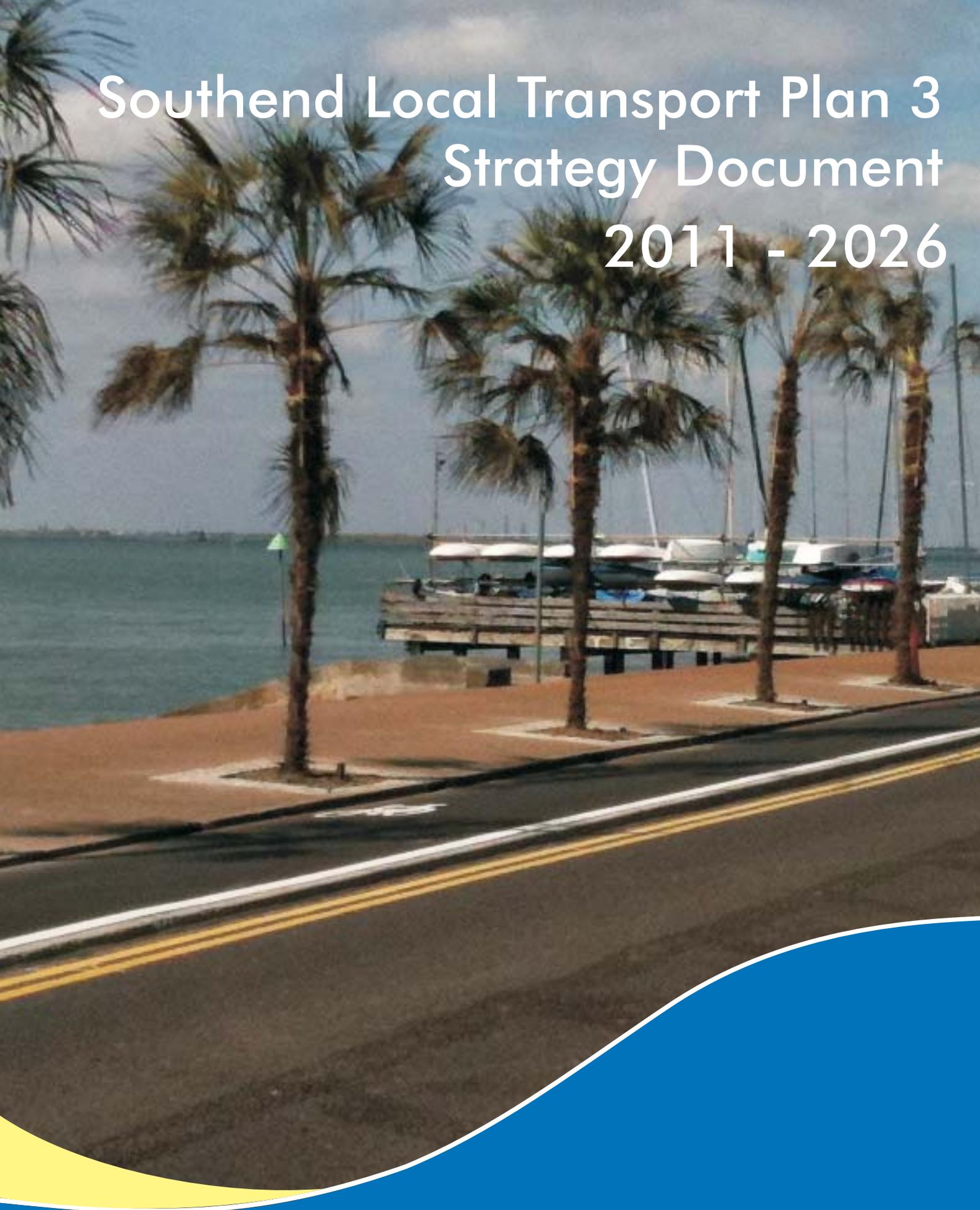


Southend Local Transport Plan 3 Strategy Document 2011 - 2026



people - place - purpose



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Foreword

Southend-on-Sea Borough Council has ambitious plans to create a Safe, Clean, Healthy, and Prosperous Southend. The provision of a high quality, accessible, and free flowing transport system that supports sustainable economic growth and regeneration is a fundamental requirement of this Local Transport Plan if we are to achieve these aims.

From my point of view, I know how much Members of the Council want to help residents in improving their quality of life. We realise that there are uncertain times ahead during this period of constraint and budget deficit, which will lead to frustrations and practical transport problems. But, at the same time, it is essential to respond to these challenges and review and update policies and plans to identify where transport can help deliver sustained economic growth and recovery.

The Government is challenging local transport authorities to develop “packages” of measures supporting economic growth and reducing carbon as well as delivering a better environment, improved safety and supporting healthier lifestyles. Our Third Local Transport Plan (LTP3) will help to ensure that Southend benefits from this.

The Local Transport Plan is a vital tool helping each local authority work with people and communities to support the place shaping role, delivery of services and for identifying those best placed to be accountable for delivery and outcomes.

