

***THE SOUTHEND PARTY  
FOR SOUTHEND PEOPLE***



# **CONFELICITY PARTY** OF THE CITY OF SOUTHEND-ON-SEA

## LOCAL MANIFESTO

[confelicityparty@gmail.com](mailto:confelicityparty@gmail.com)

[www.confelicityparty.com](http://www.confelicityparty.com)

[www.facebook.com/forsouthendpeople](https://www.facebook.com/forsouthendpeople)

**I am proud to introduce myself as leader of the Confelicity Party, and as a candidate for the Kursaal Ward.**

**We are a brand new political party founded here in Southend and enjoy a small slice of history by becoming the first independent party since becoming a City!**

We are thrilled to be running in the forthcoming local elections due to take place on **Thursday 5th May, 2022**, and we run with a team of passionate, committed and talented candidates that are eager to make a positive difference.

I have lived and worked in Southend all my life and have spent the last 25 years of my career learning business from the ground-up. I am now Operations Director of Adventure Island, Sealife Adventure, Radio Essex, and numerous restaurants, and would look forward to bringing my business experience onto the Council.

We live in a beautiful and unique part of the world and so our party are not looking to change things for the sake of change, we are only looking to **breathe new life into the parts of Southend that needs it**. There have been a number of success stories that we should be proud of such as City Beach, the University of Essex, our brilliantly kept parks, our theatres, festivals, tree planting, and Leigh being voted as the happiest place in the UK! Yet, as we all know, there are areas that really need some extra attention such as Southend High Street, crime and anti-social behaviour, a lack of job creation, as well as pot holes and cracked pavements.

We have put together a manifesto that highlights these and other pressing issues according to our discussions with Southend residents. However, it certainly is not an exhaustive list and would welcome all comments. If you do wish to add your say please do get in touch by emailing: [confelicityparty@gmail.com](mailto:confelicityparty@gmail.com).

For the first time in a long time we have a party born and bred in Southend that is wholly committed towards the prosperity of our City – ***we are truly the Southend Party for Southend people***.

May I thank you for taking the time to read our manifesto and I hope you can put your faith in our party at the forthcoming local elections.

Yours faithfully

James Miller  
**CONFELICITY  
PARTY**  
Leader and Kursaal Ward Candidate



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***LOCAL ELECTION: THURSDAY MAY 5TH 2022***



# CONFELICITY PARTY

OF THE CITY OF  
SOUTHEND-ON-SEA

## OUR CANDIDATES

**James Miller (Leader)**  
KURSAAL

**Jon Humphrys (Deputy Leader)**  
SOUTHCHURCH

**Melissa Aylott**  
THORPE

**Dee Curtis**  
MILTON

**Kayleigh Burgess**  
SHOEBURYNESS

**Dean Eckett-Harris**  
BELFAIRS

**Connor Bines**  
EASTWOOD

**Lee Clarke**  
ST LUKE'S

**James Delaney**  
WEST LEIGH

**Tommy Taylor**  
VICTORIA

**Elizabeth Smith**  
PRITTLEWELL

**James Fackerell**  
CHALKWELL

**TK Gondo**  
WESTBOROUGH

**Elysia Clack**  
LEIGH

**Yasmin Bey**  
ST LAWRENCE

**Michael Arkus-Binder**  
WEST SHOEBURY



# 1

Southend High Street has the potential to re-shape its contribution to the City. It can thrive again, we just need to address the basic fundamentals of what makes a High Street work:

We need to bring all the landlords together to work alongside the Council and other stakeholders to agree a singular vision.

Improving parking, cleanliness, greenery with seasonal displays, safety and the general environment is a must, but ultimately it is the shops that people come for, so all our efforts should be geared towards filling the empty retail units with reputable businesses that will be assets to the shopping experience.

In order to fill the shops we need a way to transfer the skills and knowledge of people who have qualified in various courses at the college and university, as well as everyone else who has talent, passion and an entrepreneurial spirit across the City, directly into the units to create the most unique High Street in the country.

Potential entrepreneurs need to be reassured that they actually have a chance of making it work by lowering all business costs, such as business rates, allowing them enough time to build a strong customer base, with a gradual incremental increase in rates overtime.

We need to make it easy for local people to set up a business by providing expert business support who can give them the knowledge to succeed.

