

Town Centre Area Action Plan (DPD3)

Key Statistics

Southend-on-Sea Town Centre Area Action Plan

Key Statistics

This document brings together in summary form key information relating to Southend Town Centre. It is not definitive and may be added to over time.

Note: The Wards of Milton and Victoria, as of the 2003 Administrative Hierarchy, have been utilised to record census and related data sets. The two Ward boundaries completely encompass the Town Centre area but add to it some residential areas, especially to the west of the Centre.

Population

The 2001 Census resident population provides the best population record at Ward level. The figures evident in figure 1 may have reduced slightly, as according to official ONS Mid-Year Estimates, the population of the Southend Borough has reduced by 0.5% between 2001 and 2004. However, local knowledge and other datasets, particularly GP records, contradict this fall in population and actually attribute a significant increase especially to the population baseline.

The Town Centre makes up 11.4 % (18,347) of the total Boroughs resident population.

Fig 1

Area	Census 2001
Southend	160,293
Town Centre	18,347
Town Centre %	11.4
Rest of Southend	141,946
Rest of Southend %	88.6

Source 2001 Census

Jobs

In 2005 the Town Centre provided nearly 40% of all the Jobs in the Borough. The number of Jobs in the Borough itself has increased by 2,600 between 2002 and 2005, 2,400 of this increase coming from the Town Centre. This equates to an 11.1% increase in Jobs in the Town Centre between 2002-05 and a 0.5% increase in the number of Jobs for the rest of Southend.

Fig 2

	2002	2003	2004	2005	Change 02/05	%Change
Southend	60,400	61,600	64,800	63,000	2,600	4.3
Town Centre	21,600	23,000	25,100	24,000	2,400	11.1
%	35.8	37.3	38.7	38.1		
Rest of Southend	38,800	38,500	39,700	39,000		
%	64.2	62.5	61.3	61.9		

Source: Jobs totals are compiled through the Southend Business directory, Annual Business Enquiry and local knowledge. The datasets provides the most accurate post-census figures.

Job Types

The Town Centre contains a mix of employment uses concentrated on financial, business, real estate, catering, education and retail uses. The job statistics are set out in Fig 3-5. umbers.

Fig3

Numbers (2005)	Agri & Fishing	Mining, Manufacturing electric, Gas & Water	Construction	Hotels & Restaurants	Financial Intermediation	Real Estate, Renting and Business Activities	Education	Health and Social Work	Other	total
SIC(2003)	1,2,5	10-41	45	55-55.5	65-67	70-74.9	80-80.5	85-85.4		
Southend	200	4500	1800	3500	3300	11400	6000	10000	22400	63000
Town Centre	0	500	300	1700	1600	4800	1600	1500	12100	24000
Rest of Southend	100	3900	1500	1800	1700	6700	4400	8500	10400	39000

Fig 4

Percentage of jobs by job type	Agri & Fishing	Mining, Manufacturing electric, Gas & Water	Construction	Hotels & Restaurants	Financial Intermediation	Real Estate, Renting and Business Activities	Education	Health and Social Work	Other	total
SIC(2003)	1,2,5	10-41	45	55-55.5	65-67	70-74.9	80-80.5	85-85.4		
Southend	152	4453	1803	3505	3297	11424	6032	9957	22413	63036
Town Centre	0.0	11.1	16.7	48.6	48.5	42.1	26.7	15.0	54.0	38.1
Rest of Southend	100.0	86.7	83.3	51.4	51.5	58.8	73.3	85.0	46.4	61.9

Fig 5

Percentage of jobs by total jobs in area	Agri & Fishing	Mining, Manufacturing electric, Gas & Water	Construction	Hotels & Restaurants	Financial Intermediation	Real Estate, Renting and Business Activities	Education	Health and Social Work	Other	total
SIC(2003)	1,2,5	10-41	45	55-55.5	65-67	70-74.9	80-80.5	85-85.4		
Town Centre	0.0	2.1	1.3	7.1	6.7	20.0	6.7	6.3	50.4	100.0
Rest of Southend	0.3	10.0	3.8	4.6	4.4	17.2	11.3	21.8	26.7	100.0

Source: Jobs totals are compiled through the Southend Business directory, Annual Business Enquiry and local knowledge.