For example, the bus industry receives large sums of money from Government and local taxpayers, but we have only “lobby rights” in shaping local bus services or even in making representations to prevent withdrawal or significant network changes. Working in partnership with the providers of transport services and the community to find creative ways to operate them, whilst our economy recovers, will be essential in ensuring that services are not reduced

Agreements between partners, which identify responsibilities and accountability for actions, will be drawn up so that investment decisions are seen to deliver the maximum benefit for all users. I would encourage the Government to consider taking an active role in providing the legislation to support this, evenly and fairly, across all operators.

I have personally introduced a holistic approach to the way we examine transport issues by creating a new Public Transport Working Party and introducing the concept of “Accountability” to our transport providers.

The Borough needs to be more energy efficient, thus reducing costs and CO₂ emissions. Measures within the new Plan will encourage walking and cycling, initiatives to improve the integration between travel modes and end-to-end journey experiences, better public transport and improved traffic management schemes. It is at a local level that most can be done to

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change patterns of behaviour and encourage more sustainable travel, especially for short journeys. Electric charging points will be introduced within the Borough.

Achieving our goals and aims will not be easy, but I am confident that if this Local Transport Plan is to work it must enhance our wellbeing. I believe it will and I hope that active input from yourselves will enhance this further, achieving a balance between our “trinity” of people, place and purpose.

Councillor Mark Flewitt

Portfolio Holder



Executive Summary

Vision

The Third Local Transport Plan (LTP3) 2011/12 – 2025/26 aims to deliver the Council’s long term vision, as reflected by the Community Plan, to ensure that:

“in 2020 Southend is a thriving city, which celebrates and enriches our community”.

Policy Drivers

The LTP is guided by a range of policies including:

- Creating Growth, Cutting Carbon Making Sustainable Transport Happen – White Paper, January 2011.
- Draft Community Plan 2020 – to deliver better outcomes for residents.
- Corporate Plan – to create a safe, clean, healthy and prosperous Southend.
- Local Development Framework (LDF) Core Strategy 2007 – 2021 – vision, objectives and broad strategy for the spatial development of Southend.
- Area Action Plans (AAPs) – covering the Airport, town centre and seafront, and Shoeburyness.

Key Themes

The key themes that need to be addressed by LTP3 are:

- A thriving and sustainable local economy in the Borough.
- Minimise environmental impact, promote sustainability for a greener Borough.
- A safer Borough.
- Reduce inequalities in health and wellbeing and for a more accessible Borough.

Transport Strategy for a Thriving and Sustainable Local Economy

Policies to achieve this goal are:

- Reduce congestion within the Borough.
- Encourage and facilitate the use of sustainable modes and public transport for travel.
- Better manage vehicle parking capacity.
- Maintain the network to a good standard and ensure it remains resilient to external events.
- Ensure provision of sustainable transport services to support the regeneration of Shoeburyness and other new developments in the Borough.
- Ensure access to London Southend Airport is predominantly by sustainable modes.
- Ensure the movement of freight in the Borough is efficient, and does not adversely impact on residents or the environment.
- Support business, tourism and regeneration.

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- Ensure that transport development respects and enhances the street scene and public realm.

Transport Strategy to Minimise Environmental Impact and Promote Sustainability for a Greener Borough

Policies to achieve this goal are:

- Reduce carbon dioxide emissions from transport.
- Increase the resilience of transport networks to climate change.
- Maintain air quality.
- Make better use of 'intelligent transport' technology to help maintain traffic flows and provide information to travellers.
- Protect and enhance the natural and built environment.

Transport Strategy to Create a Safer Borough

Policies to achieve this goal are:

- Support safety partnerships and promote safer communities.
- Appropriate road safety engineering and accident site treatment.
- Comprehensive road safety education, training and publicity.
- Maintenance and monitoring to improve safety and accessibility.

Transport Strategy to Reduce Inequalities in Health and Wellbeing and for a More Accessible Borough

Policies to achieve this goal are:

- Improve accessibility to Southend Hospital particularly from the east of the Borough by public transport within a 30 minute window.
- Improve north south accessibility, particularly in the west of the Borough.
- Tackle health inequalities by increasing the number of adults and children who walk and cycle for work, education and leisure.
- Ensure all public transport is fully accessible by 2017.
- Improve the quality of "door to door" travel and;
- Develop strong partnerships with health providers and community care organisations to ensure better access to services.

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Our Strategy for Transport 2011/12 – 2025/26

People – Place – Purpose



chapter one

people - place - purpose



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New Bus Shelter

1. Introduction

The Transport Act 2000 requires that Local Transport Plans (LTP) contain a strategy and an implementation plan (the proposals for delivery of the policies contained in the strategy).

The Local Transport Act 2008 retains the statutory requirement to produce and review Local Transport Plans and policies. This LTP contains a 15 year Transport Strategy covering 2011/12 – 2025/26 and an Implementation Plan covering four years for 2011/12 – 2014/15, which coincides with the Government spending plans that were announced in the Comprehensive Spending Review on 20th October 2010.

European legislation requires that a Strategic Environmental Assessment (SEA) be undertaken of all LTPs and local authorities need to ensure that the SEA of their LTP is an integral part of developing and later delivering their LTP. Statutory Bodies such as the Environment Agency, Natural England and English Heritage have been involved in the development of LTP3 and the accompanying SEA.

