



A study to establish the need and feasibility of a **community based business support** approach to reduce poverty in the central wards of **Southend**

by
ACBBA

Commissioned by
Turning Tides Neighbourhood Management Partnership
and
Southend-on-Sea Borough Council

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Contents

Executive Summary	1
SECTION 1: Background information	3
SECTION 2: Quantative target area mapping	4
SECTION 3: Demographic data influencing enterprise development in Kursaal, Victoria and Milton wards	6
SECTION 4: Overview of data relating to enterprise	8
SECTION 5: Overview of possible additional barriers to enterprise/self-employment start up	10
SECTION 6: Overview of policy framework relevant to business and enterprise in Southend	11
SECTION 7: Voluntary and community sector framework documents	13
SECTION 8: Opportunities for community based businesses: The voluntary and community (VCS) perspective	14
SECTION 9: Opportunities for community enterprise development: Local business support agencies	18
SECTION 10: Conclusions	19
SECTION 11: Recommendations	20
Appendices:	
APPENDIX 1: How deprivation is measured for super output areas	23
APPENDIX 2: Quantitative data: an economic ‘snapshot’ of the wards of Victoria, Milton and Kursaal	24
APPENDIX 3: Demographic data influencing enterprise development in Kursaal, Victoria and Milton wards	27
APPENDIX 4: Data relating to enterprise	29
APPENDIX 5: Business advisory and training services and VCS organisations with relevance to enterprise in Kursaal, Victoria and Milton wards	31

Executive Summary

Southend-on-Sea Borough Council together with Turning Tides Neighbourhood Management partnership commissioned this report by the Association of Community Based Business Advice (ACBBA).

The report contains analysis on the need and potential for Community Based Business Advisors in the three most deprived wards of Southend; Victoria, Milton and Kursaal. It delineates existing economic policy and frameworks giving particular attention to the role of the Voluntary and Community Sector (VCS). It identifies already present networks of community groups and training advisers from the local community and business advisory and training services of relevance to people living in the target wards.

The Report describes the context in which a Community Based Business Support scheme might be developed. It presents the quantitative demographic data for the three wards, looking at the National Index of Multiple Deprivation (IMD) and detailing the distinct profile of deprivation with in small areas of the wards, the 'super output' areas (SOAs). Data, where possible, is placed within the context of the wider profile of the East Region, Southend and the most prosperous ward, West Leigh.

The influences on Enterprise Development in the 3 wards are identified. Working age populations, employment rates and income levels are presented together with Benefit Recipients and Skills Levels. Data on Minority Ethnic Communities is considered. However, whilst there is evidence of an increase in Eastern European and African Communities, since the 2001 census, data sources are not reliable.

An overview of data, which relates to enterprise, is considered to show the business climate and characteristics of businesses presented. Possible barriers to enterprise and self-employment start up for local people are analysed.

Quantitative data shows that the numbers of residents of working age varies only slightly between the target wards and indeed is only 3% higher than for Southend as a whole. However there are large differences in income levels between SOAs in the 3 wards. This difference is reflected not only between target wards but again when compared with other wards of Southend.

The range of professional skills again shows variations, with Victoria and Kursaal having a high % of people with low skill levels whilst Milton has a higher % of people with professional skills than the Southend average.

One of the major factors which will influence enterprise start for residents with high levels of deprivation is revealed through an analysis of claimants. Lone parent claimant levels and recipients of disability allowance are particularly high.

Access to start up capital for business can be related to housing tenure, and all three wards show high proportions of private rented accommodation and significant public housing in Victoria and Kursaal.

Debt is an issue in raising capital for micro businesses and an analysis of county court judgements shows that this is high in the Target Wards. There are also a very large number of people with out cars and whilst this is often used as an indicator of poverty it should also be remembered that 2 of Southend 3 railway stations are in the target wards.

The report looks at national trends which may be reflected in enterprise start up by residence in the deprived wards. Gender and Ethnicity are both factors and it is very likely that they are also influential in Southend. Data on Black and Minority Ethnic communities is as yet too scant to conclude that cultural differences and migration experience is influencing the type of enterprise start-up in the target wards but it may be beginning. This is most noticeable around the old market and the London Road.

Policy initiatives which form a context for enterprise development give a high profile to small business creation and growth and seek to increase the growth rate and access to business support where take up is currently considered to be low. Initiatives primarily seek to promote the creative, cultural and tourist potential of the area and generally emphasise opportunities which will disproportionately attract higher end skills. The enterprise developments which may be attracted by these initiatives may not be generated by residents with lower skill levels in the target wards particularly those in Kursaal and Victoria.

Of key importance to the policy agenda is the Local Area Agreement. Outcomes, of particular relevance are those relating to sustainable business, increasing the skills base, empowering people to have a greater role in public service delivery and improving the quality of life in deprived neighbourhood. The work of Turning Tides directly effects these priorities, which are again underwritten by the Department of Communities and Local Government. A community based business support scheme could contribute to these outcomes.

The DBERR Business Simplification Agenda includes recognition of special measures necessary to promote enterprise in deprived communities. The EEDA contract which determines the delivery of Business Link services recognises the need for outreach but the current delivery model will require special measure.

Section 7 of the report looks at the framework for the Voluntary and Community Sectors. It considers additional key policy documents and outlines the changing role of SAVS in supporting income generation activities in the VCS.

The opportunities for community based business support are then considered from the perspective of VCS. Interviews with VCS organisations conclude that SUCET, Milton Community Partnership and Communities in Harmony and Turning Tides (Kursaal) could be a basis for a Community Based Business Support scheme whilst ROC, St Luke's, Victoria in Partnership and Circles also have the capacity to do so.

Section 9 provides information about the Essex University, Business Hub and Business Link services but concludes these are unlikely to be able to make direct links with residents from the target wards who are suffering from deprivation but a community based scheme could link in with these key mainstream provisions.

The Children's Centres also provide another interesting opportunity particularly tailored to the needs of women.

In conclusion the report demonstrates that Southend on Sea shares with many coastal towns and inner city areas large variations of wealth and poverty within and between its wards. Kursaal, Milton and Victoria Wards, the target wards for this research, encompass the Central Districts of Southend and show within them significant differences particularly reflected in the living and environment measures of deprivation. Whilst business activity in the target wards is high and the policy framework sets an agenda for growth, the information presented in this report raises doubts as to whether low-income people in the wards, particularly women and people with disabilities, will be able to participate in it. The voluntary and community sector presents opportunities for the development of a programme to encourage enterprise initiatives and it could be successfully linked to and enhance mainstream provision.

1

Background information

1.1 Background

The Association of Community Based Business Advice (ACBBA) have been commissioned by Southend-on-Sea Borough Council in partnership with Turning Tides Neighbourhood Management Partnership for Southend to identify the need and potential for Community Based Business Advisors working within the existing network of community groups and training advisers from the local community.

Community Based Business Advice (CBBA) is a model to develop people who work at a community level into professional business advisors so that they can combine community development and enterprise development models. The approach aims to provide the best possible support to entrepreneurs in their communities, particularly those who may have experienced social exclusion. Community based business advisers' help entrepreneurs develop their business skills, bring people together into networks and engage with other business support providers to enhance the level of support to entrepreneurs in areas of deprivation. It builds capacity within communities, improving entrepreneurial activity, tackling deprivation and empowering people to help themselves.

1.2 Purpose and key objectives of this study

This research undertakes initial mapping with a view to assessing the potential to develop and implement a relevant and effective programme of intervention.

Its objective is to gather together quantitative and qualitative information, which impact on enterprise development and business start up by residents in Kursaal, Victoria and Milton Wards of Southend. It will provide information on local business support agencies and enterprise initiatives which are available to entrepreneurs and businesses in the Wards and map existing embedded community organisations and VCS provision which is well used by residence and has the capacity and interest to deliver business support and add value to existing initiatives. It concludes on considerations of the desirability and feasibility of a CBBA project in Southend.

1.3 Methodology

The report has been compiled and recommendations made using findings from three main activities: Information gathering and mapping through desk research, Visits and phone conversations, and feedback from the Turning Tides team.

2 Quantitative target area mapping

This section of the report presents data that provides an economic ‘snapshot’ of the wards of Victoria, Milton and Kursaal.

2.1 Sources of data

For the purpose of the initial Quantitative target area mapping, figures in this report are derived from the 2001 Census. Information has been gathered from NOMIS and the Office for Neighbourhood Statistics, Southend on Sea Borough Council Ward profiles and the Southend on Sea Observatory, the Index of Multiple Deprivation (IMD) and various East of England Development Agency (EEDA) studies in order to provide a data baseline ‘snap-shot’.

The Technical & Environmental Services Department Strategic Planning produced Southend on Sea Borough Council Ward profiles in March 2005 based on the 2001 Census. Regular area updates are posted on the Southend on Sea Observatory website.

The Social Disadvantage Research Centre at the University of Oxford has constructed the Indices of Deprivation for 2007. Figures for the Index of Multiple Deprivation (IMD) are produced for County Council, District and at Lower Super Output Area level (LSOA). There are usually 5–7 of these in each council ward.

Appendix 1 Gives details of how Measurements of Deprivation are determined.

In Appendix 2 we identify poverty at the LSOAs level in each of the target wards. Figures are displayed for Main Domains that have an impact on enterprise levels and economic activity of residents.

The tables for ward indices in Appendix 2 do not include housing figures as no LSOAs within the Borough Council register within the 20% most deprived neighbourhoods in the East of England on this index.