Unemployment

Taking the full 2005 annual year figure, the unemployment rate for the town centre is over twice as high, 5.2% compared to 2.5%, as the percentage for the rest of Borough. On this relatively small timescale the unemployment rate is also rising at a greater rate in the Town Centre area than for the remainder of the Borough.

Fig 6

Unemployment Numbers			
	2004	2005	2006 as up to June
Town Centre	546	589	669
Rest of Southend	1939	2044	2342

Fig 7

Unemployment Rate

	2004	2005	2006 as up to June
Town Centre	4.9	5.3	6.0
Rest of Southend	2.3	2.5	2.8

Source: The data used are claimant count levels collected by the Department for Work and Pensions. These data are a by-product of the administrative records of all people claiming benefits at Jobcentre Plus offices. The claimant count rate is calculated by expressing the number of people claiming unemployment-related benefits as a percentage of the estimated resident working-age population of the area. This figure is produced by the ONS Population Estimates Unit.

Note, that the claimant count data relates to the number of benefit claimants only and therefore does not provide a comprehensive measure of unemployment.

Education

The Town Centre has a higher percentage of people aged 16-74 without a qualification. However, it also has a slightly higher percentage of people with higher qualifications when compared to the remainder of the Borough.

Fig 7

Highest level of Qualification All people aged 16-74	All	No Qualification	Qualification lower than 1 A-Level	One A-level or more	Degree	Level unknown
Town Centre	13064	4072	5135	1084	1889	884
Town Centre %	100	31.2	39.3	8.3	14.5	6.8
Rest of Southend	98732	29224	40954	7643	13353	7558
Rest of Southend %	100	29.6	41.5	7.7	13.5	7.7

Source: 2001 Census

Households

The Town Centre has a greater proportion of vacant households when compared to the percentage for the rest of the Borough, 9.4% compared to 3.7% (Fig 8). There are also over twice as many flats/maisonettes/apartments in the Town Centre. As expected the proportion of detached property in the Town Centre is significantly lower than when compared to the rest of the Borough.

Fig 8

Occupancy	All HLLD Spaces	All household Spaces: with Residents	All household spaces: vacant or 2nd residents
Town Centre	10074	9127	947
Town Centre %	100	90.6	9.4
Rest of Southend	64237	61851	2386
Rest of Southend %	100	96.3	3.7

Source: 2001 Census

Fig 9

Accommodation type	All HLLD Spaces	All HLLD spaces which are of accommodation type				
		Whole House or Bungalow			Flat; maisonette or apartment	Caravan or other temporary structure
		Detached	Semi-detached	Terraced		
Town Centre	10074	385	1250	2049	6382	7
Town Centre %	100	3.8	12.4	20.3	63.4	0.1
Rest of Southend	64237	11958	22654	11988	17613	20
Rest of Southend %	100	18.6	35.3	18.7	27.4	0.0

Source: 2001 Census

Car Ownership

The number of Cars per Household in the Town Centre area (0.72) is significantly lower than for the rest of the Southend (1.09).

Fig 10

Car Ownership, Census 2001		
	Total number of Cars	Cars per Household
Town Centre	6552	0.72
Rest of Southend	67259	1.09

Source: 2001 Census

Travel Demands and Transport Provision

See LTP2 Baseline Transport Conditions

Retail Provision

See Southend Retail Study (CB Richard Ellis 2003)

Conservation

Conservation Areas: Prittlewell
Warrior Square
Milton
Clifftown

Listed Buildings:

Open Space

Warrior Square Gardens	0.5 hectares
Churchill Gardens	1.0 hectares