Alongside the SEA process, there will also be an Equalities Impact Assessment and a Habitats Regulation Assessment of this LTP.

The Government has stated that LTPs will remain a key part of the transport planning process and has asked local authorities to submit their LTP3 by the end of March 2011 in order to meet their statutory obligations. As Government policy develops LTP3s may need to be revised to reflect the changing policy agenda.

Transport Strategy and Implementation Plan

Southend Borough Council published its Second Local Transport Plan (LTP2) in 2006 (covering the period 2006/07 to 2010/11) in partnership with resident and business groups together with transport operators and users. It was also produced in liaison with its Thames Gateway South Essex partners as part of an integrated approach towards achieving regeneration and growth in the Gateway as a national and regional priority, building upon achievements of LTP1¹. The Council has worked closely with its Partners to implement the 'Better Southend' programme of major schemes and to deliver real change in the Borough. This is reflected in the range of successful projects delivered on the ground and achievements made in securing changes towards more sustainable modes of travel as evidenced by the success of Cycle Southend. Published Progress Reports illustrate this progress.

The Third Local Transport Plan (LTP3) builds on the successes of LTP2, taking forward and refining the existing long term strategy and encompassing key local and national developments and changes in policy, together with the findings of relevant transportation and

¹ LTP1 published July 2000 for the period 2001/02 to 2005/06

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evidence based studies. It also further tackles the agendas of carbon reduction and sustainable means of travel to protect and enhance quality of life for all, as well as the pressing need for economic recovery and growth. In particular, it continues to focus upon transport policies and schemes which are vital in securing the provision of a transport system which means the Borough can:

- Have a thriving and sustainable local economy.
- Minimise environmental impact and promote sustainability for a greener Borough.
- Create a safer Borough.
- Reduce inequalities in health and wellbeing and for a more accessible Borough.

The Transport Strategy presents a medium to long-term vision for transport within the Borough, sets high level objectives and strategic priorities. The Implementation Plan sets out the broad packages and / or types of measures that will be delivered, plus some of the larger schemes over a four year timeframe. The Implementation Plan will be contingent on priorities as determined by the Strategy, and on the levels of funding made available by government, and also from other sources.

Both documents are dynamic in nature and can be updated as required. The Strategy is likely to be updated to reflect policy changes whether local, or national. The Implementation Plan will be updated more frequently as resource levels became known (with greater certainty) and programmes are developed in detail and adjusted in light of performance against outcomes.

The Vision and Objectives

LTP3 aims to deliver the long term vision, as reflected by the Community Plan which aims to ensure that:

“In 2020 Southend is a thriving city, which celebrates and enriches our community”.

People, Place, Purpose

The Transport Strategy seeks to deliver an effective transport system that caters for the needs of a wide variety of users including businesses, commuters, visitors, shoppers, families, the old and the young, and people with disabilities. To do this it is essential to understand the user **(People)**, where the user wants to travel to **(Place)**, and why they want to travel **(Purpose)**.

This is the first step in designing the transport system that will help to implement movement in the Borough. This LTP applies this approach and shows how we will deliver a transport system that is fit for purpose and future proof.

Diagram 1 presents a diagrammatic representation of the key themes and processes involved in developing LTP3. The first process was to develop the Strategy, which was informed by a

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range of wide policies and objectives and included a consultation process. This was closely followed by development of the Implementation Plan which was informed by the Strategy.

The chart below shows how the People, Place, Purpose concept determines how we make our transport mode decisions. It is important to understand this logic process if we are going to influence behaviours to increase the use of sustainable modes.