2.2 Area overview

The East Region has in total 3,550 Lower Super Output Areas (LSOAs) of which 83 are within the 10% most deprived on the IMD 2007. Approximately two thirds of all the East Regions LSOAs are in the 50% least deprived on the IMD 2007. Most of the Regions’ deprived LSOAs are in the main large urban areas, but some are in the smaller coastal urban areas that include Southend on Sea.

Southend has two of the most deprived LSOAs in the East of England. Source: The English Indices of Deprivation 2007 and East of England Observatory.

Within Southend on Sea the wards that experience the greatest deprivation are Victoria, Milton and Kursaal. Victoria and Milton contain 6 LSOAs and Kursaal has 5. The LSOAs around the boundary between Milton and Kursaal have the highest IMD ranking. One LSOA in Kursaal is well within the top 3% (0.29%) of the country’s most deprived LSOAs and ranking 93rd in England. The Southend LSOA with the lowest levels of deprivation is in West Leigh ward and it ranks 31,501 in the UK. This range of 93 to 31,501 gives an indication of poverty variations between the wards of Southend.

2.3 Summary of area profiles of Victoria, Milton and Kursaal wards

Full details are attached as Appendix 2.

Victoria Ward has 2 LSOAs that rank in the 10% most deprived areas of England in any one domain. The area around Harcourt Avenue and Victoria Avenue is in 10% of the most deprived areas in England and is the second most deprived area within Southend in the domains for Income, Employment and Health and Disability. The LSOA located around the junction of Sutton Road and Browning Avenue is within the 10% greatest deprived LSOAs in England in the domains of Income and employment.

Kursaal Ward has four LSOAs that rank in the 10% most deprived in any one domain. The area around the junction of Kursaal way and Arnold Avenue is the most deprived area of the borough and is within the 10% most deprived LSOAs in England. Rates of deprivation for individual domains of Income, Employment, Health and Education, skills and training are the highest within Southend and are all within the top 10% of England's most deprived LSOAs. It should be noted that unlike the other target wards, Kursaal has three LSOAs within the top 10% for Crime.

Milton Ward has two LSOAs in the 10% most deprived areas of England in any one domain. The area on Chichester Road where the A13 crosses has the greatest deprivation in terms of quality of Living environment within Southend as well as being in the 10% of most deprived English LSOAs in the domains of Income, Employment and Health and Disability. The area around the junction of Western Esplanade, Marine parade and Pier Hill is the second most deprived in Milton it is in the 10% of most deprived English LSOAs in the domain of Living Environment and is within 20% of the most deprived areas in the East of England in the domains of Income, Employment, Health and Disability and Crime.

2.4 Conclusions

The area based mapping of the three target wards demonstrates that whilst all encompass the most deprived areas of Southend they also show differences in types and levels of deprivation. This is most significant in the living and environment measures. All 3 wards have large variations between them in wealth and poverty, not only within Southend but also within the wards themselves.

3 Demographic data influencing enterprise development in Kursaal, Victoria and Milton wards

Detailed Data for this section of the report are contained in Appendix 3.

3.1 Population

ONS figures show that in each of the 3 wards there are somewhat higher numbers of people of working age than the Southend average and in the wealthiest ward West Leigh, the differences between the wards are small.

3.2 Employment rates and income levels

The Annual Population Survey (April 06 to March 07) estimates the Employment rate for Southend at 76.6% of the working age population which is the same as the overall East of England and higher than England as a whole.

However this is not reflected in the target wards where the three areas of Southend with the lowest Employment levels are SOAS within Kursaal ranking 97th Victoria 102nd and Milton 280th. The area with the highest Employment level is in Chalkwell ranking 30,139.

The areas with the lowest income levels are SOAS within the three wards, Kursaal ranking 70th Victoria 601st and Milton 776th. The area with the highest income level is in West Shoebury ranking 31,740.

Cambridgeshire County Council Regional Labour Market team in association with the East of England Regional Assembly (EERA) in 2005 conducted a large-scale investigation into the Labour Market in the East of England. Interestingly, it concluded that Southend and Thurrock stand out as having non-White groups with higher rates of employment than White groups in any area.

3.3 Job seekers

An analysis of claimants of Job seekers allowance for May 2008 is attached in Table 2 of Appendix 3. It illustrates that whilst all three wards have high numbers of people claiming Job Seekers Allowance there is considerable movement with the majority of claimants in all the target wards being unemployed for no more than six months. In Kursaal the percentage of claimants who have been claiming for over 12 months is near to the Southend average, Milton it is actually less whilst in Victoria it is considerably higher.

3.4 Worklessness

Data for Worklessness is attached as Table 2 Appendix 3. This data shows the significantly higher numbers of claimants in all the target wards. The numbers of people who are in receipt of incapacity benefit is higher in all target wards than the Southend % and there are also high levels of lone parents. This data illustrates clearly that any enterprise scheme designed to increase activity and reduce poverty in the target wards will need to at least partially address the needs of these two groups.

3.5 Skills levels

Other indices may also explain the disproportionately higher levels of deprivation in the target wards. One indicator is the type of jobs that people do. Table 4 of Appendix 2 presents data on the numbers of people in traditionally higher paid occupations: (group 1) we can see that Victoria and Kursaal wards all have below the Southend average numbers

of residents working in senior managerial and professional jobs and that West Leigh the most prosperous of Southend's wards, has 15% more people working in those occupations than the borough average. Both Victoria and Kursaal have over 15% more people working in (group 2). However in Milton the number of Group 1 employee is higher than the Southend average. Again illustrating the variations, which exist between the target wards.

3.6 Ethnic diversity

The 2001 census data indicates that the ethnic makeup of Southend residents, in common with most of the rest of Essex, is predominantly white British 92.8% with White 'other' accounting for 2.88%. British Asians and all other people of Asian origin accounted for 4.5% of Southend's population. Black British and people of Black African and Black Caribbean origin accounted for 2.3% and 0.89% were from Chinese and other ethnic backgrounds.

The 2001 census ward-level data shows that West Leigh had higher numbers of white residents (97.68%) than the three target wards and was higher than the average Southend ward numbers. Census figures indicated no sizeable dominant Black and Ethnic communities within Southend.

It should be noted that ONS itself has stated that it is increasingly challenged by the task of creating population and migration statistics and has set up a special project to improve them. A number of local authorities including Southend have expressed concern that the figures do not reflect actual population trends.

The latest internal immigration figures available for the area are July 2005 to June 2006. After London, the South East received the greatest number of immigrants. The East of England experienced the largest inflow, with 60,000 immigrants arriving in 2006, the largest increase in immigration, up 24,000 since 1999. It is likely that there is an increase (from June 2006) in the numbers of people moving in and out of the target areas particularly in the light of the much published

increase of EU accession nationals moving to the UK to find work.

An Analysis of school enrolments undertaken by Southend Council suggests that 16–20% of some super-out put areas in Milton have school populations of 16–20% Eastern European whilst others in Milton and Kursaal have African populations above 10%. Care should be taken in interpretation of these statistics, as school enrolments and residence are not necessarily related and the statistical basis of these figures may not be sound.

South Essex Homes have recently completed a demographic survey of public housing tenants and this should give a good guide to numbers and types of minority ethnic communities.

The numbers of Ethnic minorities in the wards may well mean that patterns of enterprise development that are well documented in other parts of the country will be relevant in the planning of enterprise support service for residents of the deprived wards of Southend. However, little can be firmly concluded from the quantitative data available for this report.

3.7 Conclusions

The three target wards show high levels of unemployment with Victoria ward having high numbers of people in receipt of JSA for longer than a year. Ward figures on types of claimants show high numbers of incapacity and lone parents benefit claimants. There is an over representation of people with low skill levels in Kursaal and Victoria Wards but in Milton people with high level skills are also over represented.

Whilst there is a growing body of evidence of minority ethnic communities in the three wards which indicate increasing though small numbers of Eastern Europe and African residents, firm data is not presently easily available.

Any scheme devised to increase enterprise activity in the three wards will need to be adaptable, there will be little success in a 'one size fits all' standardised approach.

4

Overview of data relating to enterprise

4.1 Local business climate

VAT registration rates are often used as an index of business activity because all businesses that are liable for VAT must register. Vat registration is required when annual turnover reaches a certain level, currently £67,000. VAT registered businesses are broken down to target Wards. Here we see the clear effect of the geographic position of the Wards as part of the central shopping area and tourist areas. Milton has a higher number of VAT registrations than West Leigh and 2/3 of these are micro businesses. Victoria is not far behind West Leigh in overall numbers and has higher numbers of larger employers, only Kursaal shows significantly lower numbers. There are 350 more registered business in Milton than Kursaal and registration levels are over a third higher in Milton than in the wealthy area of West Leigh.

Throughout Southend, the largest numbers of businesses are micro-businesses with 0–4 employees. Milton has the highest proportion of large businesses in Southend with 45 employing more 20 people. The types of businesses again vary with Milton and Kursaal having around 20% in Property or enterprise services whilst in Victoria Retail is the highest sector overall, however overall the types of business starting up in the target areas reflect that of Southend as a whole where overall there is a net decline.

Despite small variations each ward's business occupation groupings reflect the principal enterprise sectors for Southend as a whole, of which the highest represented sector was Property and Enterprise services, which accounted for 24.60%. The second highest sector was Retail at 16.43%,

followed by Construction at 14.44%. Production accounted for 9.71%. 7.74% of businesses were involved in the Hotels and Catering sectors and 7.09% in providing services to the Public Sector (Southend Hospital NHS Trust, the Council amongst the largest of these Employers).