We recognise that national brands are vital to any high street and we should continue to do everything to attract them with favourable rates. Unfortunately they have found online a far more cost-effective and efficient way of operating so this will be a challenge. It is time to do it ourselves.

***Imagine a High Street full of shops selling unique products and services run by local owner/operators, making a living doing what they love – just like it used to be!***

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2

We are against the proposals to build 7000 homes on green-belt land by Bournes Green chase, and we will forever oppose any future plans that involve building on green-belt land or nature reserves.

3

We would make it mandatory for weekly bin collections to be included in any waste contracts.

4

Southend's sea is one of our most precious assets, and yet during off-peak months water and sewage companies are allowed to pump sewage discharges from storm overflows. We would pursue regulation that would make this illegal.

5

We would significantly increase the number of bike racks across the city where cyclists could feel confident their bikes are safe.

6

We would increase the number of bins across the City to reduce litter in areas that have been identified as hotspots.

7

We would support a communications drive to educate and encourage Southend citizens and businesses to re-cycle their waste, with an ambitious but very achievable aim to rapidly increase rates from 45% to 90% by the end of 2023.

8

We would invest in outdoor gyms in all parks, where suitable to improve health and well-being.

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9

We would support bringing back 'bobbies on the beat', who would walk the same areas and get to know residents by name.

10

We would support a satellite police station in Southend High Street.

11

We would re-ignite the Special Constabulary scheme. It is a much under-publicised role that allows people to volunteer 16 hours of their time per month, where they are trained and have the same powers as regular Police Officers.

12

We would re-start the Community Safety scheme where employers can fund select members of their workforce to join the wider police community.

13

We would invest in extra security cameras and police resources in known crime hotspots for anti-social behaviour, including, but not limited to: Southend High Street, Warrior Square, Woodgrange Estate, the seafront, Southchurch Park, Shoebury Park and Cluny Square, York Road and Ambleside Drive, with the aim to reduce the crimes.

14

We would ban electric scooters on public pavements. We would also educate and inform residents of the legalities of electric scooters.

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We will seek to create a meaningful and practical connection between education and careers in Southend, and ultimately create work opportunities where people can make a living doing what they love.

We would embark on a journey of planting seeds of industry and enterprise, looking at suitable brownfield sites to develop professional infrastructure for both online and offline businesses, where in years to come we can start to see quality career opportunities in engineering, tech, arts, fashion, film, music, catering, and so on, here in Southend.

15

We would look to re-open the redundant 'Beach Club' Southend Marine Centre. We would work with community leaders who are seeking funding to make it into a viable social enterprise.

16

We would look to re-open youth centres across Southend in order to reduce crime and provide a safe space where young people can occupy their time in an enjoyable and productive way, broaden their education, and gain easy access to mental health services.

17

We would support local employers in becoming qualified in mental health first aid.

18

We would work in partnership with Southend Homeless Action Network (SHAN) to put in place long-term strategies to end homelessness.

19

We would introduce 1:1 support for every child with an ECHP in school.

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20

**Southend Pier is World Famous, but could be so much more. We will start an action group with prominent business leaders and community groups across the city with the single goal to enhance the visitor experience.**

21

We would re-evaluate the partners SBC have chosen to work with such as those involved in Queensway, Marine Plaza and the football club developments.

22

We oppose the £10m of reserve money to be 'invested' in Seaway, a project that Turnstone – the developers themselves – are now unwilling to invest in.

23

We would support bringing back the iconic seafront illuminations. These were an attraction in themselves and would enhance the experience for residence and visitors.

24

We would support installing attractive, subtle lighting in Cliff Gardens to enhance the area.

25

The Kursaal and the Marine Plaza sites require immediate and effective solutions as soon as possible. To avoid such failings in the future we would introduce break-clauses in contracts for sites that are deemed important to the City.

26

We would reduce business rates for SMEs for the first 10 years to give them the best chance to establish themselves.

27

We would raise awareness of business starter support that is already in place such as The BEST Growth Hub, and [businessonsea.co.uk](http://businessonsea.co.uk), who both offer a wide range advice, support how to access grants.

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28

We would support the continuation of the Southend Carnival over the Halloween period.

29

We will ensure council tax expenditure is transparent to the tax payer.