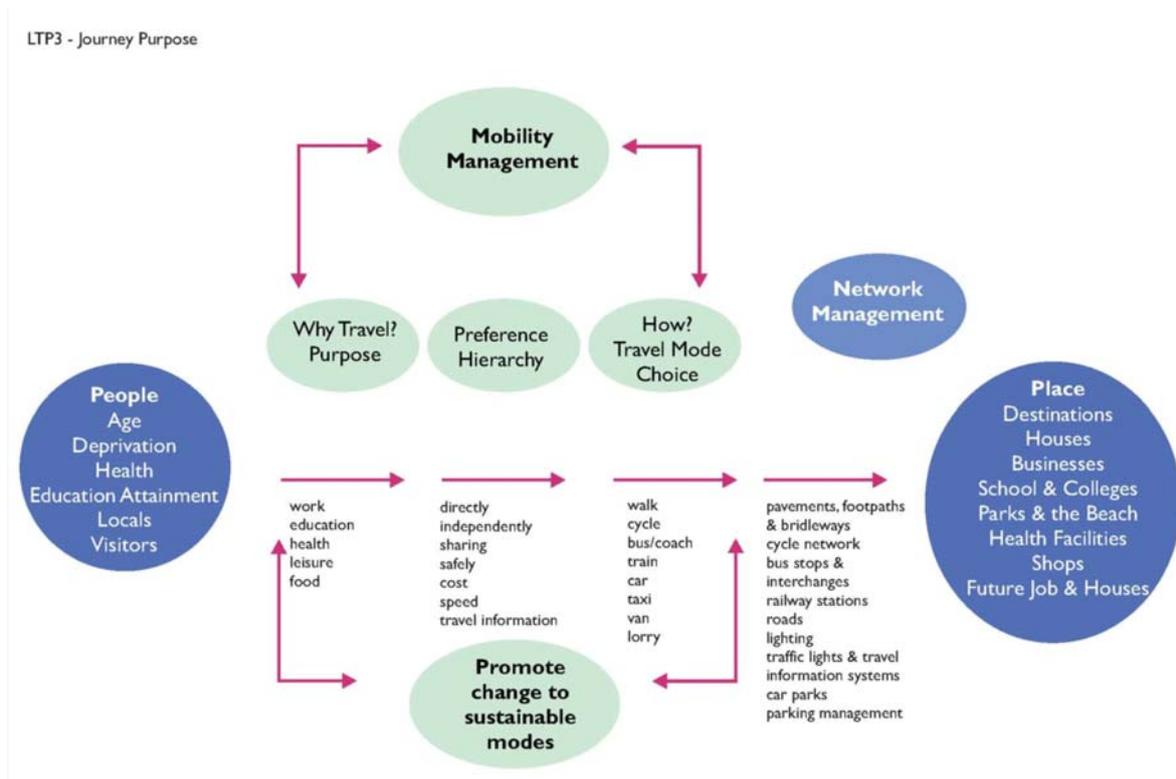


Diagram I: Local Transport Plan 3 (LTP 3) Programme

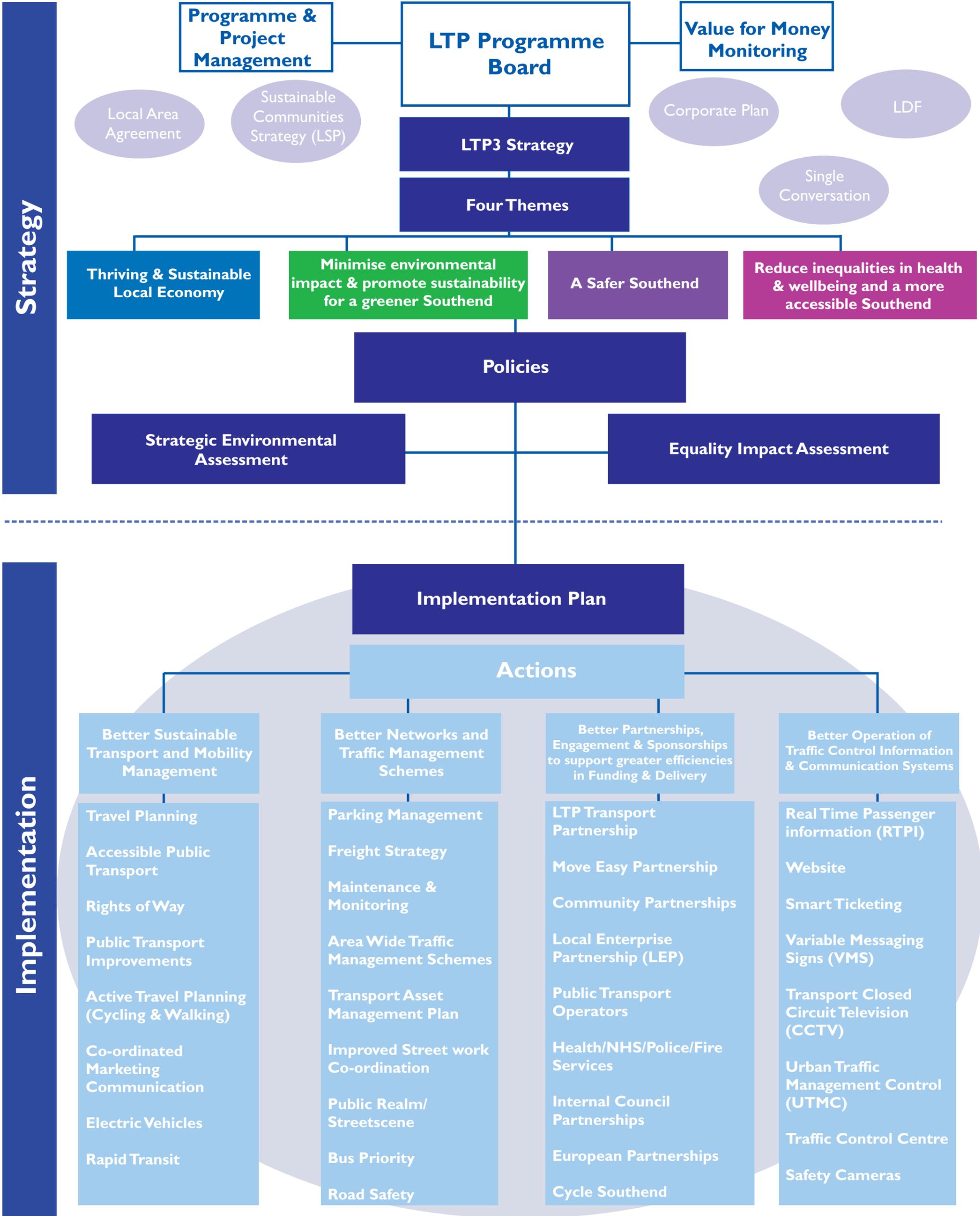
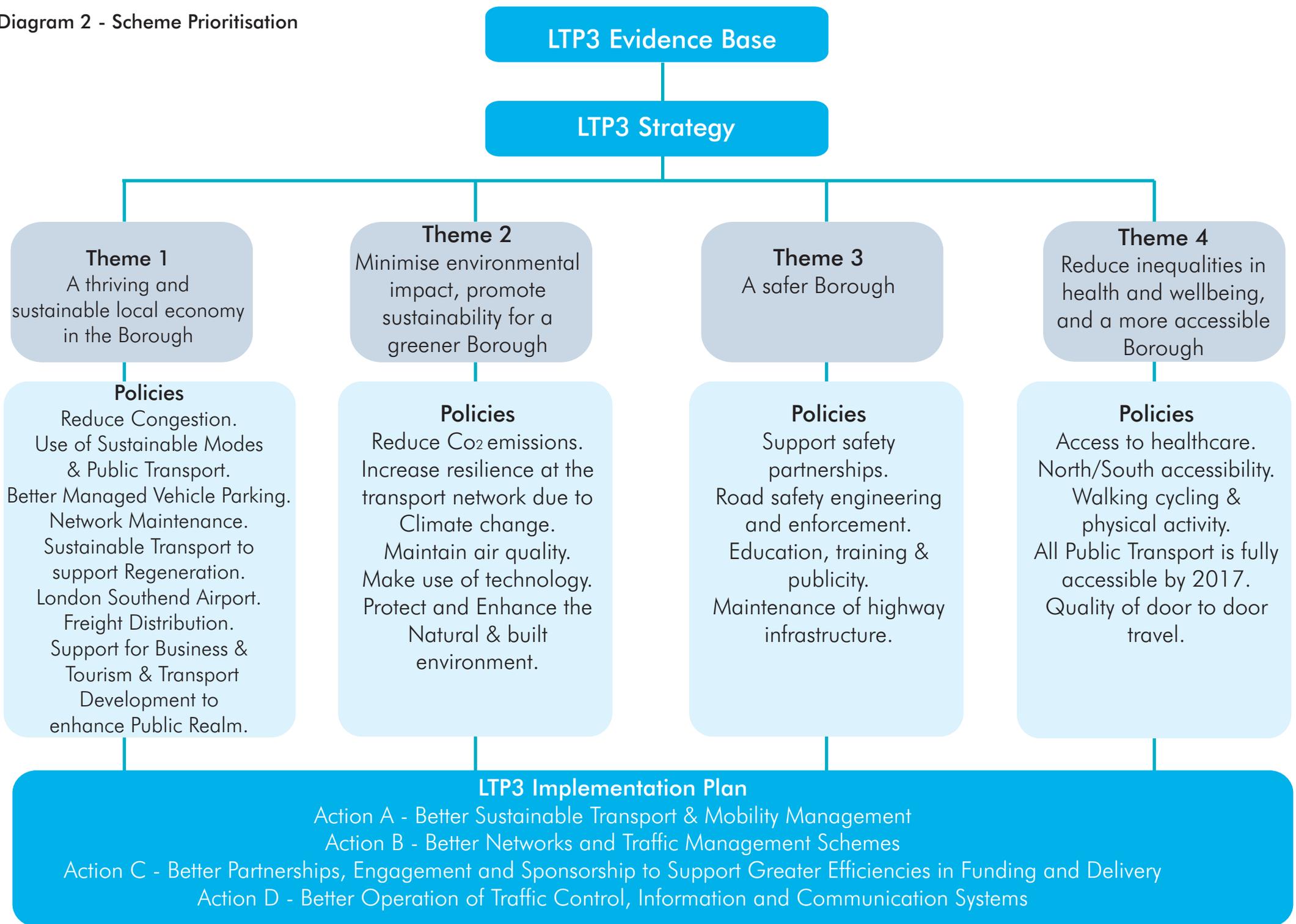


Diagram 2 - Scheme Prioritisation



Structure of the LTP Strategy

The Strategy is arranged into chapters that follow this introduction, supported by a number of appendices and stand alone documents.

Chapter 2 sets out the higher level policies informing the strategy and summarises the main objectives and priorities of local policies and the Area Action Plans (AAPs). The national policy agenda is also addressed.

Chapter 3 provides an overview of key challenges, drawing upon some of the key relevant findings with regards to the economic, social and environmental well-being of the Borough.

Chapter 4 presents the overarching strategy, illustrating its main aims, priorities and how it addresses local transport issue. It details the importance of travel choice and sustainability.

Chapter 5 shows how transport interventions will be used to support the objective of regeneration and growth.

Chapter 6 sets out the key issues in terms of climate change and the environment. It details how transport will be used to contribute to reducing the Borough's carbon dioxide (CO₂) emissions and how new schemes can be implemented in consideration for the environment.

