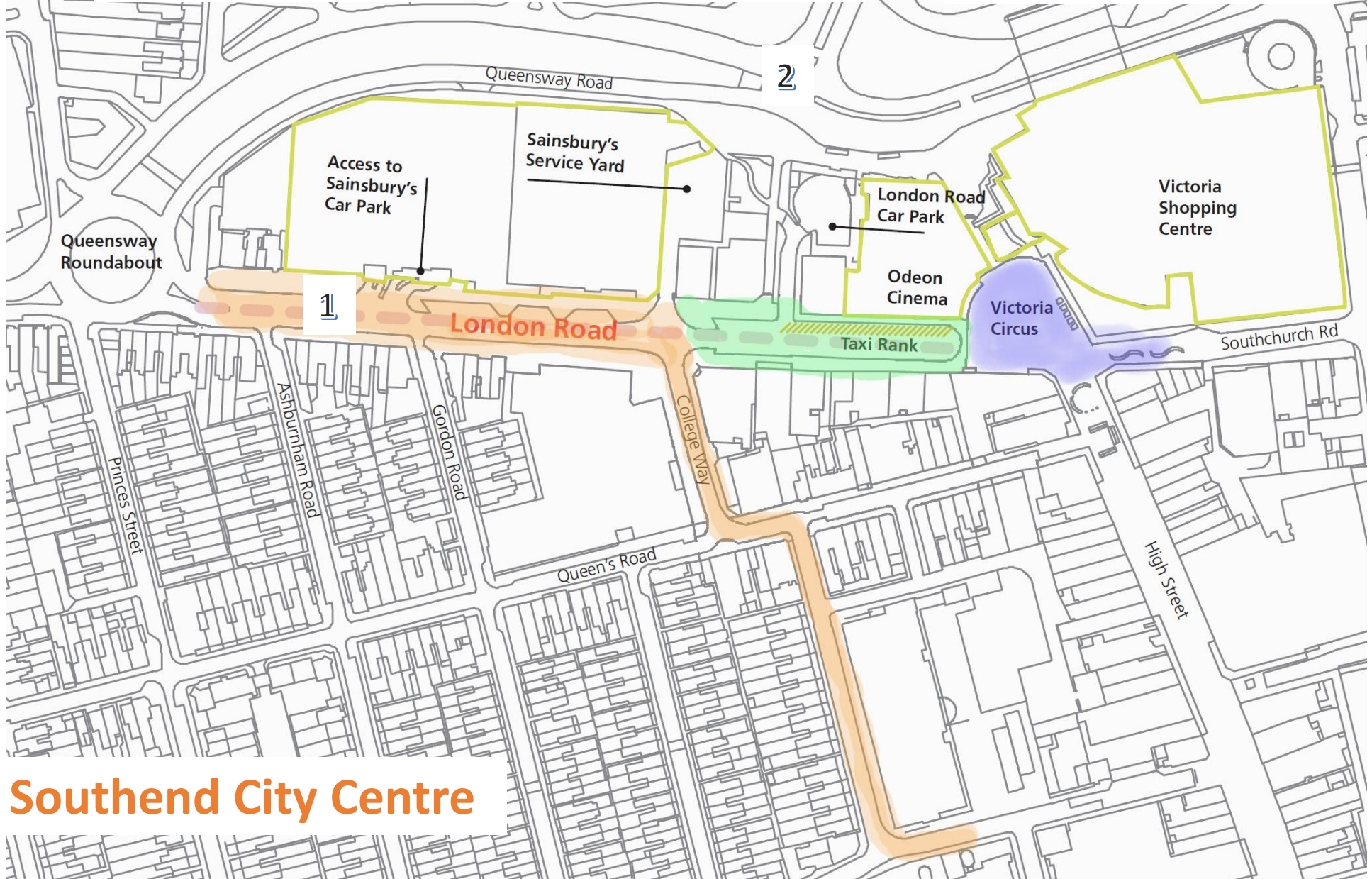
2

High street, going towards the seafront


 Ongoing and not included in SUNRISE


 Street space included in SUNRISE

 Public square included in SUNRISE

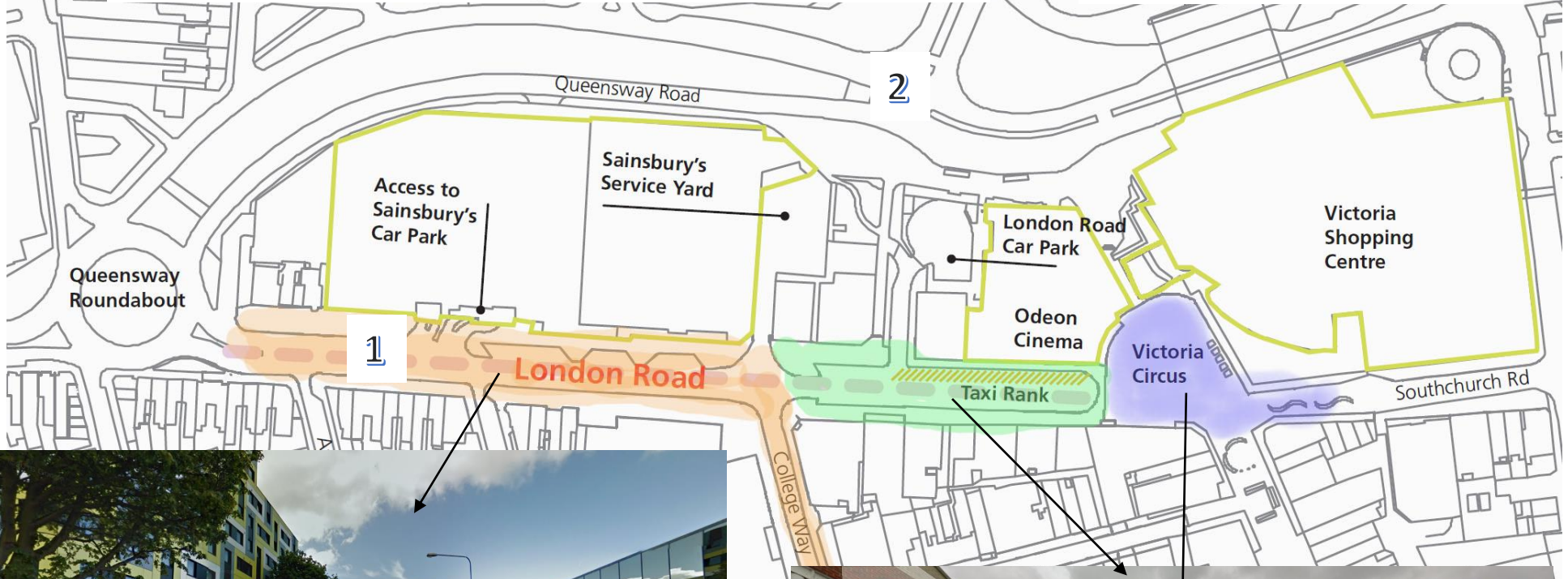


## Southend City Centre

 Ongoing and not included in SUNRISE