30

We are against filling in the road in the Queensway development as it will create gridlock and cut off the businesses on Southchurch Road and Sutton Road.

31

We will always oppose charging for parking along the entire seafront from 6pm onwards.

32

We would introduce 1 hours free-parking, similar to Leigh, around Southend High Street.

33

We are against closing car parks if it results in visitors causing congestion in residential parking nearby.

34

We would oppose the introduction of cashless only parking meters, and ensure they are all able to take both cash and card.

35

We would be in favour of any future expansion of London Southend City airport. However, residents must be consulted each step of the way.

36

We would launch a review of the cycle lanes on the seafront to enhance their safety.

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37

We would support fixing potholes across the City.

38

We would expand parking for motorcycles.

39

We would support speed cameras in identified speeding hotspots in order to prevent accidents before they happen.

40

We would support speed reductions in certain areas including 20 mile per hour zones – but only if residents from each road have collectively agreed.

41

We are against pavements constantly being dug up by different companies carrying out works, then left looking in a poor state. Therefore, we would add a clause into the contracts for all companies who wish to work on our pavements to ensure all works are finished to a high quality that does not negatively impact on the look of the area.

42

We are against the disruption caused by multiple road closures at the same time due to infrastructure works, and will examine the current planning process with the objective of encouraging better coordination, including work that is carried out during the night

43

We are against pedestrianising the seafront at any time of the year without approval with the stakeholders that it will impact.

44

We will look at how the shared space along on 'City Beach' and the High Street can be made safer for both pedestrians and cyclists.

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45

### We would look to re-establish a sense of civic pride by:

Improving the general environment and the management of street signage, park fences, pavements, litter and debris.

We would introduce the 'Southend Civic Pride Volunteering Partnership' that would bring together people who wish to bring their talents wherever the need is greatest.

Promoting local history and telling the great stories of local people that could inspire all generations. We would display our history across the city in celebration of our greatest people through art, architecture, monuments, literature; talked about regularly in our schools and community groups; and with annual festivals and award ceremonies.

We would bring to the fore aspirational figures such as outstanding nurses, doctors, teachers, police officers, fire fighters, care workers, musicians, sport people, builders, entrepreneurs, volunteers, and architects across the City.

We would pro-actively support, encourage and promote Southend sports teams, such as Southend United, in a way that would foster a greater sense of community for all the People of Southend.

Re-introduce school children visiting the Civic Centre, view Southend Council meetings and meet Councillors, and teach them how the political system works so they can take an active interest.

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## About Us

**We believe that any rule or law that is agreed by the Confelicity Party must be followed by the Leader and all Party members.**

We will act within a culture of honesty, integrity, and truthfulness.

We oppose any kind of corruption.

**If a national issue affects us as locals, then it *is* a local matter that we will seek to address.**

Membership is free and donations are welcome.

**All Southend citizens are invited to attend meetings, whether a member or not, and will be able to express their opinion as they wish.**

Only members may vote.

**The power of the leadership is diluted as much as possible to prevent any misuse of power. Through our undivided democratic approach, all members have the power to veto a leader's position. The motion will then be carried forward to the next meeting, where the issue will continue to be discussed until such time that all are in agreement.**

As much as reasonably practicable, all of our meetings will be available to view online.

**To become a member email: [confelicityparty@gmail.com](mailto:confelicityparty@gmail.com)**

Our party will commit to conducting ourselves in a way that is respectful and inclusive when representing the people of Southend in the Council chambers as well as in the wider society.

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***LOCAL ELECTION: THURSDAY MAY 5TH 2022***





## Our Vision and Mission

**“We want to create an environment where all of us, within us, can achieve a state of mind of happiness, where we feel a deep sense of meaning and purpose for the future, on the path to fulfilling our potential for the betterment of ourselves and society”.**

In order to achieve this we believe in an idealistic approach that starts with visualising the most ambitious future in all areas of the political arena.

We would then work backwards with pragmatism as we navigate the practicalities and realities of implementation and change.

We will be driving the movement that advocates transferring powers from national to local levels within the framework of a federal system, as we seek to empower local authorities with real decision making powers for which they themselves will be held accountable to the electorate.

We will be driving the movement for a society that truly empowers all participants with a democracy that leaves no one behind. We believe in an undivided Democracy where it recognises differences, but does not divide.

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