In interpreting these figures it should be remembered that the 3 target wards are the Central Wards of Southend and contain within them not only the main shopping areas but large employers. Milton and to a lesser extent Kursaal also encompass the main tourist areas.

EEDA reports that entrepreneurial activity, in terms of VAT registered businesses, has stagnated in recent years with only a net addition of 20 VAT registered businesses across Thames Gateway SE (TGSE) during 2003 and 2004. This overall picture masks a net loss of 330 (6.6%) VAT registered businesses during the period in Southend.

It should be remembered that VAT registration figures exclude many micro-businesses, people registered as self-employed and new start-ups which have not reached the £67,000 cut off figure.

4.2 UK patterns of self-employment

Men are more likely than women to be self-employed – 73% of the 3 million self-employed people in spring 2001 were male and EEDA evidence based work estimates the figure for women is less than 23%. Around a fifth of all self-employed people worked in construction, with similar proportions in sales and distribution, hotels and restaurants; and in banking, finance and insurance.

People from certain ethnic groups are more likely to be self-employed than others. Around one fifth of working Pakistanis and Bangladeshis are self-employed, compared with only one in ten white people and fewer than one in ten people of African Caribbean descent. Chinese and Indian people are also more likely than white or African Caribbean people to be self-employed.

4.3 Small business creation and retention

The LAA determines that the business start up rate for Southend is the second lowest in the region; with just 9 start ups per 1000 residents aged 16–59.

Survival rates after 18 months for these businesses are estimated (by Business Link Essex) at 60% for those that do not access advice, and 81% for those using Business Link support, although as identified below only a small proportion of start-ups are using this support.

The Southend Economic Development and Tourism Strategy identified a survey of local businesses that was undertaken in May 2007, which found that of the 114 businesses questioned; only 6 had accessed some form of business support. This echoed the Objective 2 Source Southend on Sea local area framework from 2004 that stated that:

“The need for a coherent business support service was identified in the response to the consultation on the Small Business Service Proposals for Southend. Over 90% of all businesses in Southend employ fewer than 10 people highlighting the specific needs of enterprise support for micro businesses.”

ACBBA researchers spoke to 9 established stallholders at the Tuesday Car-boot market held in Southend United’s Car Park. All the stallholders traded in new goods that were bought from wholesalers and all were Southend residents. All considered what they were doing to be a business rather than a hobby and therefore, for this study,

can be identified as local micro businesses. When asked if they had ever taken, or considered using Business Link all responded that they had not. When asked who or where they get business advice from, typical responses were:

“You learn skills of other traders”

“My accountant is the one I trust”

“It runs in the family, I started when my kids were young to get a bit of ‘pocket money’”

Additionally we spoke to 6 small businesses on the London Road between Milton and Victoria wards. Their impressions were that there were increasing numbers of Eastern Europeans, Asians and Africans using their shops.

As one walks nearer to the junction of Valkyrie Road and London Road, the shops reflect the change in customer needs. There are retailers of Afro beauty products, A Polish grocery shop, money exchange shops and a selection of restaurants and cafes selling Chinese, African and Asian food. There is also a recruitment agency that advertises temporary, low skilled work.

5 Overview of possible additional barriers to enterprise/ self-employment start-up

5.1 Domestic responsibilities

Caring responsibilities prevent many people (mostly women) from full-time participation in the labour market, in households where a single adult is the carer, part-time wages are often below the benefit levels and there is therefore little incentive to look for those jobs. This can be less of a disincentive for some carers who can do considerable amounts of preparation for starting up a business and may be inspired by the prospect of flexible working hours that self-employment can bring.

5.2 Housing tenure (Appendix 4 Table 2)

Housing can be considered to have a high impact upon people's potential to access private sector mainstream business start-up services, as many banks are looking for property collateral from entrepreneurs who are seeking a business start-up loan. Private sector rental with its proliferation of short-term tenancies makes it harder for people to demonstrate a 'stable' location and this may exclude people even from 'soft' loans i.e. low interest credit. Victoria and Kursaal have in comparison to the Southend target high levels of social housing and private rented accommodation in Milton is very high.

5.3 Poverty

In 2004 individual County Court Judgments (CCJ) – Personal Consumer Debt instances in the wards were: Kursaal 334 totalling £531,893; Victoria there were 211 totalling £337,348 and in Milton 257 totalling £505,107. Those for Southend as a whole were 2,333 totalling £5,110,643. The target wards constituted 34% of the regions CCJs and owed 26.8% of the debt. This indicates high levels of personal debt.

Car/van ownership records, as an indicator of wealth and of mobility show extreme variants between the wealthy and poor wards. The average percentage for those households without a car or van living in Southend is 28.60%, for West Leigh it drops to 18.06%. The percentages for Victoria, Milton and Kursaal are 47.55, 41.07 and 44.58.

5.4 Poor educational and/or vocational qualifications

The IMD domain for Education Skills and Training (Jan 2007) is presented in Appendix 4 Table 3. It shows greater numbers of residents within Victoria and Kursaal wards have low level, or no recorded qualifications, compared to the borough ward average. The percentages increase when applied to unemployed residents. Both wards show fewer percentages of residents with higher-level qualifications.

Milton has a larger percentage of residents who have higher-level qualifications than the Southend average, and similar levels of residents with low level, or no qualifications. Milton's unemployment percentage rates are however 2.5% higher than the borough average. The high levels of private rented accommodation let to students may distort the picture for Milton.

5.5 The digital divide

Whilst no figures have been obtained on the number of homes without Internet Access it is likely that the number in the 3 target wards is still quite considerable. Access to the Internet and confidence and familiarity in using it can be a considerable barrier for business start-up and access to Business Link Services.

6 Overview of policy framework relevant to business and enterprise in Southend

“Southend needs to encourage and support small business creation and growth as part of a sustainable community that is reducing reliance on out commuting and recognising that scope for employment creation through major inward investment is likely to be limited due to the town’s geography and limited land supply”

The Southend Local Area Agreement (2007)

6.1 The Southend Local Area Agreement (LAA)

Southend Together is the Local Strategic Partnership for Southend. It has developed the Sustainable Community Strategy (SCS) as the overarching plan which sets out the vision and priorities for Southend. The LAA is a three year plan and its development and implementation has been agreed between central government and Southend Together. Key partners of Southend Together are Southend Borough Council, South East Essex PCT, Southend Police and Southend Association of Voluntary Services (SAVS).

The work for the LAA is structured around four blocks: Children and Learning, Safer and Stronger Communities, Health and Well Being and Enterprise and Community Environment.

These are linked to the Sustainable Community Strategy key priorities. The Sustainable Community Strategy will also address local needs in relation to housing and transport.

The most pertinent outcomes related to this report are those relating to strengthening the local economy, raising aspirations and

achievements, leading a cohesive community and to a lesser extent revitalising Southend’s image.

6.2 Delivering the future

The Thames Gateway is a national priority regeneration area. In 2001 South Essex joined the Thames Gateway corridor and the Thames Gateway South Essex partnership was created. In 2003 they published their regeneration plan. The plan identified Southend as a Cultural and Creative investment hub that could develop its leisure and tourist attractions and attract investment into South Essex.

6.3 Southend Council’s economic policy

Southend Council’s economic policy identifies four key sectors for growth: creative and cultural industries; tourism and leisure; financial and business services; and aviation. Despite high numbers of elderly residents and fairly large numbers employed by public sector organisations, it aims to meet the regional Spatial Strategy of creating 13,000 new jobs by 2021.

6.4 The Economic Development and Tourism Strategy (EDTS draft 2007)

This has been drafted with wider governmental strategic policies in mind, in particular Thames Gateway and EEDA. It is designed to compliment the Borough Councils Sustainable Community Strategy, its Local Area Agreement, The Local Area

Development Framework and The Corporate Plan. These, together with the physical infrastructure regeneration plans (the Regeneration Framework and the Central Area Master plan) that is being prepared by Renaissance Southend Limited, is designed to map the way to sustained economic prosperity for the next 12 years.

The strategy recognises the changing role of Business Link from support provider to support broker and suggests that Southend could create a 'one-stop-shop for businesses that would link in to the University BIC.

Within Southend the area around Milton ward on the central sea front is seen as a key location for regeneration initiatives as it links the Sea front attractions with the retail outlets on the High Street. It is the area that was earmarked for a possible super casino site as it already has an evening economy that can be developed further.

Conclusion: The Economic policy seeks to promote the creative and cultural and tourist potential of the area. There seems to be an emphasis on 'high end' products and services development that will offer employment opportunities for well educated, or higher skilled residents. This may be an obstacle to economic engagement for many residents within the target wards, particularly Kursaal and Victoria, and their surrounding areas.

6.5 Delivering economic prosperity in partnership

The crucial role of the new local performance, DCLG (Feb 2008), introduces the new LAA local performance framework and examines how it will operate. In this document there is an increased focus on shared targets and shared Sustainable Community Strategies, giving areas the freedom to pool or align funding. It advocates community empowerment and engagement in the design and delivery of services and other activities will provide an impetus to improve service quality and community satisfaction, "Partnerships will

benefit from encouraging choice, influence and user involvement throughout the process of developing agreements and delivering outcomes". This policy document gives a framework for marrying the interest of interventions that will serve the larger area development framework and macro regeneration agendas. This could enable micro interventions to stimulate entrepreneurship amongst those who have only marginal engagement in the labour market at present.

