22 SEPTEMBER 2026

PRIDE IN PLACE SHOEBURYNESS

Engagement Toolkit

Share the survey. Start conversations. Invite us into your community.

Everything partners need to help Shoeburyness residents have their say.

Your ideas. Your priorities. Shoeburyness' future.



SAVS

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What is Pride in Place Shoeburyness?

Pride in Place Shoeburyness is a £20 million Government programme helping local people shape the future of the area.

Our three objectives are:

- Stronger Communities
- Thriving Places
- Taking Back Control

The Pride in Place Shoeburyness Neighbourhood Board is now in place, bringing together local residents and representatives with a range of community, professional and public service experience.

What is happening now?

The Board is currently developing the Pride in Place Investment Plan, drawing on the views and priorities shared through previous engagement with the Shoeburyness community.

The aim is to submit the plan to Government in November 2026.

As part of this next stage, the Board also wants to make sure that people who haven't yet had an opportunity to share their thoughts can get involved.

A new survey and engagement opportunities are being launched inviting people who live, work, or visit Shoeburyness to share their ideas and suggestions for the area.

Responses will provide further insight for the Board as it develops the Investment Plan and considers the priorities for Shoeburyness over the coming years.

Find out more on the Pride in Place Shoeburyness Online Hub: https://yoursay.southend.gov.uk/pride-in-shoeburyness

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Local voices shaping local investment.



Pride in Place Shoeburyness is about understanding what residents value, what they want improved and which priorities should guide future local investment.

The survey has two parts: questions about Shoeburyness are required; questions about the participant are optional.

Please submit your response by the end of Sunday 25 October to ensure your ideas can be considered as part of the first draft of the Investment Plan.

The survey will remain open after this date, and further feedback will continue to inform the programme and future investment decisions.

WHY

To build a clear, resident-led picture of Shoeburyness - its strengths, challenges and priorities to shape future investment.

HOW

A short survey, supported by conversations in the places and groups residents already know and trust.

OUR APPROACH

Supportive, practical and inclusive, with extra effort to hear from people who may be less likely to respond online.

This online survey follows a period of previous in-person engagement work in Shoeburyness delivered across three months.



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Three simple ways to get involved.

Choose one, two or all three. You do not need to organise anything new.



SHARE

Promote the survey using your social media, newsletter, WhatsApp groups, noticeboards and networks.

ENGAGE

Start conversations using the prompts and session plans in this toolkit with residents you already support.

INVITE

Bring us to residents. Tell us about an existing event or activity. Where possible, we can attend and engage directly, or support your own engagements.

We don’t want you to produce more work for yourself.

Build engagement into the activities and conversations you already have.

Engagement can take two minutes or a full session.

Use the approach that fits your setting, capacity and relationship with residents. We know that most of your organisations won't only be supporting Shoeburyness residents, but we'd appreciate any help you can provide in engaging service users in Shoeburyness.

2-5 MIN

Quick conversation. Ask one or two questions and share the survey link.

You can also submit ideas to the Idea Wall on the Your Say Southend Hub

5-10 MIN

Survey support. Provide the QR code and help someone complete the survey if needed.

15-30 MIN

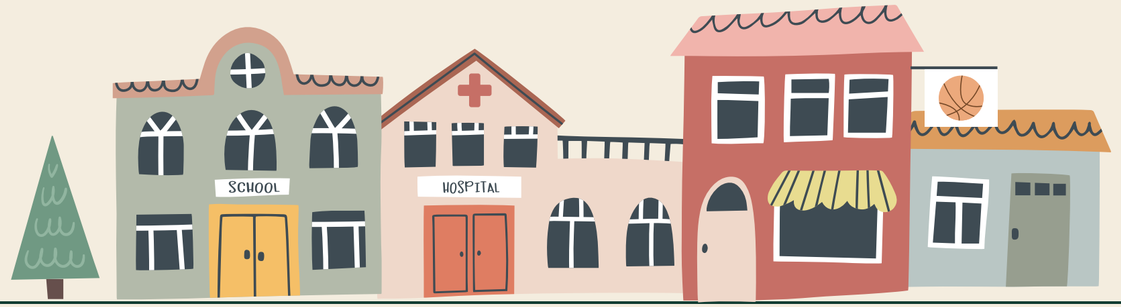
Group conversation. Use the prompts with an existing meeting, activity or support group.

30-45 MIN

Dedicated session. Run the ready-made Pride in Place community conversation.

AT AN EVENT

Pop-up engagement. Display the QR code, hand out flyers and invite our team to attend.