 Street space included in SUNRISE

 Public square included in SUNRISE

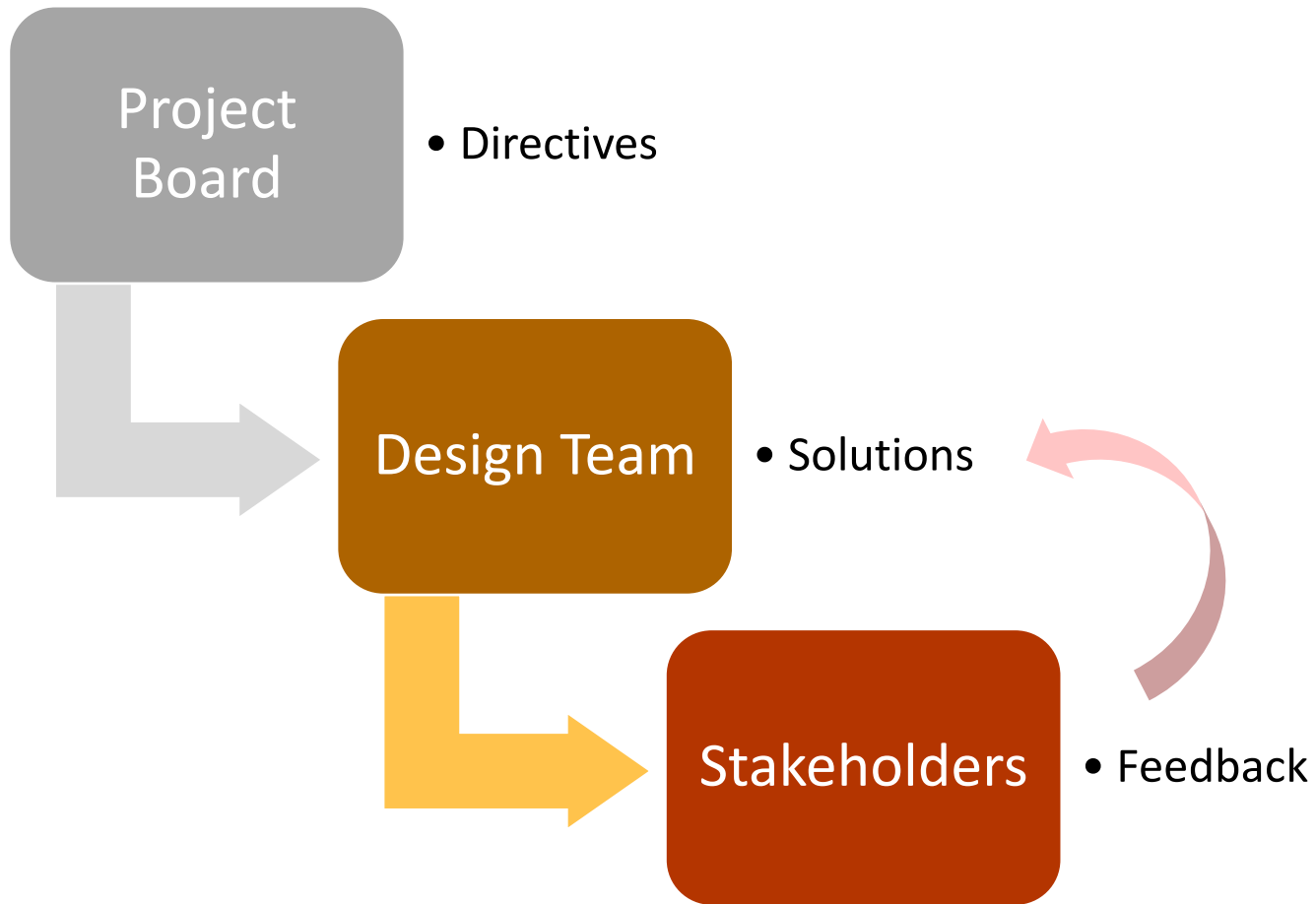


# Southend City Centre

**What is different about the SUNRISE project?**



# Traditional Design project – consultation process



# New Design projects- Engagement process



**POCKET PLACES and IDEAS IN MOTION:**  
Working for a better Southend

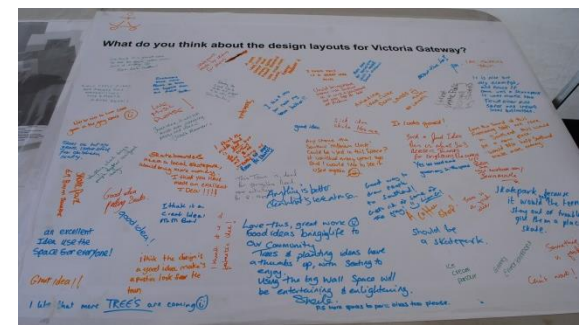
Issue 2: 21 July 2014

As you'll have noticed, work is well underway on the Pocket Places and Queensway-London Road scheme. This is our second community newsletter, designed to keep you updated while work is being carried out on site.