Chapter 7 shows how the Strategy will reduce accidents on the transport network and how it will contribute to reducing crime and the fear of crime.

Chapter 8 shows how transport will be used to deliver a healthy Borough with improved accessibility to essential services, employment and leisure facilities.

Chapter 9 presents an overview of the Borough's AAPs and corridor strategies.

Chapter 10 provides an overview of the implementation plan

Chapter 11 Measuring Progress

Chapter 12 Glossary



chapter two

people - place - purpose



2. Policy Drivers

Introduction

This chapter describes the key national and local policy drivers which have informed this LTP and which will subsequently affect its overall priorities. Included are national and local agendas and AAPs most relevant to transport.

The National Picture

The change of government in May 2010 has led to a change in the priorities for local transport. While the Coalition is still developing its policies for transport, the priorities are to²:

- Deliver the Coalition's commitments on high speed rail.
- Secure our railways for the future.
- Encourage sustainable local travel.
- Tackle carbon and congestion on our roads.
- Promote sustainable aviation.

The Comprehensive Spending Review 2010 saw substantial cuts to public spending in order to tackle the deficit. Transport was not spared; there have been substantive cuts to budgets that are used to deliver better local transport such as the Integrated Transport Block, Maintenance Block, and the Major Schemes Block. The Government also announced new funding streams in the form of the Regional Growth Fund and the Local Sustainable Transport Fund. For all funding streams there is greater emphasis on ensuring public funding secures economic growth, provides value for money, and on bringing in greater levels of private sector funding.

The Government has introduced the White Paper on Local Growth: Realising Every Place's Potential, which outlines a new approach to local growth, shifting power away from central government to local communities, citizens and independent providers and includes the introduction of Local Enterprise Partnerships (LEPs). The Decentralisation and Localism Bill will also be introduced which will devolve greater powers to councils and neighbourhoods, and give local communities control over housing and planning decisions.

The Local Transport White Paper Creating Growth, Cutting Carbon Making Sustainable Transport Happen was published in January 2011. It establishes the two objectives of creating economic growth and tackling climate change by reducing CO₂ emissions. The White Paper argues that by offering sustainable travel options, local authorities can change people's travel behaviour to favour sustainable modes. Decisions on which sustainable options are appropriate are best made at the local level in partnership with local residents, businesses and delivery agencies.

² Business Plan 2011 – 2015, Department for Transport. November 2010

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In October 2010 the Coalition launched the National Infrastructure Plan 2010. It sets out a broad vision for the £200 billion of infrastructure investment needed over the next 5 years to underpin the UK's growth. For transport the key objectives are to:

- Develop a competitive economy:
 - Investment in transport to remove key bottlenecks.
 - Make better use of existing assets including airports.
 - Greater efficiency across the transport sector.
 - Development of ports.
- Contribute towards sustainable economic growth and tackle climate change:
 - Support the decarbonisation of the car fleet.
 - Rail enhancements and the construction of Crossrail.
 - Investment in a high-speed rail network.
- Promote greater localism:
 - £1.5 billion for local authority major schemes to 2014/15.
 - £560 million for the Local Sustainable Transport Fund to 2014/15.
 - Reform and simplification of local transport funding from 26 to 4 streams.

The national transport policy agenda is evolving and will be subject to, possibly, considerable change over the duration of this Strategy.

The Local Picture

Community Plan

The Community Plan 2020, focuses on a total place 'whole area' approach to deliver better outcomes for citizens whilst spending less money and finding ways in which public services can operate together.

The ambitions in the Plan are focused across four key themes of our economy, our community, our people, and our world which were developed after public consultation. Under each of these four ambitions, a number of objectives have been set, an abbreviated version of which is shown below:

- Our economy:
 - To create a thriving and sustainable local economy.
 - To be recognised as the region's cultural and leisure capital.
- Our community:
 - To build strong, confident and proud communities who are empowered to take an active part in local decision making.
- Our people
 - To reduce inequalities in health and wellbeing.
 - To provide services, support and encouragement to ensure young people achieve positive and fulfilling lives.

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- Our world
 - To create a safer town.

The Plan’s themes for transport within the Borough remain applicable to the LTP. These themes are:

- A thriving and sustainable local economy.
- To minimise environmental impact, promote sustainability for a greener Borough.
- To build strong partnership with the community.
- To create a safer Borough.
- To reduce inequalities in health and wellbeing and for a more accessible Borough.

This LTP shows how the Strategy will contribute to achieving the ambitions by delivering improvements against these four themes.

Corporate Plan

The Corporate Plan (2010 – 2013) for Southend focuses on creating a “Safe, Clean, Healthy and Prosperous Southend”. The Plan, in aligning local community surveys with local and national policy identifies the main priorities for the Borough.



Within these priorities the key objectives and actions relevant to transport are:

- Prosperous:
 - Continue to improve outcomes for vulnerable children.
 - Encourage the prosperity of the Borough and its residents.
 - Enable well planned quality housing and developments that meet the needs of residents and businesses.
 - Reduce inequalities and increase the life chances of people living in Southend
- Safe:
 - Create attractive and well-maintained streets and townscapes.
 - Continue to reduce crime, disorder and anti-social behaviour.
- Clean:
 - Where possible minimise impact on the natural environment.
- Healthy:
 - Maintain improved outcomes for vulnerable adults and older people.
 - Support the Borough to be active and alive with sport and culture.
- Excellence:
 - Deliver strong relevant and targeted services that meet the needs of our community.