Captured comments can be shared with Jamie Langstone at jlangstone@savs-southend.co.uk or sent/delivered to SAVS' office.

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Start with what people value.

Use any of these questions. Listen without steering people towards a particular answer.

You can capture comments on paper, post-it notes, in an email or word document. We will accept any form of submission.

01 Do you know about the Pride in Place programme in Shoeburyness?

02 Have you previously contributed to a survey or meeting about Pride in Place Shoeburyness?

03 What is strong in Shoeburyness?

04 What needs improving in Shoeburyness?

05 What are your ideas for how we could change things in Shoeburyness?



Finish by encouraging each resident to complete the survey so their views form part of the wider evidence.

Captured comments can be sent to jlangstone@savs-southend.co.uk or sent/delivered to SAVS' office.

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Got five minutes?

Use this quick format at reception desks, community groups, coffee mornings, food banks, libraries or events.

01 What is strong in Shoeburyness?

02 What needs improving in Shoeburyness?

03 What are your ideas for how we could change things in Shoeburyness?

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Thank them, then share the QR code or survey link (https://airtable.com/apptK6btazKbDwEtG/shrVOAyGytK1NPwlo)

Alternatively, you can print out the flyer and display it on noticeboards or reception desks.

Pride in Place Community Conversation

A flexible 30–45 minute session for an existing group, activity or meeting.

TIME
30–45 minutes

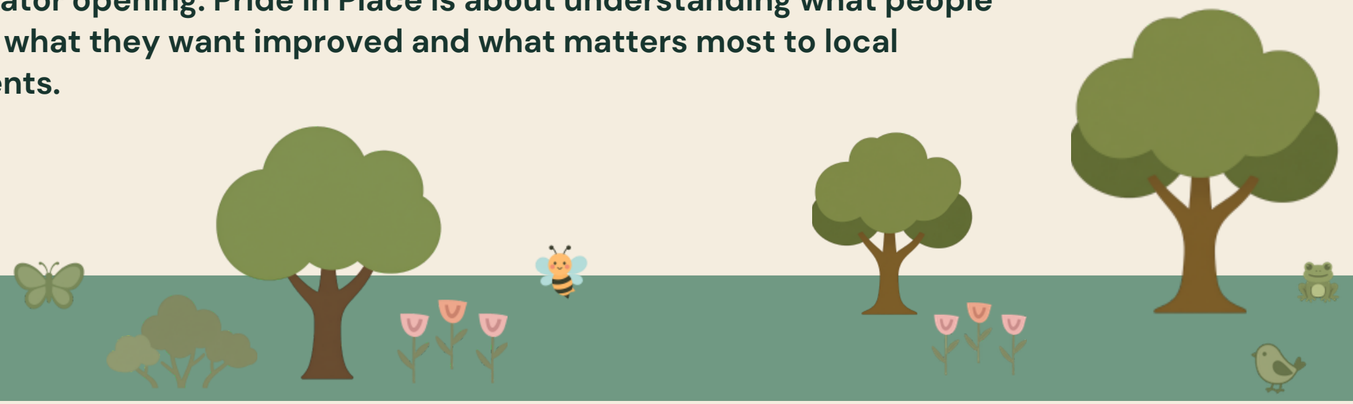
GROUP SIZE
Best with 10–20 people

YOU WILL NEED
QR code or link, printed surveys, pens, sticky notes or paper

BEFORE YOU START
Choose an accessible, familiar space. Offer different ways to contribute.

SET EXPECTATIONS
There are no right or wrong answers. The aim is to hear views from everyone.

Facilitator opening: Pride in Place is about understanding what people value, what they want improved and what matters most to local residents.



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Five simple steps.

Keep the conversation moving, allow different views and use prompts only when needed.

1 WELCOME — 5 min

Explain Pride in Place and reassure people that every view is welcome.

We can provide a brief if you need help understanding Pride in Place.

2 WHAT WE VALUE — 5-10 min

Ask: What do you love or value about Shoeburyness?

3 WHAT COULD BE BETTER — 10 min

Ask: If you could improve one thing, what would it be - and why?

4 LOCAL PRIORITIES — 10 min

Ask: What should be prioritised when investment is considered?

5 HAVE YOUR SAY — 5-10 min

Share the full survey and offer printed or assisted completion where needed.

Printed surveys can be obtained from SAVS.

Optional prompts: people - places - safety - environment - activities - opportunities - facilities. Use these only to unlock ideas, not to limit responses.

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09 — INVITE US

Already running something in Shoeburyness?

Tell us about it. Where possible, the Pride in Place engagement team and The Board can join you and speak directly with residents.