6.6 Business Support Simplification Programme (BSSP)

The BSSP is a task force of the Department for Business, Enterprise and Regulatory Reform (DBERR) charged with rationalising the plethora of business support schemes. Local authorities will need to ensure any business support schemes that are proposed to deliver LAA targets are consistent with the Business Support Simplification Programme. DBERR has worked to develop mainstream business support into a series of packages to be delivered via a Business Link delivered Information, diagnosis and brokerage model. The products will be tested with local authorities in July and then rolled out over 6 months starting in October. There are to be at least three models with a strong focus on tackling economic exclusion. Amongst them will be local community business coaching to promote enterprise in deprived communities and a focus on overcoming barriers to enterprise formation and growth faced by people from under-represented groups and disadvantaged communities.

The EEDA 'Better for Business' strategy has informed the emerging Regional Economic Strategy (RES) 2008–11 and the integration of business support.

Business Link East. EEDA took over responsibility for Business Link services in the East of England in April 2005.

7

Voluntary and community sector framework documents

7.1 Safer and Stronger Communities Fund

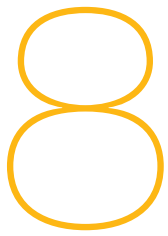
The Neighbourhood element of the Safer and Stronger Communities Fund allocation 2006 to 2010, focuses on two of Kursaal and one each of Victoria and Milton's SOAs, and funds Turning Tides to ensure a greater impact and a better co-ordinated response to the LAA focus on Southend's deprived neighbourhoods (a cross cutting LAA theme).

7.2 Turning Tides

Managed by SAVS, Turning Tides works with partners from all sectors to address the priorities for change that have been, and are, identified by the local community. The twin aims of the programme are to improve the quality of life for the residents and ensure that service providers improve services in response to local need and concerns. Its Partnership Board includes residents and representatives from key stakeholders. Turning Tides has a clear vision around Community engagement and its first priority is to build on existing structures. It has recently acquired a two-year lease on a property in Kursaal ward and is keen to develop this into a community centre.

7.3 Compact for Southend

Inspired by the Deakin report on the future of the voluntary sector, the Compact for Southend is a framework for partnership working between statutory organisations and the voluntary and community sector (VCS). It is designed to recognise the contribution that the VCS makes to Southend's society and aims to build on and improve relationships for mutual advantage. The Compact was launched in July 2005 and was developed by representatives from the VCS and from statutory agencies in Southend. Five Codes of Good Practice have been developed around Black and Minority Ethnic Groups; Community Groups; Consultation; Funding and Volunteering. The code informs public sector engagement with the voluntary sector and is an integral part of the LAA.



Opportunities for community based businesses: The voluntary and community (VCS) perspective

8.1 Introduction

This section gives an outline of interviews conducted with some VCS organisations that have an impact on the lives of people in Victoria, Milton and Kursaal Wards.

The organisations were selected following advice from SAVS and Turning Tides. Fuller details of the services they provide and contact information is contained in Appendix 2.

Inevitably in a short piece of research which includes small organisations it was not possible to make arrangements with everyone and some important organisations have been missed.

8.2 General characteristics

The VCS is wide and diverse in Southend. It provides a variety of services to the local community and these include social clubs, carers groups, and services for people with disabilities, tenants and residents associations and many more. The VCS is characterised by considerable numbers of national organisations with local offices and branches, church based initiatives to meet local needs and a number of small locally generated organisations which have been nurtured in the recent past by regional funding streams, notably European SRB funding and Investors in the Community. This has meant that many groups, particularly those serving Kursaal, Milton and Victoria wards are extremely well networked, know each other and are well informed about each other's strengths and weaknesses.

Whilst area based groups are keen to reach out and to be inclusive of minority ethnic communities on the whole they regard themselves as not yet as successful as they wish.

8.3 Minority ethnic community organisations

The minority ethnic community organisations that exist are on the whole faith based and include long established Jewish organisations, two mosques a plethora of Christian churches many of which are active in the community.

It has been suggested in ACBBA's discussions with residents and local agencies, that the ethnic make up of the area has changed and is continuing to change and that there are greater numbers of Africans (Zimbabwean) and Eastern Europeans within the borough. This may be the result of housing policies pursued by London Boroughs, whereby they have rented accommodation in Southend when their own housing stock is full. Some changes are due to the increasing employment of people from minority ethnic communities in Health Services. In more recent years a sizeable number of eastern Europeans have moved into the area to take advantage of employment opportunities and the supply of private sector rented accommodation available. It was widely said that in the local schools there are as many as 10 mother tongues spoken with Polish being the largest second language.

Turning Tides has recently commissioned Essex Racial Equality Council to carry out 1 to 1 interviews with members of minority ethnic communities in the Turning Tides area. Additionally, Communities in Harmony have been successful in an application to the Lottery Fund to map "missing communities".

These two studies once completed will provide more information on the actual living conditions of minority ethnic communities.

Turning Tides, 250 Scheme run in March and April this year resulted in 7 applications funded for minority groups and this may be in fact be the best available directory of such groups.

8.4 SAVS

SAVS is a council for voluntary service that is part of the national network of CVSS that advise and supports local, not for profit groups. SAVS primary purpose is to provide services for it's members which will support and grow the VCS organisations. These include training courses on setting up and running groups, planning service provision, keeping accounts, applying for funding, developing sources of income, training for volunteers and employees of voluntary groups and the development of quality systems (particularly PQASSO). Additionally it provides practical services to its members and to other organisations including conference rooms, offices services and a community Café. It also plays a key role in ensuring the VCS are active in promoting the sector to the council and providing mechanisms for consultation. It is a member of the local strategic partnership.

The main structure for VCS consultation is the community forums. These include forums for groups working with older people, Children and Young People, Carers, people with Disabilities and Ethnic Minorities. The Ethnic Minorities forum although convened is not yet developed and does not have members of Minority Ethnic Communities attending.

SAVS differs from many VCS organisations in that it directly runs regional and national projects thus enabling resources to the people of Southend and in some cases South Essex to be increased, this includes Volunteer programmes and Turning Tides. Currently, SAVS have received funding from EEDA for one year to establish a Social Enterprise Network.

SAVS has, over the last couple of years, seen their work with the VCS to assist in the creation of an income generation scheme greatly increased. Income generation in

charities brings with it governance issues and SAVS reported a scarcity of private sector advisors with experience to assist. E.g. legal advisors and accountants.

8.5 Southend ROC (Resource and Operational Centre)

Southend ROC is a key priority for SAVS and has been in the planning stage for many years. If successful it will enable SAVS to extend their building and provide a Resource Centre for both VCS organisations and Social Enterprises. It will incorporate both common resources and seedbed accommodation for Social Enterprises. Funding has been achieved for the development phase of the building and bids for the capital element will go to EEDA. ROC will be a self –sustaining social enterprise in its own right. They are interested in the service incorporating advice to entrepreneurs.

8.6 Southend United Community and Educational Trust (SUCET)

The Trust engages with excluded members of the community who would not feel comfortable entering a school, university, council office or business service. SUCET wishes to broaden its activities to meet the needs of all sections of the local community and believes that it can expand its role as a facilitator between local people and institutions. SUCET will be working with a group of about 15, 18 to 20 year-old men living around Cluny Square. Initially it will be a pure football programme but they hope to extend the offer and this could present and opportunity to introduce an introductory programme to enterprise start-up. Turning Tides has commissioned SUCET to run a project on the Kursaal estate.

SUCET has the staffing structure and physical accommodation and high client numbers that give it the potential to deliver community based business advice. The trust's social remit of inclusion and sustainability would make it a good candidate.

8.7 Milton Community Partnership

This registered charity is well known and supported in the local community. It is very committed to pick up ideas, which are generated from within existing projects. For example, they are currently running a community vegetable-purchasing project (in essence a small food Co-op) to encourage healthy eating. This led to the realisation that many people don't know how to cook seasonal vegetables and so now a recipe publication group is underway.

MCP has an embedded community development approach and wishes to nurture deeper community relationships. Its ethos is built on recognition and nurturing of the gifts, skills and experience of the people who live or work in Milton.

The Volunteer Chief Executive is well known locally and the administrator has a MA in Business Development and is interested in becoming a SFEDI accredited business advisor. There are a range of ideas about community enterprise projects and the centre is keen to relate more to existing businesses and to develop greater reach with newer and less affluent new arrivals into the community.

This small community organisation would be an energetic and creative partner in any Community Based Business Support project and they are enthusiastic about participation.

8.8 Victoria in Partnership (VIP)

This organisation was registered as a charity in 2006. It has undertaken a number of community studies including a Feasibility Study funded by awards for all in 2004 and a Quantitative study funded by Reaching Communities last year. Its primary activity up to 2006 was community participation and planning and the 2004 study involved outreach work to a plethora of organisations in the Ward. VIP is now concentrating on developing a furniture re-cycling project as a social enterprise and is currently picking up and delivering second hand furniture. Once the social enterprise is firmly established there is potential for the development of

cluster businesses surrounding the social enterprise. E.g. Transport, Sanding, Upholstery etc.

As a small organisation its current priority is to establish the social enterprise.

8.9 Southend YMCA

This lively organisation combines Training and Innovation with Foyer Activities. It is delivering Training through the NOVA Partnership mainly geared to young people who have left employment and education. It runs a series of programmes to introduce young people who are not in education or training into activities and has successful volunteer projects including a Health Eating Project and Gardening. It has a long established and successful relationship with the Princes Trust. This organisation represents an ideal organisation to deliver Community Based Business Support with young people.