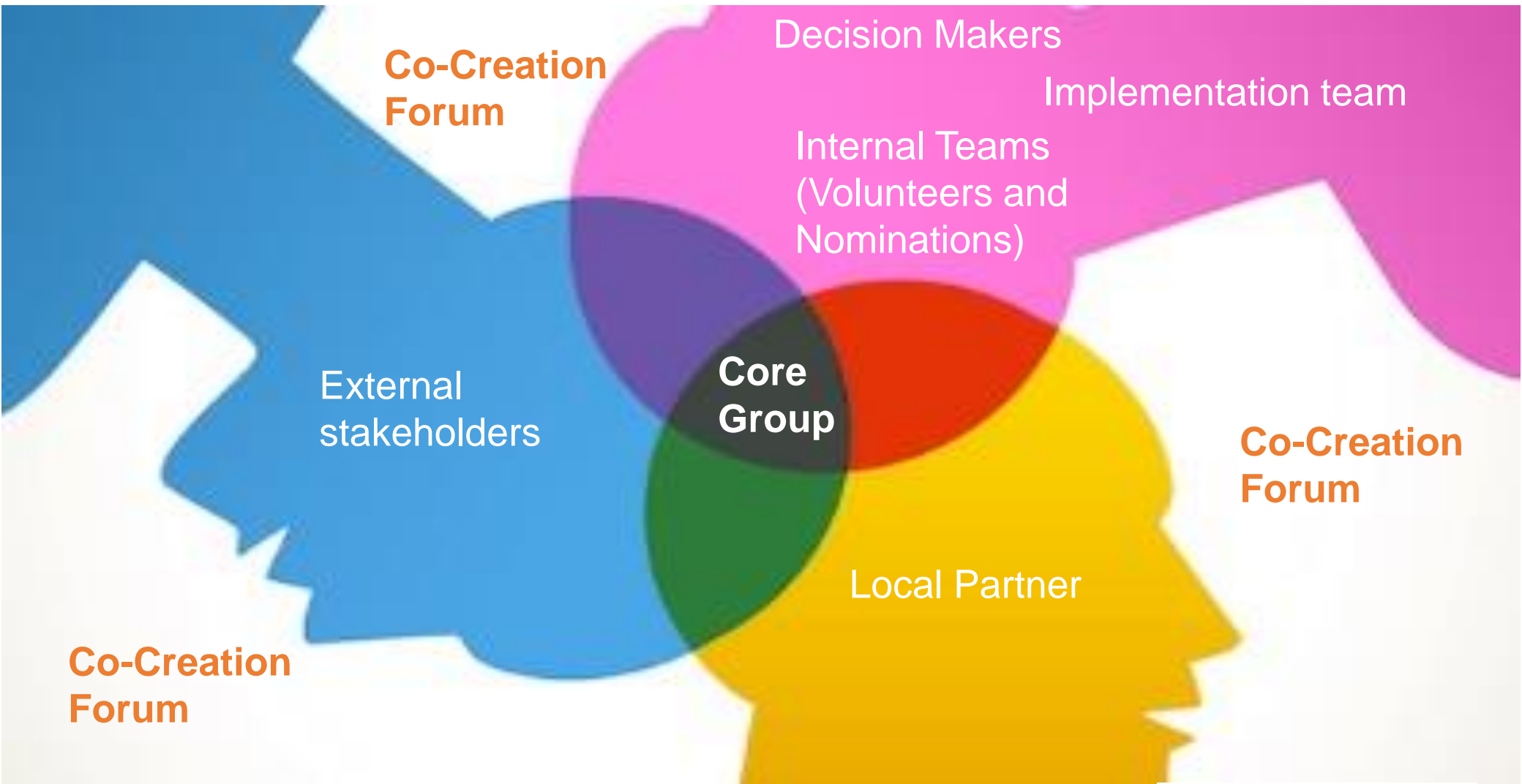
As we said in our first newsletter, the scheme includes the addition of more trees, green areas and seating at Victoria Gateway and the installation of new lighting to create a more welcoming experience and provide opportunities for community events. Over the past few weeks, work at the Gateway has focused on installing underground ducting for the new lighting fixtures. Once this was finished, the contractors restored the pavement to its original state so you could use it as normal while they worked on other parts of the scheme. From **Friday 1 August** the construction team will be back at the Gateway to install corduroy paving along the edges of the central plaza to assist blind and partially sighted users.

As part of the wider scheme, some extra planting, benches and cycle parking will be added along London Road, as well as widening the pavement in some of the narrower areas between the roundabout and Avenue Road/North Road. So we can widen the pavement, and to improve the drainage system, the team has already been working to realign the kerb of the central and splitter islands at the Queensway/London Road roundabout. They will now start work on the pavement south of the roundabout, between Princess Street and Ashburnham Road, realigning the kerb and de-cluttering the pavement. The roundabout will continue to be operational, with the outer lane closed off to allow the team to work safely.