WE CAN
Introduce Pride in Place in plain language. Encourage and support survey completion. Listen to local views and priorities. Reach people who may not respond online.

SEND US
Event name; Date and time; Venue; Expected audience; Contact name and number.

Email jlangstone@savs-southend.co.uk with the subject: Pride in Place event invitation

There is no need to organise a new event for us - we would be happy to join something you are already running.



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Ready-to-use survey messages.

🏡 What does Shoeburyness mean to you?
The Pride in Place Shoeburyness Board wants to hear your views, ideas and experiences. 💬

⏱️ Take our five-minute survey today and help shape the future of Shoeburyness.

Please submit your response by the end of Sunday 25 October to ensure your ideas can be considered as part of the first draft of the Investment Plan

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📣 Your experience matters.

What do you think the priorities should be for Shoeburyness? 🏘️🌳

Share your views in our five-minute survey and help influence what happens next. 💡

Please submit your response by the end of Sunday 25 October.

🗣️ Have your say on the future of Shoeburyness.

Your ideas can help shape local priorities and future investment. ✨

✅ Every response counts. Take the five-minute survey today.

Please submit your response by the end of Sunday 25 October.

Suggested social media post

🏡 What do you value about Shoeburyness – and what would make it even better?

💬 Take just five minutes to share your views through the Pride in Place Shoeburyness survey.

Your experiences and ideas will help build a clearer picture of what matters most to local people and help inform future investment and funding decisions made by the Pride in Place Board. 🌳✨

📋 Complete the survey: airtable.com/…/shrVOAyGytK1NPwIo

Please submit your response by the end of Sunday 25 October to ensure your ideas can be considered as part of the first draft of the Investment Plan.

The survey will remain open after this date, and further feedback will continue to inform the programme and future investment decisions.

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WhatsApp, Neighbourhood Groups and email copy

Suggested WhatsApp/Neighbour Group Message

🏡 Live in Shoeburyness? The Pride in Place Board wants to hear from you!

What do you love about Shoeburyness, and what would you like to see improved? 💬

Take just 5 minutes to complete the Pride in Place Shoeburyness survey and share your views.

Your feedback will help the Pride in Place Board understand local priorities and inform future investment and funding decisions. 🌳✨

👉 Complete the survey here: airtable.com/.../shrVOAyGytK1NPwIo

📲 Please share or forward this message to other Shoeburyness residents so as many local voices as possible can be heard. Thank you! 💙

Suggested Newsletter Copy

The Pride in Place Board wants to hear from you about what matters most in Shoeburyness.

What do you value about the area? What could be improved? And what should be prioritised for future local investment?

Take just five minutes to complete the Pride in Place Shoeburyness survey. Your feedback will help the Board build a clearer picture of local priorities and inform future investment and funding decisions.

Take the survey: airtable.com/.../shrVOAyGytK1NPwIo

Please submit your response by the end of Sunday 25 October to ensure your ideas can be considered as part of the first draft of the Investment Plan.

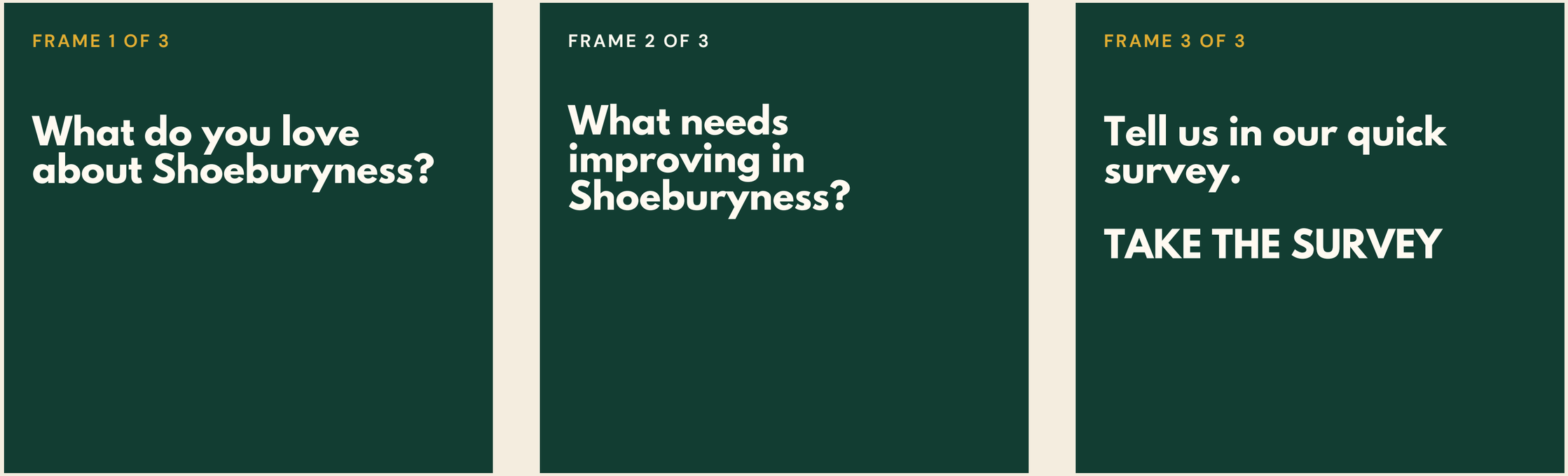
The survey will remain open after this date, and further feedback will continue to inform the programme and future investment decisions.