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Local Development Framework Core Strategy

The Core Strategy Development Plan provides the vision, objectives and broad strategy for the spatial development of Southend, with quality improvements to transport infrastructure and accessibility and the promotion of sustainable travel regarded as essential in delivering regeneration and development in Southend.



Transport related strategic objectives of the Core Strategy are:

- Secure a 'step change' in the provision of transport infrastructure as an essential part of new development.
- Maximise the effectiveness and integration of key transport corridors and interchanges as a principle focus for development in the urban area.
- Secure the regeneration of London Southend Airport to enable it to reach its potential to function as a local regional airport providing for significant new employment opportunities and improved surface access subject to environmental safeguards.
- Secure the sustainable use of the River Thames and its Estuary as an asset for transport, leisure and business.

Core Policy 3 focuses on transport and accessibility mechanisms and aims to achieve the above objectives through:

- Improving the A127 / A1159 east-west strategic corridor.
- Improving accessibility to key development opportunity sites.
- Providing high quality transport interchanges.
- Widening travel choice.
- Safeguarding suitable corridors and land for new modes of passenger transport.
- Explore the potential of the River Thames as a transport corridor.

Localism and Local Enterprise Partnerships

The Government has introduced the White Paper on Local Growth: Realising Every Place's Potential³, which outlines a new approach to local growth, shifting power away from central government to local communities, citizens and independent providers and includes the introduction of LEPs. The Decentralisation and Localism Bill introduced in December 2010 devolves greater powers to councils and neighbourhoods and gives local communities control over housing and planning decisions.

LEPs will encourage co-operation between partnerships and should result in a more efficient use of resources and will begin in April 2011. The Borough is part of the Kent, Greater Essex and East Sussex LEP.

³ Local Growth: Realising Every Place's Potential, HM Government. October 2010

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This LEP proposal⁴ recognises the importance of the strategic transport infrastructure to secure economic growth in the LEP area. It recommends developing a number of key transport investments that will be essential to support growth in South Essex and North Kent by creating the right environment for business to flourish. Further details should emerge with the submission of a full business case to Government in 2011.

The LEP proposal is supported by a wide range of business interests including the Essex Business Consortium, Essex Chambers of Commerce, Essex Federation of Small Businesses, Institute of Directors – Essex Branch, major employers such as the Stobart Group (Southend Airport), universities, and local authorities.

Area Action Plans

Special consideration of specific AAPs in line with National and Local policy is imperative to drive forward the LDF. The following outlines the main development proposals and priorities of these plans.

Southend Central Area Masterplan

The Southend Central Area Masterplan identifies a clear and distinctive vision for the Central Area of Southend by establishing an overall development framework and public investment programme to guide the development of the town centre through to 2021.

The aim of the plan is to transform the image of Southend Town Centre through sustainable economic growth and social provision, and for Southend to be identified as a location of choice for businesses, residents and visitors.

The objectives of the plan are:

- To regenerate the town centre, improve the physical environment and 'sense of place' for all residents and visitors.
- To build upon the assets of Southend Town Centre, its rail links, higher education and unique coastal setting.
- To retain and attract high value employment opportunities.
- To facilitate access to, and movement in and around Southend Town Centre in a sustainable manner.
- To expand the presence of the University of Essex and the South Essex College (in line with the LDF Core Strategy).



⁴ Unlocking the Potential. A Proposal for a Kent and Greater Essex Local Enterprise Partnership. http://www.canterbury4business.co.uk/resource/pdf/Unlocking_the_Potential_the_Kent_and_Greater_Essex_Local_Enterprise_Partnership.pdf

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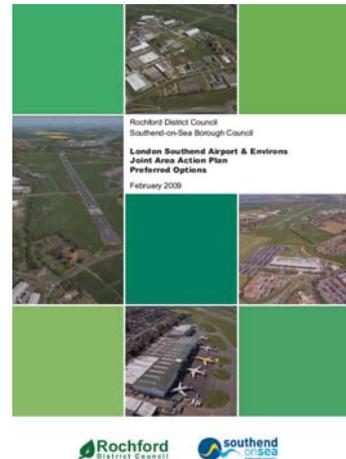
- To encourage the establishment and expansion of retail businesses in Southend Town Centre.
- To improve the physical environment and public realm of Southend Town Centre and enhance its status as a visitor destination.

Shoeburyness Supplementary Planning Document

The action plan for the Shoeburyness area is, at the time of writing, scheduled to be developed in 2011. It should address the issue of how sustainable transport can support the growth and regeneration that is planned in the town.

London Southend Airport & its Environs Joint Area Action Plan

The draft Joint Area Action Plan (JAAP) is part of the LDF process and is being prepared by Rochford District Council and Southend Borough Council to respond to the challenges and opportunities offered by London Southend Airport, and proposed employment cluster. It will ultimately provide the framework for the regeneration and expansion of the Airport and its surroundings in line with local and national policy. The growth and vitality of the Airport is seen as one of the fundamental drivers to the economic development and prosperity of Borough.