8.10 St Luke's Healthy Living Centre

Details of this interesting project are given in the attached table. This organisation has very considerable community and partnership buy in and has employed an experienced manager. It has many challenges ahead before the capital programme is started but it intends to start trading this year. It is likely that they will do so in an empty shop. They are keen to incorporate businesses that would fit into the ethos of the centre and would be interested in exploring Community Based Business Support particularly linking it to school parents who are currently unemployed or to people currently on incapacity benefit. Although based outside the target wards it could bring substantial benefit to any community based business support scheme.

8.11 Communities in Harmony

The main focus of the partnership has been putting on a big annual event. The partnership wishes to reach out to newer

ethnic minority groups and to those who are socially disadvantaged. It has recently received a £10,000 grant from the Big Lottery Foundation to contact and identify new groups and to work successfully with them. The worker was enthusiastic to extend this work to encompass ethnic minority businesses and is keen for the group to be members of the scheme. A meeting of the management committee was attended and the potential role of minority ethnic businesses in creating leader and cohesion was acknowledged.

Communities in Harmony has worked extensively with the Growing Together Project, which was initially funded to about half a million through SRB.

8.12 Growing Together Project

The project was geared to people with learning difficulties and was primarily about providing motivating activity and training through the development of a community garden. This initial project has spawned further training and social enterprise projects. It has the potential to extend its services to businesses set up by people with disabilities.

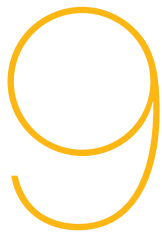
8.13 Southend Vineyard

Southend Vineyard is in the process of taking the Storehouse (a project for homeless people) to the Coleman Street Community Centre. The centre is located at the foot of three tower blocks in the Victoria Ward of Southend. They aim to work in partnership with other local groups and state that the following providers have made a commitment to deliver services in partnership with Southend Vineyard on an 'in reach' basis into the centre at Coleman Street: Southend Adult Community College, South Essex Homes, HARP, Prospects College, YMCA and the local Primary Care trust (P.C.T.). The centre will also provide a meeting place for the Victoria in Partnership as a residents' Association. Southend Vineyard has been able to acquire the building from the council under the Community Assets programme and have

also invested considerable sums from their own resources for its renovation.

8.14 The Circles Project

Estuary Housing Association has undertaken substantial renovation work and the new centre opened in March 2008. The project is a community-based centre that aims to offer support, activities and education to the Kursaal estate (Woodgrange Drive Estate) and the surrounding area. The centre houses a nursery for the 0–5 year olds, a mothers and toddlers group and the Estate Housing Office. Slowly, increased activities are being added. The mothers and toddlers group is working well, Memories for Generations, an oral history project starts next month, and Southend Credit Union will start a pay-in point next week. To date Youth Activities have not been well attended, however Southend United are offering activities this summer. The centre is not currently open outside working hours.



Opportunities for community enterprise development: Local business support agencies

9.1 Essex University: Creative Women Entrepreneurship

This is an ESF funded project that provides a post-graduate course on entrepreneurial skills in the fashion industry for women already trading in the creative industries. Thirteen women trading in Kursaal, Victoria and Milton wards are undertaking the course. If successfully completed the women will then be able to access the Post-Graduate Diploma Course. Women need to be able to demonstrate that they have the skills to take part in a post-graduate course.

9.2 Business Link

The Business Link Service is designed for access primarily on-line or by telephone in the first instance. It operates an Information, Diagnosis and Brokerage service and supplies vouchers for pre-start up clients so that they can access business support. The system relies on at least moderate confidence in dealing with publicly funded regimes and in the use of the Internet in order to fully benefit from the business link service.

9.3 Essex University Business Hub

Provides services to trading business, conferencing, business support services, i-Lab, a business incubation centre and non-accredited courses. The Hub is part of the university campus and access is by appointment.

10

Conclusions

Milton, Kursaal and Victoria wards, the target wards for this study, have large variations between them in wealth and poverty, not only within Southend but also within the wards themselves. Despite high levels of enterprise activity there are significant numbers of people who are not well placed to participate in enterprise as a wealth creation strategy. Levels of unemployment are high and include significant numbers of people on incapacity and lone parents benefit. There are also significant additional barriers reflected in types of housing tenure, high levels of debt and low skill levels.

Whilst no clear data is available on black and minority ethnic communities in Southend there is a visible retail and rental market growing to meet their specific needs. These businesses could play a significant role in the council's community cohesion strategies and any community based intervention should be inclusive of existing businesses which are serving people living in the deprived areas of the target wards.

Economic policy and business development service are generally focused on business activity which requires high skill levels and arguably comparatively high levels of investment capital for micro-businesses. It is unlikely that residents in the deprived areas of the target wards will be in a position to start up this type of business.

The existing mainstream business support available to residents of these three wards relies on at least a moderate level of confidence and experience of dealing with publically funded output based services. Without specially designed interventions which can work at a community level it is

unlikely many of the residents in the deprived areas will participate in an enterprise agenda.

The numbers of people who are in receipt of incapacity benefit is higher in all wards than the Southend average and there are also high levels of lone parents. This data illustrates clearly that any enterprise scheme designed to increase activity and reduce poverty in the target wards will need to at least partially address the needs of these two groups.

Any scheme devised to increase enterprise activity in the three wards will need to be adaptable, there will be little success in a 'one size fits all' – standardised approach.

Whilst mainstream business support agencies may not be well equipped to take up this agenda, the VCS seem well placed to do so. It would be aided by existing policy frameworks which would encourage such an intervention and would provide some continuity of agenda already being embraced by the VCS around social enterprise and income generation. Locally based organisations in the three wards are well placed to take part in a pilot initiative.

11

Recommendations

- 1** A community based business support model should be piloted and based initially, subject to agreement, with Milton Community Partnerships, SUCET, Turning Tides Kursaal project, St Luke's and Southend Vineyard. The pilot should target residents who are tenants of public and private housing within the three target wards and encompass women, people on JSA and disability allowance.
- 2** People engaged with these organisations either as staff or volunteers should be offered training in business support based on principles of:
 - Learning by doing
 - Supported practice
 - Development of support mechanisms and networks
 - Linking effectively with mainstream providers
 - Embedding enterprise support with other services particularly skills development.
- 3** Participants should be offered training in key business topics including becoming self employed, developing ideas and running a new business, and tax and national insurance issues.
- 4** On going professional mentoring and day to day advice and support should be provided to participants. This should be designed to underpin networking skills, enhance individual professional development and ensure effective delivery from day one.
- 5** Additional sessions should be designed with Training Providers and Citizens Advice Bureau to ensure a holistic approach can be taken by trainee CBBA's.

- 6** Participants should be linked to mainstream advisors and delivery should enhance Business Link provision.
- 7** The programme should be linked to newly established businesses which have been started to serve the needs of ethnic minority communities living in the deprived areas of the target wards.
- 8** The programme should conform to RDA specifications for Community Business Coaches.
- 9** A steering Committee should be set up to initiate the scheme this should include representatives of the Southend Together strategic partnership.

Appendix 1

How deprivation is measured for super output areas

The figures used to assess average poverty of income in an area are:

- Income Support numbers
- Job Seekers Allowance household numbers
- Pension Credit
- Working Persons Tax Credits
- Child Tax Credits
- Asylum Support.

The figures used to estimate employment are:

- Jobseekers Allowance
- Incapacity Benefit
- Severe Disablement and New Deal 18–24, Lone parent and 25+.

Poor health is measured by collecting figures on:

- Illness and disability
- Acute morbidity
- Years of potential life loss
- Proportion of mood and anxiety disorders.

The figures used to estimate education are:

- Key stage results
- Proportion of 16+ year olds who have left school
- Secondary school absence figures
- Proportion of under 21s who are not in higher education
- Proportion of people who have no or low level qualifications.

Satisfactory nature of housing is determined by:

- Numbers of overcrowded households
- Homelessness
- Access to owner occupation
- The distance it takes to get from your house to a doctors, a school, a Post Office or general store.

Crime levels are estimated from figures collected for:

- Burglary
- Theft
- Criminal damage
- Violent crime.

The quality of the living environment is measured by:

- Numbers of social and private housing
- Number of homes without central heating
- Air quality
- Numbers of road and traffic accidents.

These statistics are weighted and then added together to build up an overall picture of what the quality of life in an area is like. The combined Main Domain figures are then used to produce the National Index of Multiple Deprivation (IMD), which ranks how rich or poor an area is.

Appendix 2

Quantitative data: an economic ‘snapshot’ of the wards of Victoria, Milton and Kursaal

(Target area wards have been put into a local context, by presenting corresponding figures for West Leigh and for Southend as a whole.)

Profiles of Victoria, Milton and Kursaal wards

Victoria ward IMD main rankings

The charts below show the locations, National IMD rank, National Main Domain rank and Southend-on-Sea (SoS) ranking for those areas of Victoria Ward that are within the 20% of LSOAs that experience the greatest deprivation within the East of England.