Tip: keep messages short, use the direct link and ask people to forward them.

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A three-frame story sequence.

Use the same simple journey across Instagram, Facebook stories or square posts.



Final frame: add a survey link sticker or QR code. Always include a clear action, not only the campaign message.

You can download the assets by clicking here or using the download link on the next slide.

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Put the survey where residents already are.

Combine print, digital and partner outreach to reach different parts of the community.

POSTERS

Community centres, libraries, shops, health settings and noticeboards.

FLYERS

Community events, local businesses, activities and door-to-door routes.

DIGITAL

Social media, WhatsApp groups, websites, newsletters and email signatures.

PARTNERS

Schools, faith groups, resident groups, support services and youth settings.

Use the QR code prominently and provide a short web link alongside it for people who cannot scan.

Assets can be downloaded by clicking here.

Make it easier for every resident to take part.

Plan for access, confidence and trust, not only for digital reach.

01 Offer paper and assisted options

Have printed copies available and help people complete the survey where appropriate. Paper copies can be collected from SAVS.

02 Use plain language

Explain Pride in Place simply and avoid jargon or promises about what will be funded.

03 Use trusted voices

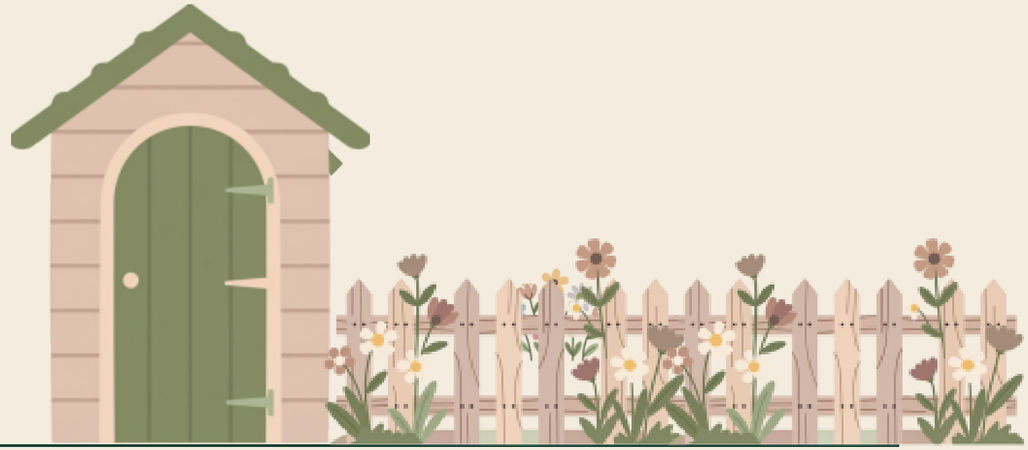
Ask staff, volunteers and community leaders who already have strong local relationships.

04 Create different ways to contribute

Allow speaking, writing, sticky notes, one-to-one support or group discussion.

05 Protect privacy

Do not ask people to disclose personal experiences publicly or record identifying details unnecessarily.



The survey remains the main route for recording responses. Partners can focus on helping residents feel able and invited to take part.

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Help Shoeburyness have its say.

SHARE Post the survey or add it to your newsletter.

ENGAGE Use the five-minute conversation with residents.

INVITE Tell us about an event or group we could attend.

Download the campaign assets by clicking here

jlangstone@savs-southend.co.uk

Survey link: https://airtable.com/apptK6btazKbDwEtG/shrVOAyGytK1NPwIo

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Thank you for your help

The Board is grateful for any help and support you can provide in engaging Shoeburyness residents.



All of the comments and ideas will be used to inform the Investment Plan, which The Board is hard at work developing.

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