They have also been installing new kerbs, block paving the parking bays and carrying out drainage works along the north side of London Road. With this now completed, they will start work on the south side from **Monday 4 August**.



# SUNRISE Co-creation Process



# What is the participation promise?

Inclusive co-creation process

Small scale mobility solutions will be implemented through SUNRISE

Large scale mobility solutions for London Road and Victoria Circus will inform business case for the next phase of Southend Central Area Transport Scheme (S-CATS)





Workshops

Drop-in  
Sessions

Public  
events

# Workshops

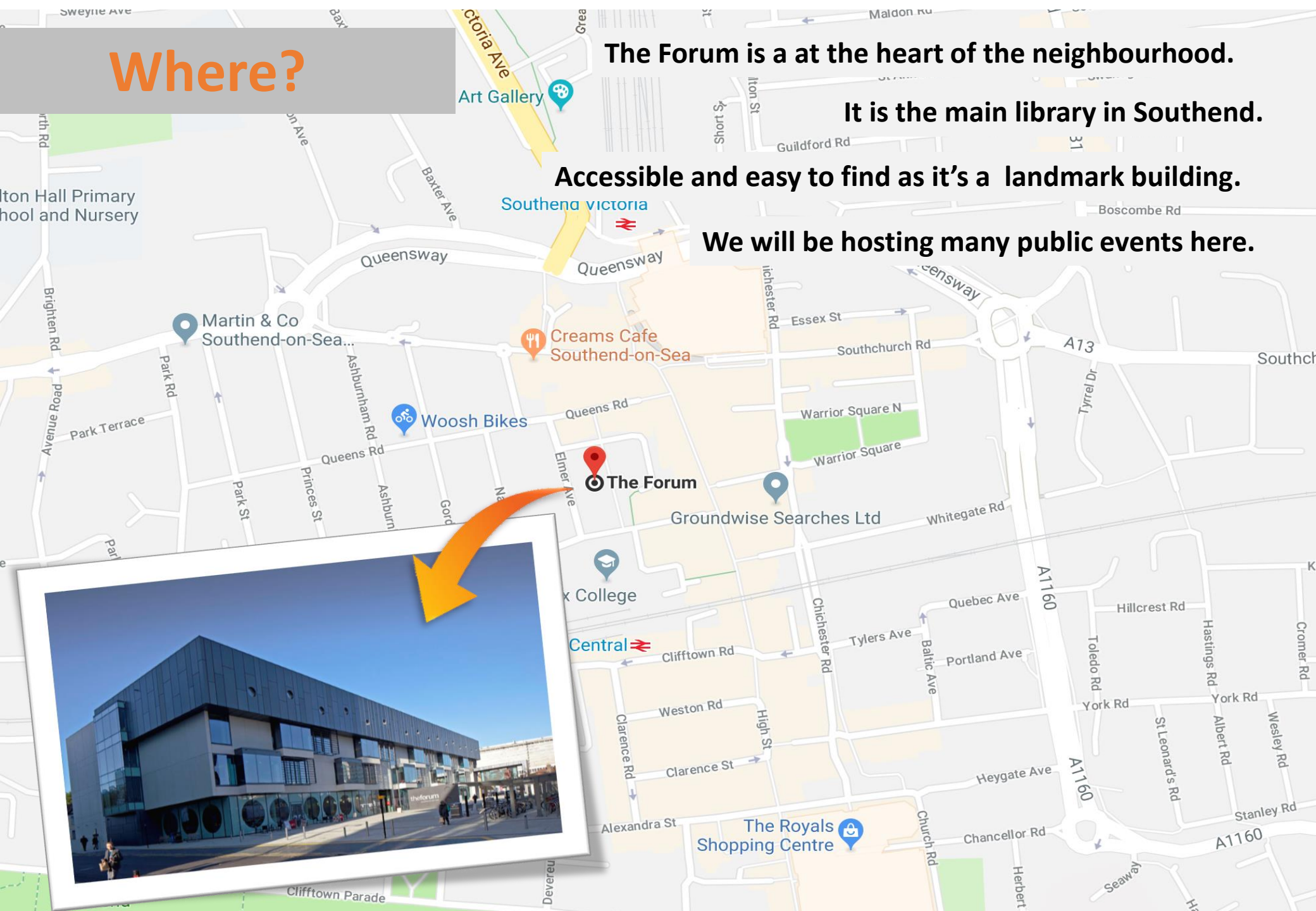
# Where?