LSOA Code	Location of area (nearest road junction)	IMD rank*	Southend rank**	Income rank		Employment rank		Health deprivation and disability		Education, skills and training		Crime		Living and environment	
				IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS
E01015895	Harcourt Ave / Victoria Ave	676	2	601	2	102	2	301	2	4013	11	16228	9356	29	
E01015897	Sutton Rd / Browning Ave	3640	11	2395	8	2040	8	3503	8	4392	14	12275	15972	59	
E01015896	Harcourt Ave / Boston Ave	4727	17	4506	17	3439	16	4487	14	6045	20	6141	5547	11	
E01015898	Southchurch Rd/Chischester Rd	6841	20	5252	19	7045	26	6237	20	8319	30	6324	6840	15	
E01015899	East St / Tickfield Ave	8285	28	8981	33	8960	30	7842	26	11169	49	4463	4458	7	
E01015900	West Rd / Clairmont Rd	10104	33	9213	36	8997	32	8668	29	13879	63	12370	4864	9	

* (with 1 being the most deprived out of 32,482 SOAs)

** (with 1 being the most deprived out of 107 SOAs)

Milton Ward IMD main rankings

The charts below show the locations, National IMD rank, National Main Domain rank and Southend-on-Sea (SoS) ranking for those areas of Milton Ward that are feature within the 20% of LSOAs that experience the greatest deprivation within the East of England.

LSOA Code	Location of area (nearest road junction)	IMD rank*	Southend rank**	Income rank		Employment rank		Health deprivation and disability		Education, skills and training		Crime		Living and environment	
				IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS
E01015852	Tp Chichester Rd / Essex St	894	3	1137	5	280	3	876	3	5850	19	13013	2016	1	
E01015851	Western Esp / Pier Hill	7402	23	9125	35	4536	19	6917	22	20440	78	9432	3131	2	
E01015855	Hamlet Ct Rd / St Johns Rd	8020	26	7947	27	6695	24	7656	25	10293	44	9893	4122	4	
E01015854	Hamlet Rd / Park St	8092	27	6018	22	8284	28	10398	34	8033	26	12128	4398	6	
E01015856	Milton Rd / London Rd	10549	35	9266	37	10730	38	8952	30	15773	67	8053	5810	12	
E01015853	Leonard Rd / Wickford Rd	14258	54	11575	48	13042	50	10991	37	21253	84	6141	5547	11	

Kursaal IMD main rankings

The charts below show the locations, National IMD rank, National Main Domain rank and Southend-on-Sea (SoS) ranking for those areas of Kursaal Ward that are feature within the 20% of LSOAs that experience the greatest deprivation within the East of England.

LSOA Code	Location of area (nearest road junction)	IMD rank*	Southend rank**	Income rank		Employment rank		Health deprivation and disability		Education, skills and training		Crime		Living and environment	
				IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS	IMD	SoS
E01015842	Kursaal Way / Arnold Ave	93	1	70	1	97	1	247	1	1251	1	2313	10762	36	
E01015841	York Rd / Honiton Rd	2027	5	2636	9	1881	6	4242	12	3335	9	1450	3367	3	
E01015840	York Rd / Old South Rd	4333	13	3242	11	3242	15	5603	18	8543	32	2681	7605	19	
E01015844	Southchurch Rd/Bournemouth Pk Rd	4382	14	4298	16	2586	11	3474	7	7089	23	8389	6511	13	
E01015839	Stornoway Rd / Ilfracombe Rd	7259	21	6130	23	5691	22	7151	23	9184	37	7793	7663	20	
E01015843	Stornoway Rd / Stromness Rd	8829	29	8623	32	8291	29	10448	35	5749	18	8367	8723	26	

* (with 1 being the most deprived out of 32,482 SOAs)

** (with 1 being the most deprived out of 107 SOAs)

West Leigh IMD main rankings

West Leigh has two LSOAs within the 10% least deprived areas of England and has four in the 20% least deprived LSOAs in the East of England. None of its Six LSOAs register in any of the domain ranks of the 20% most deprived. The areas around the junction of Olive Avenue and Thames Drive are the most affluent areas.

Appendix 3

Demographic data influencing enterprise development in Kursaal, Victoria and Milton wards

Table 1: The current ONS population figures

Area	Total population	All working age
Victoria	9,342	5,571 (59.6%)
Milton	8,991	5,630 (62.6%)
Kursaal	8,870	5,428 (61.2%)
West Leigh	8,670	4,956 (57.2%)
Southend	160,253	93,621 (58.4%)

Table 2:

Total JSA claimant counts (May 2008)

Note: The percentage figures show the number of JSA claimants as a proportion of resident working age people. *Working age* includes males aged 16 to 64 and females aged 16 to 59.

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
JSA claimants (all)	292 (5.2%)	289 (5.1%)	393 (7.2%)	28 (0.6%)	2.7%
Men	222 (7.7%)	223 (7.3%)	308 (11.0%)	18 (0.7%)	3.9%
Women	70 (2.6%)	70 (2.6%)	85 (3.2%)	10 (0.4%)	1.4%

Source: claimant count with rates and proportions. Nomis, Ward Labour Market Profiles: (www.nomisweb.co.uk – query date 16/06/2008)

Unemployment by age and duration (May 2008)

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
18–24 years	80 (27.2%)	70 (25.0%)	95 (24.9%)	5 (21.4%)	27.3%
25–49 years	150 (52.1%)	165 (56.9%)	230 (58.7%)	15 (46.4%)	55.2%
50+	55 (19.3%)	50 (17.0%)	60 (15.1%)	10 (32.1%)	16.6%
Under 6 Months	190 (66.2%)	205 (71.9%)	285 (73.1%)	20 (67.9%)	72.1%
6–12 Months	55 (18.3%)	50 (17.4%)	55 (14.6%)	5 (17.9%)	15.3%
Over 12 Months	45 (15.5%)	30 (10.8%)	50 (12.3%)	5 (14.3%)	12.6%

Table 3: DWP benefit claimants (November 2007)

Note: Worklessness data (available at the time of compiling this report) for the target area is six months earlier than the unemployment data above. The percentage figures show the number of benefit claimants as a proportion of resident working age people.

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
Total claimants	1,590 (28.4%)	1,295 (23.0%)	1,690 (31.1%)	300 (6.1%)	15.7%
Job seekers	275 (4.9%)	285 (5.1%)	355 (6.5%)	30 (0.6%)	2.5%
Incapacity benefits	805 (14.4%)	650 (11.6%)	790 (14.5%)	155 (3.1%)	7.8%
Lone parents	300 (5.4%)	185 (3.3%)	325 (6.0%)	20 (0.4%)	2.6%
Carers	80 (1.4%)	45 (0.8%)	70 (1.3%)	35 (0.7%)	1.0%
Disabled	55 (1.0%)	50 (0.9%)	65 (1.2%)	30 (0.6%)	0.9%
Bereaved	10 (0.2%)	10 (0.2%)	10 (0.2%)	15 (0.3%)	0.3%

Source: benefit claimants working age clients for small areas. Nomis Ward Labour Market Profiles, overviews www.nomisweb.co.uk – query date 16/06/2008

Table 4: Skills levels

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
<i>Group 1:</i> Managers, Senior Officials, Professional, Associate Professional and Technical	31.5	44.3	31.3	55.3	40.3
<i>Group 2:</i> Low skilled occupations	31.3	23.4	30.6	24.5	15.1

Appendix 4

Data relating to enterprise

Table 1: VAT registered businesses in the target area (2007 ONS)

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
All VAT registered	280	515	165	290	4,000
0–4 employees	200	360	120	250	3,110
5–9 employees	45	80	25	20	500
10–19 employees	20	30	15	15	202
20+ employees	15	45	5	5	185

Table 2: Housing tenure (2001)

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
% Owner Occupier*	50.5	58.3	48.9	88.5	72.8
% Total Rented	49.5	41.7	51.1	11.5	27.2
Rented breakdown					
% Local Authority	21.97	1.43	7.33	1.89	8.16
% Social landlord	7.18	2.34	16.89	0.92	3.62
% Private sector rented	17.71	34.14	24.08	7.50	13.38
% Rented other	2.64	3.83	2.80	1.24	2.08

*Comprises of added data set figures for: Owner occupied: Owns outright households, Owner occupied: Owns with a mortgage or loan (Households) and Owner occupied: Shared ownership (Households). Data for total ownership and rented accommodation are rounded up/down to nearest decimal point. *Source:* ONS Key statistic, Tenure ward data sets 2001 (KS18)

Table 3: Skill levels

	Victoria	Milton	Kursaal	West Leigh	Southend on Sea
% of residents with no qualifications or level unknown	42.6	33.3	41.9	24.2	37.3
% of unemployed residents without qualification or level unknown	47.2	37.0	48.7	16.3	39.1
% of residents with lower level qualifications	45.7	49.6	48.5	17.0	49.0
% of unemployed residents with lower level qualifications	45.7	52.3	45.3	16.3	52.0
% of residents with higher level qualifications	11.8	17.1	9.6	20.7	13.6
% of unemployed residents with higher level qualifications	7.1	10.7	6.0	12.2	8.9

Appendix 5

Business advisory and training services and VCS organisations with relevance to enterprise in Kursaal, Victoria and Milton wards

