

Borough of Southend –on-Sea



Introduction

Southend is 60km to the east of London, at the mouth of the Thames Estuary, forming part of the largest urban area in the East of England. With over 10km of seafront, Southend is the closest seaside resort to London, located within the Thames Gateway, which is the UK's biggest regeneration area. Stretching out from East London on both sides of the Thames, in South Essex and North Kent work is underway to strengthen and develop communities by supporting local businesses, attracting investment and building new infrastructure. The aim is to deliver employment led regeneration, whilst maintaining a sustainable balance between jobs and housing. Within Southend this will require the delivery of 13,000 extra jobs and 6,500 extra dwellings in the period from 2001 to 2021.

Southend is home to around 160,000 people and is a major centre for employment, culture, education and shopping, with local companies including HM Revenue and Customs, RBS and Keymed Ltd.

The education campus includes the South East Essex College and the University of



Essex. There are more than 80 parks and green spaces and Southend is home to the largest pleasure pier in the world. More than 6 million visitors come each year, supporting the local economy.

Southend is close to the site of the 2012 London Olympics and next door to the Olympic Mountain Biking Event location.

Southend has an important regional airport that is seeking to expand and provide flights to several European destinations, whilst supporting more local employment.

The public transport system in Southend



Southend transport movements are mainly east/west serving the wider urban area of South East Essex and commuters into London. Southend is served by two railway lines linking to London, with 9 railway stations and many local bus routes. Improvements and better integration to achieve greater mobility will bring about a significant change in travel patterns.

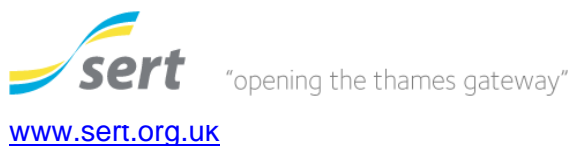
The public transport system will be improved, moving towards seamless travel between bus, rail, walking and cycling particularly to new development, areas of housing and employment and education. Investment in the regeneration of the Town Centre and seafront has begun, with new transport infrastructure and a strong focus on reducing congestion, rapid transit routes, transport interchanges and mobility marketing and awareness raising.



What is planned within BAPTS?

- Planning for rapid transit sert
- Integrating Town Centre mobility
- Modelling evidence for public transport, and
- Mobility marketing and awareness

In South Essex, there are exciting opportunities that can transform the area into a top location for people to live, work and visit. At the heart of this transformation will be a major investment programme, with £53m identified for transport investment in the South Essex Rapid Transit System.



Consulting on the proposals for sert, looking at the options and integrating the rapid transit system within developments will be the **first** action for Southend within BAPTS. Working with other EU partners to encourage innovation and agree common standards will form part of the transnational exchange of information.

The **second** action will develop the proposals for the "Victoria Gateway" in Southend, integrating the railway station with public transport and the town centre in a high quality public realm project.

This builds on an earlier Interreg iiib project (SustAccess) to create a bus interchange and bus priority linking with the Southend Travel Centre. Supporting the regeneration of the town centre and improving mobility, this action will see the design progress as part of the Town

Centre Area Action Plan.

The **third** action will describe the modelling techniques integrating planning and public transport investment decisions. A transport model for Southend is being developed that will identify the public transport options and investment needs. Working within BAPTS will ensure that the modelling of local public transport impacts effectively into wider transport and land-use models. This will improve the evidence base for investment in high-quality local public transport, both from the public sector and from private developers; and reinforce the Thames Gateway South Essex strategy for delivering regeneration and sustainable growth through enhanced local public transport.



The **fourth** action brings together the Marketing and Mobility Awareness aspects of public transport; promoting station, workplace and school travel plans and the potential for developing a "smartcard" supporting the other actions.

Essex County Council and Renaissance Southend Ltd are active **sub-partners** in BAPTS supporting better access and mobility in the Thames Gateway and regeneration and growth in Southend.