The Forum is a at the heart of the neighbourhood.

It is the main library in Southend.

Accessible and easy to find as it's a landmark building.

We will be hosting many public events here.



# What?

Short presentations:  
Introduction to Sunrise by SBC  
Introduction from Urbanista





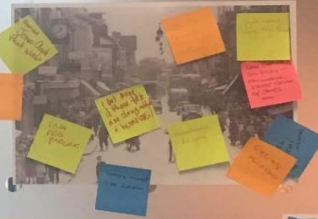
# What?

## Place-making exercise



# What?

Old photos of the town:  
Comments and discussions around  
the development of Town Centre.



# What?

Presentation by attendees:  
Main issues and ideas

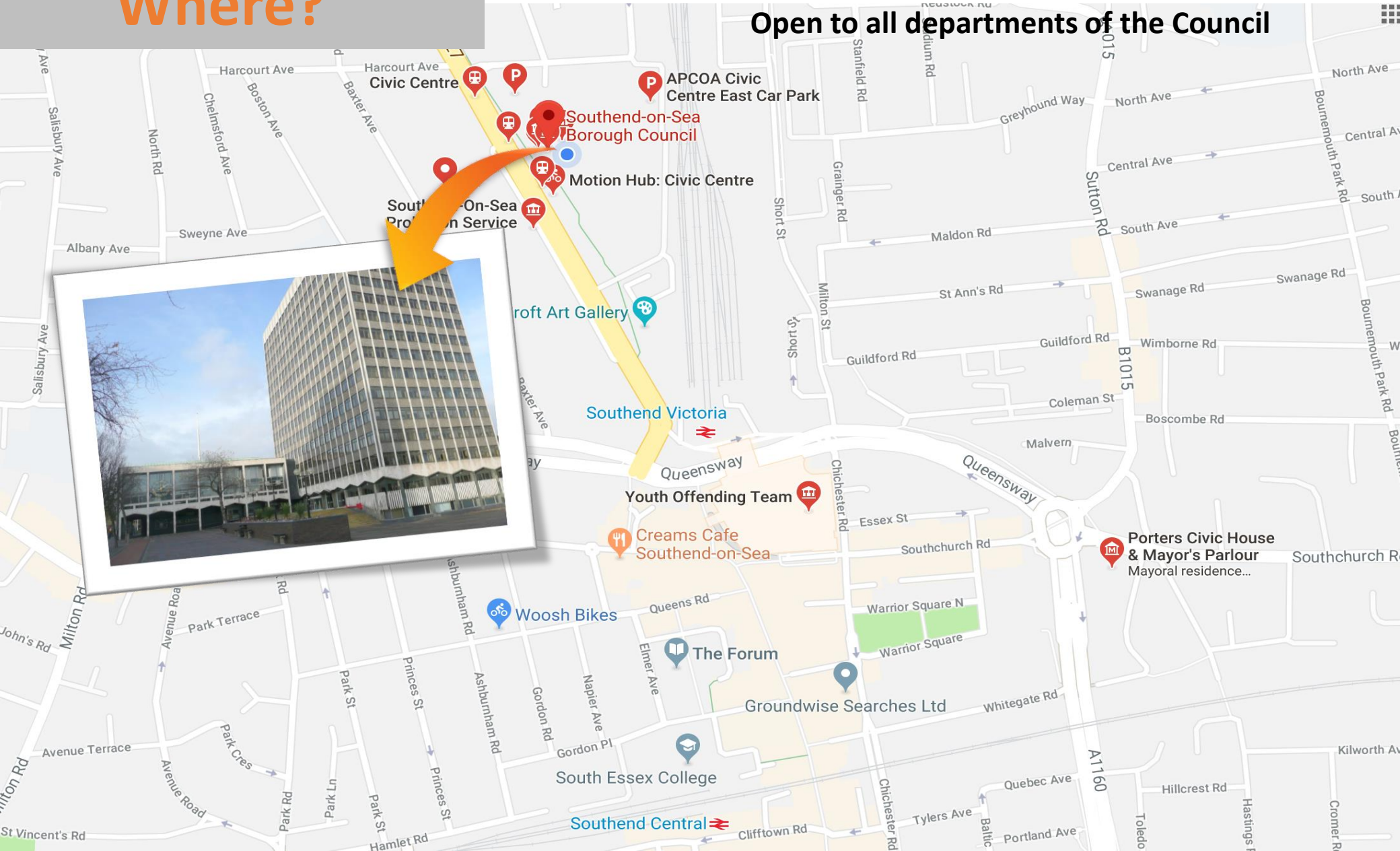


- ✓ **Driving force**
- ✓ **Design development**
- ✓ **Ownership**

# Drop-in sessions

# Where?

## The Civic Centre Open to all departments of the Council



# What?

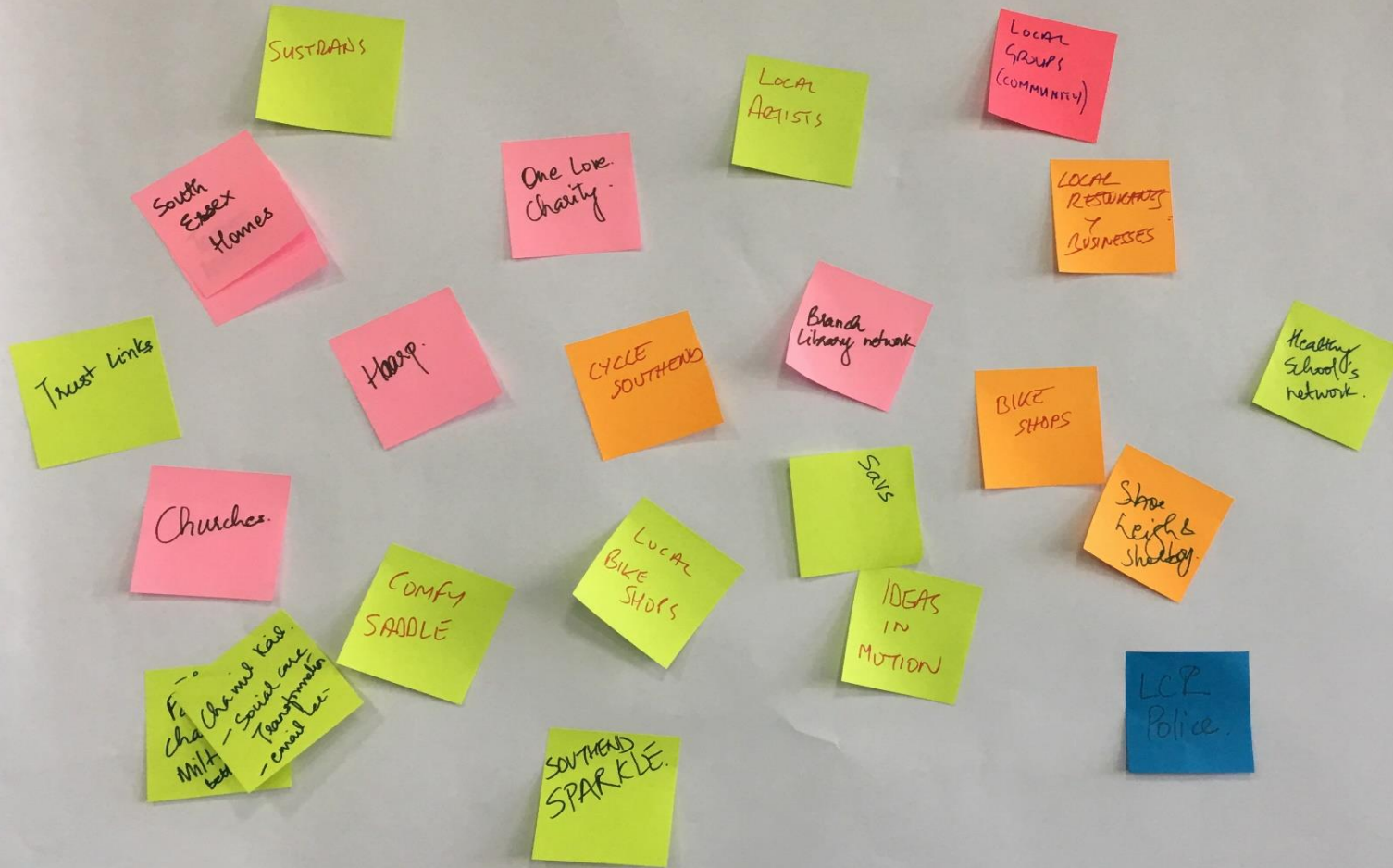
## Mobility issues identification exercise