REGIONAL ORGANISATIONS		
Name	Scope of service and location served	Contact
Essex Chamber of Commerce	Colchester covers all Essex area. Services include: Networking on Sea a Networking organisation, part of the Essex Chamber of Commerce, providing business advice and information as well as networking opportunities.	Mrs Kim Salmon, Colchester Chamber Manager 8/9 St Peter's Court, Colchester CO1 1WD Tel: 01206 765277 Email: info@essexchambers.co.uk www.essexchambers.co.uk <i>Networking on Sea</i> Commerce House, 845 London Road Westcliff-on-Sea, Essex SS0 9SZ Tel: 01702 433410 Email: info@networking-on-sea.co.uk www.networking-on-sea.co.uk
East of England Development Agency (EEDA)	EEDA is the East of England Development Agency. It channels funding to Business Link and leads on regional Enterprise polices, commission research etc. EEDA have launched 'Enterprise Road' which seeks to share ideas and needs for enterprise support, it does so through discussion groups, seminars and a blog site it will report in 2009. EEDA is currently investing £2.8 million in the take IT on programme (delivered through 5 new business link advisors) It is a package of IT support measures delivered to businesses in the region over a three year period. Businesses must be at least 1 year old and have between 5 and 50 employees. Investing in Communities Programme (iIC). Local authorities are assuming greater responsibility for management and appraisal of local projects to increase economic participation. EEDA aims to focus on evaluation and identifying good practice, gathering regional intelligence and capacity building. It is planned that the Thames Gateway South Essex programme will transfer at the beginning of 2009.	http://www.eeda.org.uk/ http://www.eeda.org.uk/enterpriseroad/4064.asp http://www.takeiton.org.uk/

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REGIONAL ORGANISATIONS (cont.)		
Name	Scope of service and location served	Contact
Business Link	<p>Business Link services in Southend are delivered through the University of Essex Business Hub. Extensive information is available through the Business Link Web Site.</p> <p>New start and Trading Businesses are offered an initial advice session by a business advisor. Businesses that have started but have been trading for less than a year may be eligible for vouchers to purchase advice through registered agencies.</p> <p>Businesses which have been trading more than a year are entitled to free Business Link support to analyse and plan and put into action business developments. This includes a brokerage service to registered suppliers.</p>	<p><i>Business Link</i> University of Essex Southend Campus Elmer Approach, Southend on Sea Essex SS1 1LW Tel: 08457 17 16 15 www.businesslink.gov.uk/east</p>
The Business Hub University of Essex	<p>The Business Hub is a University of Essex run service, it consists of:</p> <ul style="list-style-type: none"> ● Two state-of-the-art conference rooms with high specification pc podiums, multimedia projectors, whiteboards and flipcharts ● Three modern meeting rooms with a capacity of up to 20 boardroom or 50 theatre style ● A Business Incubation Centre with 20 business units to let, varying in size and shape ● Office services including photocopying, facsimile, binding and laminating. 	<p><i>The Business Hub, University of Essex</i> Southend Campus, Elmer Approach Southend-on-Sea, Essex SS1 1LW <i>Southend Business Hub</i> Tel: 01702 328300 Email: businesshub@essex.ac.uk Contact: Zoe</p>
Social Enterprise East of England (SEEE)	<p>SEEE is a membership and networking organization for social enterprises and others. Funded by EEDA it aims to have a strategic influence on national, regional and local policy relating to social enterprise. Its primary aim is to support and promote the social enterprise sector in the East of England. It has 4 regional networks of which SENET is one. SEEE has three specific projects. A micro-coaching scheme, A SFEDI Bursary scheme for Business Advisors taking the Social Enterprise Strand and Building Communities Strand. This strand advertises the new heritage Lottery Scheme for deprived areas with conservation areas. (Kursaal and Milton). Rector in the East of England.</p>	<p><i>Social Enterprise East of England</i> Bedford I-Lab, Priory Business Park Stannard Way, Bedford MK44 3RZ Tel: 0845 606 6296 E-mail: admin@seee.co.uk</p>

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REGIONAL ORGANISATIONS (cont.)

Name	Scope of service and location served	Contact
<p>Social Enterprise Network for Essex, Southend-on-Sea and Thurrock</p>	<p>SENET is the local network of SEEE. It aims to raise awareness of social enterprise amongst the third and public sectors and to provide an opportunity for interested parties to meet and share experiences. Events cover the local authority areas of Essex, Thurrock and Southend on Sea.</p> <p>There are currently 3 social enterprises in Southend who are part of the network: Healthy Essex, SPDNS Nurse Care CIC, ST Luke's Healthy Living Centre (see below).</p>	<p>Effectively SENET is no longer working in Southend the function having been absorbed into the SAVS run Social Enterprise Support Project.</p> <p>This links with Business Link specialist social enterprise project.</p>
<p>Foundation East</p>	<p>Foundation East is a not for profit organisation which lends money to new and existing businesses in Suffolk, Essex, Norfolk and Cambridgeshire who can't borrow from a bank. Foundation East lends from £1,000 to £50,000. It also lends to individual and to Social Enterprises. Start-up businesses will usually be expected to find around 50% of funds elsewhere. A poor credit history or no credit history at all will NOT automatically exclude a client from borrowing or a lack of security.</p>	<p><i>Foundation East</i> Saxon House 7 Hillside Business Park Kempson Way Bury St Edmunds, Suffolk IP32 7EA Email: belinda.bell@foundationeast.org www.foundationeast.org Tel: 01284 757777 or 01284 719089</p>
<p>Seedbed Business Centre</p>	<p>The Seedbed Centre offers workshop and office space ideally suited to smaller companies and start-ups. The units can be rented on a short-term basis and secretarial services and conference facilities are available on site for tenants. The Seedbed Centre also offers a "virtual office" service for non-tenants with everything from a mailbox service through to computer use, full secretarial support, and conferencing and Board Room facilities to project a professional image to clients.</p>	<p><i>Seedbed Business Centre</i> Vanguard Way, Shoeburyness Essex SS3 9QY (map for drivers only no public transport directions)</p>
<p>Women in Business Essex</p>	<p>Women in Business are a Women's Networking Organisation. It aims to promote a professional image of women in business, to increase understanding of business issues, to provide a support network and to engender a culture of self-development within the membership and share Information.</p>	<p>Suite 119, 9 St Johns Street Colchester CO2 7NN Tel: 01206 728169 www.wibessex.org.uk</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES

Name	Scope of service and location served	Contact
<p>The University of Essex</p>	<p>The University of Essex offers a range of services and resources which can add value to businesses. These include opportunities to engage in collaborative research, access to expertise through consultancy, short courses and business and management training, and high-quality conference facilities.</p>	<p><i>Partnerships with Business</i> Tel: 01206 872922</p>
<p>South Essex Training Centre</p>	<p>A provider of government funded NVQs in care/childcare as well as some short courses in First aid and food hygiene.</p>	<p><i>Vocational Training Services</i> Chalkwell Lawns 648-656 London Road Westcliff-on-Sea, Essex SS0 9HR Tel: 01702 353 557</p>
<p>Southend Community College</p>	<p>Their Business department runs a series of tailor-made training courses, ranging from one-day workshops with traditional 'off the peg' delivery to longer 'custom-designed' training programmes. NVQs to level 5 as well as Free English for business / Maths for business. Houses the 'Cockleshell Children's Centre, run by the Pre-School Learning Alliance, a purpose-built day-care facility, designed to meet learner childcare needs. The deliver services through 7 activity centres across Southend.</p>	<p>Donna Hallissey Head of Employer Engagement Email: donna_hallissey@southend-adult.ac.uk Tel: 01702 445721</p>
<p>Crown College</p>	<p>Government schemes youth – E2E as well as the apprenticeship programme and Train to gain. Commercial courses around H+S, food hygiene food handling and licensing. Crown College is a founder member of the NOVA Partnership and works together with education bodies and training providers to deliver quality provision throughout Essex. In addition the College has been successful in delivering training within over 600 businesses in recent years.</p>	<p><i>Sites covering Southend on Sea, Greys and Canvey Island:</i> 121-129 North Road Westcliff-On-Sea, Essex SS0 7AH Tel: 01702 341169</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)

Name	Scope of service and location served	Contact
<p>South East Essex College</p>	<p>South East Essex College is a Further Education college in central Southend, offering a broad range of vocational courses – from introductory through advanced to degree level.</p> <p>It is a Train to Gain provider offering free training for employees who lack basic skills or a first full Level 2 qualification.</p> <p>Additionally, Business College offers a range of Management and NVQ courses for those organisations requiring their employees to secure additional qualifications or who are seeking to continue professional development as part of their work. Most training leads to some form of official certification.</p>	<p>The Campus, Luker Road Southend on Sea, Essex SS1 1ND Tel: 01702 220400 www.southend.ac.uk</p> <p><i>For more information regarding Train to Gain:</i> Call Business College on 01702 220600</p>
<p>Prospects College</p>	<p>Prospects College provides vocational training to learners within the Construction and Engineering sectors. It is part of the NOVA Partnership.</p>	<p>Prospects House 10 Fairfax Drive, Southend on Sea Essex SS0 9AR Tel: 0800 389 3589 www.prospectscollege.co.uk</p>
<p>Cecil Jones College</p>	<p>Cecil Jones College is a specialist Business and Enterprise College including a sixth form. Building works for the Business and Enterprise centre have recently been completed and the college is keen to be engaged in local authority projects.</p>	
<p>Southend Enterprise Accreditation Ltd (SEACC)</p>	<p>Southend Enterprise Accreditation Ltd (SEACC) is a 'not for profit company' limited by guarantee and was established in 1997 to assess and accredit managers and staff in SMEs as well as Business Support professionals.</p>	<p>Southend Enterprise Accreditation Ltd Enterprise House 853-855 London Road Westcliff-on-Sea, Essex SS0 9SZ Tel: 01702 470598 Fax: 01702 714235 Email: enquiries@seacc.org.uk</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)