# What?

# SUPPORTERS / INFLUENCERS

## Stakeholder mapping exercise





# What?

Financial Management  
 Adam Malvern  
 Fiz Anslow

## Nominations for Co-creation forum And Core Group

### SUNRISE

#### Co-creation Forum and Core Group—Nomination Form

24/10/2017.

Name	Team	Co-creation Forum Please tick if you want to be kept informed	Core Group Please tick if you want to be actively engaged
OUR MARK PERRY	Portfolio Manager Council	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sue Todd	Parks Tech (Sparkle)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PAUL JENKINSON	PARKS TECH 24/7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SIMON FORD	Community Safety	<input checked="" type="checkbox"/>	
TIM MAC GROOM	Policy, Engagement + Communities	<input checked="" type="checkbox"/>	
COLLETTE KEMP	Major Projects (SEAT)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ELAINE SWALLOW	"	<input checked="" type="checkbox"/>	
Jamie Mayhew	"		
Iain Banks	Major Projects (Buses)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Judy Moores	ICT	<input checked="" type="checkbox"/>	
NEIL HANDLEY	PLACE - Major Projects	<input checked="" type="checkbox"/>	
OUR CAROLE MURPHY	COUNCILLOR - LEIGH	<input checked="" type="checkbox"/>	
" GETER WEXHAM	" "		

- ✓ **Support**
- ✓ **Levels of involvement**
- ✓ **Links with other projects**

# Public Event

# Where?

## The Victoria Shopping Centre



# What?

Welcome speech by Deputy Mayor



# What?

Introduction to SUNRISE project  
Sign ups for Co-creation forum  
and core group



✓ **Awareness**

**Next steps**



Online

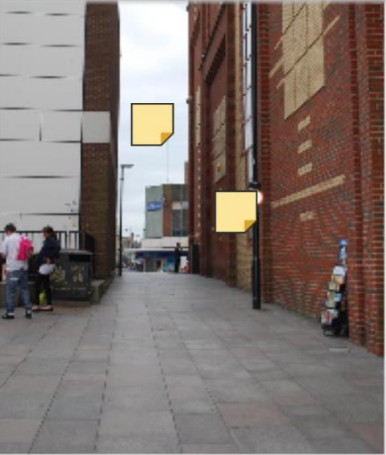
14:27 88%

improvingsouthendcentralarea.stickyworld.c

Open, open forum, invite only

Stickyworld test room

Slides



1 of 2

How do you think that the Victoria Circus access can be improved?

Edit Delete

Add a comment

View 2 comments on this slide

Navigation icons: back, forward, share, bookmark, tabs


14:19 86%

improvingsouthendcentralarea.stickyworld.c

Open, open forum, invite only

Stickyworld test room

Slides



2 of 2

How do you think the Victoria Circus could be improved?

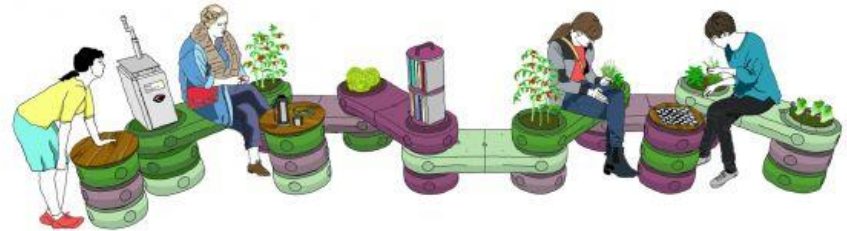
Edit Delete

Add a comment

View 1 comment on this slide

Navigation icons: back, forward, share, bookmark, tabs

# Trails and street events



Contact: [kritthikaramesh@southend.gov.uk](mailto:kritthikaramesh@southend.gov.uk)  
[sunrise@southend.gov.uk](mailto:sunrise@southend.gov.uk)



# Partners