Name	Scope of service and location served	Contact
Training umbrella organisations		
The AdVance Partnership	<p>The AdVance Partnership is comprised of the Southend Adult Community College and Southend Community Action (recognised as Southend Association of Voluntary Services or SAVS). The Partnership provides training opportunities for volunteers, trustees and employees of local voluntary and community groups.</p> <p>The partnership aims to tackle the learning needs of local voluntary organisations and community groups. Working with and in the community, assessing the learning requirements of local voluntary and community groups and delivering high quality training programmes to meet their needs.</p> <p>By developing a range of skills – administrative, practical and personal – the aim is to enable both individuals and organisations from a wide variety of charitable and community groups and encompassing volunteers, committee members, trustees and paid employees to work more confidently and efficiently with and on behalf of their own clients.</p>	<p>Tel: 01702 356000 Email: info@savs-southend.co.uk</p>
NOVA	<p>Established in 1997, operates throughout the Basildon, Thurrock and Southend areas through a partnership with 14 training providers, including three colleges and YMCA. They offer young learners work programmes, tailored to their needs and those of local businesses and the community. These include Entry to Employment (e2e) and Apprenticeship.</p>	<p><i>The NOVA Partnership</i> 7th Floor, The Campus, Luker Road Southend-on-Sea, Essex SS1 1ND Tel: 01702 220593</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)		
Name	Scope of service and location served	Contact
Voluntary and community organisations referred by SAVS and Turning the Tide		
YMCA	<p>Southend YMCA Foyer aims to support young people who have been missed by all other agencies, bringing them to a stage where they can live independently and have developed self-esteem and self-confidence. The crucial intention is to provide residents with the positive emotional health that is necessary in developing a healthy lifestyle.</p> <p>Southend YMCA Foyer operates on a relatively informal basis: initial action plans are drawn up and targets monitored, but pressure to complete particular activities is relatively limited. The Foyer believes that a supportive, but not overly directive, approach is most effective.</p> <p>Both residents and non-residents (for example, local single mothers and refugees) also access the support and training services. This comprises a mixture of informal advice, and more formal and structured events.</p> <p>The YMCA is part of the NOVA partnership and delivers OCN accredited Introduction to Music including basic skills (CUE), E2E, and More Food 4 Thought which includes food hygiene and first aid and the Princes Trust Team programme.</p>	<p>YMCA Newlands 85 Ambleside Drive Southend on Sea, Essex SS1 2FY Telephone: 01702 301309 Contact: Syrae Cox</p>
Trust Links	<p>Trust Links is a local charity which believes in supporting people and building communities. It aims to help people in need in Southend. It concentrates particularly upon mental health and learning difficulties.</p> <p>Trust Links has started a training programme for people who are long term unemployed offering skills for like and horticulture. It is well linked to existing provision and has had a strong presence in previous SRB programmes.</p>	<p>Trust Links c/o Growing Together 47 Fairfax Drive Westcliff-on-Sea SSO 9AG Tel: 01702 354227 Contact: Michael Burch</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)

Name	Scope of service and location served	Contact
<p>Milton Community Partnership</p>	<p>Milton Community Partnership is a registered charity. Its Mission is to improve the quality of life for everyone particularly those in Milton Ward. Its value base is built in principles of empowerment. It currently runs an over sixties club, The families Together after school club and a Sundays Tai Chi Group. It runs a small “food co-operative” for fruit and vegetables. It has received financial support from Turning the Tides. Started in 2001 the Partnership has had mixed funding including in the past SRB finance and has recently won Awards for all Lottery Funding.</p> <p>It is an organisation that is firmly rooted in the community. It is keen to include business development and have many ideas about supporting income generation projects for residence.</p>	<p><i>Milton Community Partnership</i> St Marks Community Trust 1A Princes St SS1 1 QH Tel: 0170 2341596 Contact: Mac Felton (Mrs Liliias Felton) Email: Liliiasfelton@mypostoffice.co.uk John Hill Email: administration@ miltoncommunitypartnership.co.uk</p>
<p>Victoria in Partnership</p>	<p>Is a registered Charity founded in 2004. It has received money from Turning the tide.</p> <p>Victoria in Partnership Ltd. is a ward based regeneration organisation founded approximately 2 years ago.</p> <p>The ward features highly in the Governments Indices of Deprivation and has been largely overlooked by previous Borough initiatives.</p> <p>This led to the Victoria in Partnership Steering Group being formed. It was made up of various stakeholders, ranging from the Police, Primary Care Trust, Southend on Sea Borough Council to many interested residents, all giving their time voluntarily.</p> <p>The project carried out an extensive feasibility study, which outlined many areas of need within the ward. Over 240 potential, short, medium and long term projects were highlighted.</p> <p>The project became a not-for-profit Company Limited by Guarantee just over 12 months ago, with the full backing and continued support of all our original stakeholders.</p>	<p>Ms Bernadette Margaret Wade 9 West Street Southend-on-Sea SS2 6HH Contact: Sarah Carr Part-time Project worker Tel: 01702 393648</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)

Name	Scope of service and location served	Contact
<p>Southend United Community and Educational Trust</p>	<p>The Trust is part of Playing for Success (PFS) a partnership between the Department for Children, Schools and Families (DCSF), local authorities and a broad range of sports.</p> <p>The Trust hosts the SUFC Study Support Centre and uses the motivation of sport to raise Attainment in literacy and numeracy and ICT skills. Other initiatives include:</p> <p>Kicks – part of a national inclusion programme funded by the Football Foundation, 3 evenings, 3 days per week football training with a mandatory key skills package inc drug awareness.</p> <p>Senior Shrimps with Age Concern and Help the Aged, to provide social and recreational activities and a PCT initiative, Fit for Life Programme for the elderly. Sports sessions for young men with mental health problems. Established in 2004. They have an estimated 30,000 beneficiaries of programmes each year. Beneficiaries come from all over Southend they estimate that averages of 5% of beneficiaries are from BAME communities.</p> <p>This year the Trust will extend their Healthy Living and Well being Programme into Kursaal ward and will run a Fit for life programme for young unemployed men living in Woodgrange.</p> <p>The trust receives funding from EEDA to provide a life skills programme for 14–16 year olds who are referred by Schools (Thomas Moore, Cecil Johns, Belfriars) because they are at risk of exclusion or have been picked up on the police radar. They partner with Connexions service and the Primary Care Trust in delivering the mix of Life Skills.</p>	<p>Roots Hall Football Ground Victoria Ave, Southend-on-Sea SS2 6NQ</p> <p>Tel: 01702 341351 Contact: Steve Goodsall www.southendunited-cet.co.uk</p>
<p>Circles</p>	<p>Services the Kursaal Estate and provides skills training and capacity building projects for local residents. The project has recently moved into new premises.</p>	<p>Centre Place Community Centre Prospect Close SS1 2JB</p> <p>Tel: 01702 600211 Contact: Rachel Wood</p>

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)		
Name	Scope of service and location served	Contact
DIAL	A very well used advice service for disabled people.	Operates from SAVS Office Tel: 0800 731 6372
St Luke's Healthy Living Centre (CIC)	St Luke's is developing a Healthy Living Centre as a Social Enterprise. The leadership for the project is that of the headmaster of the local primary centre. It will house primary health care services (GP, health visitors, chiropody, dentist optician and pharmacy) dance studios and sport facilities, a therapeutic garden and mental health services it will develop employment services for people in St Luke's and surrounding Wards. It will house Social Enterprise incubator Units. South East Essex Primary Care Trust (PCT), together with Southend on Sea Borough Council, Temple Sutton Primary School, KeyMed and Southend Chamber of Commerce were successful in an application to be part of the Department of Health Social Enterprise Scheme. The centre was one of 25 others in the UK which has been successful in becoming a Social Enterprise Pathfinder. Contracts with PCT and all tenants will incorporate the ethos of the centre and social clauses will be negotiated including matrix working, social prescribing and an element of profit sharing. The centre intends to start this year with some income generating activities operating from empty shops.	St. Lukes Healthy Living Centre Temple Sutton Primary School Eastern Avenue Southend-on-sea, Essex SS2 4BA Email: st.lukeshlc@hotmail.co.uk Tel: 01702 445525 Contact: Gareth Gaul
Southend Ethnic Minority Forum	The Forum brings together all ethnic minority groups in Southend and also includes representatives from Southend-on-Sea Borough Council, Southend Police, and the PCT (Primary Care Trust). The aim of the group is to work together towards the elimination of discrimination on the grounds of race by giving ethnic minorities a voice. The group will also provide a mechanism for support for all its members and give relevant information and advice to the various ethnic groups in Southend.	Contact: Ahmad Khwaja Tel: 01702 585 828

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LOCAL TRAINING AND PROVISION FOR BUSINESSES (cont.)		
Name	Scope of service and location served	Contact
Essex Racial Equality Council	They have been engaged by Turning the Tides to undertake a survey of BAME residents.	Contact: Sangita Mitra Tel: 01268 465068 or 01702 333351
Southend Communities in Harmony	Is a registered charity whose mission is to celebrate the diversity, culture and heritage of the local community, to promote a greater understanding and tolerance within the community, to break down barriers of ignorance and misunderstanding and to encourage and facilitate partnership working among community groups for their mutual benefit.	Contact: John Barber
Southend Vineyard	Southend Vineyard is a Christian church. The Vineyard is a growing movement of over 800 churches worldwide, with 100 churches in the UK. The Southend Vineyard is a regional, biblically-based church in Southend. It has run a number of food distribution projects for homeless people and is now planning to open a centre in Victoria Ward.	<i>The Vineyard Centre</i> 6 Warrior Square Southend-on-Sea SS1 2JE Tel: 01702 612900 Contact: Simon Mathews Email: info@southendvineyard.org.uk