Southend Airport’s Masterplan includes the following improvements for the Airport to become a regional airport:

- Runway extension.
- New terminal building.
- Increase in passenger numbers up to 2 million per annum by 2030.

As well as the development of the Airport, the JAAP has a vision for significant employment growth at the Saxon Business Park at the Airport. It is forecast that the area has the potential to deliver 6,200 new jobs, excluding direct Airport related employment.

Developments in the JAAP need to be sustainable and will be integrated with proposals to improve the wider network. The current preferred transport options to support JAAP developments are:

- New Link road from Eastwoodbury Lane to Nestuda Way.
- Upgrade improvements of Aviation Way.
- Workplace travel plan for Airport and local employers.
- Public transport improvements as part of the Access to Services Strategy.
- Walking and cycling as part of the Access to Services Strategy.
- *sert* (South Essex Rapid Transit) with a link to the Airport.

These options are in addition to the new Airport railway station, expected to open in 2011, which will provide a direct link to London.

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Work is continuing on the development of the JAAP and the implementation plan to accompany this. This will identify the level of investment required and the timescale.



chapter three

people - place - purpose



3. Key Challenges

Introduction

This chapter provides a summary outline of the current socio-economic and environmental well-being of the Borough and the challenges faced under the four themes that the Strategy will contribute to.

A thriving and sustainable local economy

The Borough's economic performance has improved since 2000 as shown by growth in Gross Value Added (GVA). In spite of this Southend's GVA per head of population lags behind the rest of the East of England as has the growth rate. Similarly the current unemployment rate in Southend is higher than that for the rest of the country.

Significant growth⁵ has been planned for Southend, both in terms of the number of new jobs to be created, 13,000 by 2021, and the number of new homes to be built, 6,500 between 2001 and 2021.

Minimise environmental impact, promote sustainability for a greener Borough

The Borough has relatively low per capita CO₂ emissions, however in order to meet challenging national CO₂ targets every local authority will be required to play its part by reducing its CO₂ emissions.

There are no air quality management areas (AQMA), but the Borough does suffer from both noise pollution linked to key roads into and out of the Borough, and from light pollution in the built up areas of the Borough, particularly in the west.

There is a risk of flooding from storm surges and severe weather events which are becoming more common as one of the consequences of our changing climate. Parts of the Borough are regarded as high risk in terms of flooding from the Thames Estuary and the North Sea.

Although predominantly an urban area, the Borough does have a number of protected sites including sites of special scientific interest (SSSI), local wildlife sites, local nature reserves, national nature reserves, special



⁵ Specified in the East of England Plan 2008 (now revoked) and in the Southend Core Strategy [Southend-on-Sea Local Transport Plan 3](#)

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areas of conservation (SAC), special protection areas (SPA) and Ramsar. There are also a number of parks, green spaces and open spaces, all of which support local biodiversity. Some of these sites are located within the marine environment. There are a number of heritage assets including conservation areas, scheduled monuments and listed buildings that could be vulnerable as the town undergoes significant growth and regeneration. **Map 1** shows the locations of open space and protected sites within the Borough.

There are a number of parks, green spaces and open spaces within the Borough and local surveys show that the public is relatively happy with the provision of parks and green spaces, and accessibility to cultural events or nature. However, in certain areas of the Borough there is limited access to parks and open spaces as shown in the above **Map 1**.

A Safer Borough

Compared to national levels, the Borough does not have any roads that are at particularly high risk in terms of the number of people killed or seriously injured (KSI). However, road traffic accidents remain a significant cause of death and personal injury, particularly amongst motorcyclists.

Compared to national figures there are relatively low crime rates and crime has fallen in the past decade. However the Borough has the second highest crime rates in greater Essex after Harlow. The number of anti-social behaviour incidents has fallen, but rates in Southend Central are high compared to the rest of Essex.

Reduce inequalities in health and wellbeing and for a more accessible Borough

One of the aims in the Community Plan and the Health Inequalities Strategy is to reduce health inequalities by continuing to develop and increase uptake of preventative care services, which accessible transport can help.

Tackling health inequalities is a top priority for the Government, and it is focused on narrowing the health gap between disadvantaged groups, communities and the rest of the country, and on improving health overall. The Secretary of State for Health has announced a new comprehensive strategy for reducing health inequalities⁶. The Borough has a Health Inequality Strategy which is aligned with the Governments views and seeks to promote partnership working with Health Organisations and communities, target deprived areas and reduce the health gap.

⁶ Department of Health

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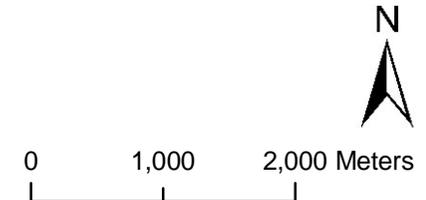


Map 1 - Open Space and Protected Sites

Areas within the Borough of Southend that have Local, National or European Protection

Legend

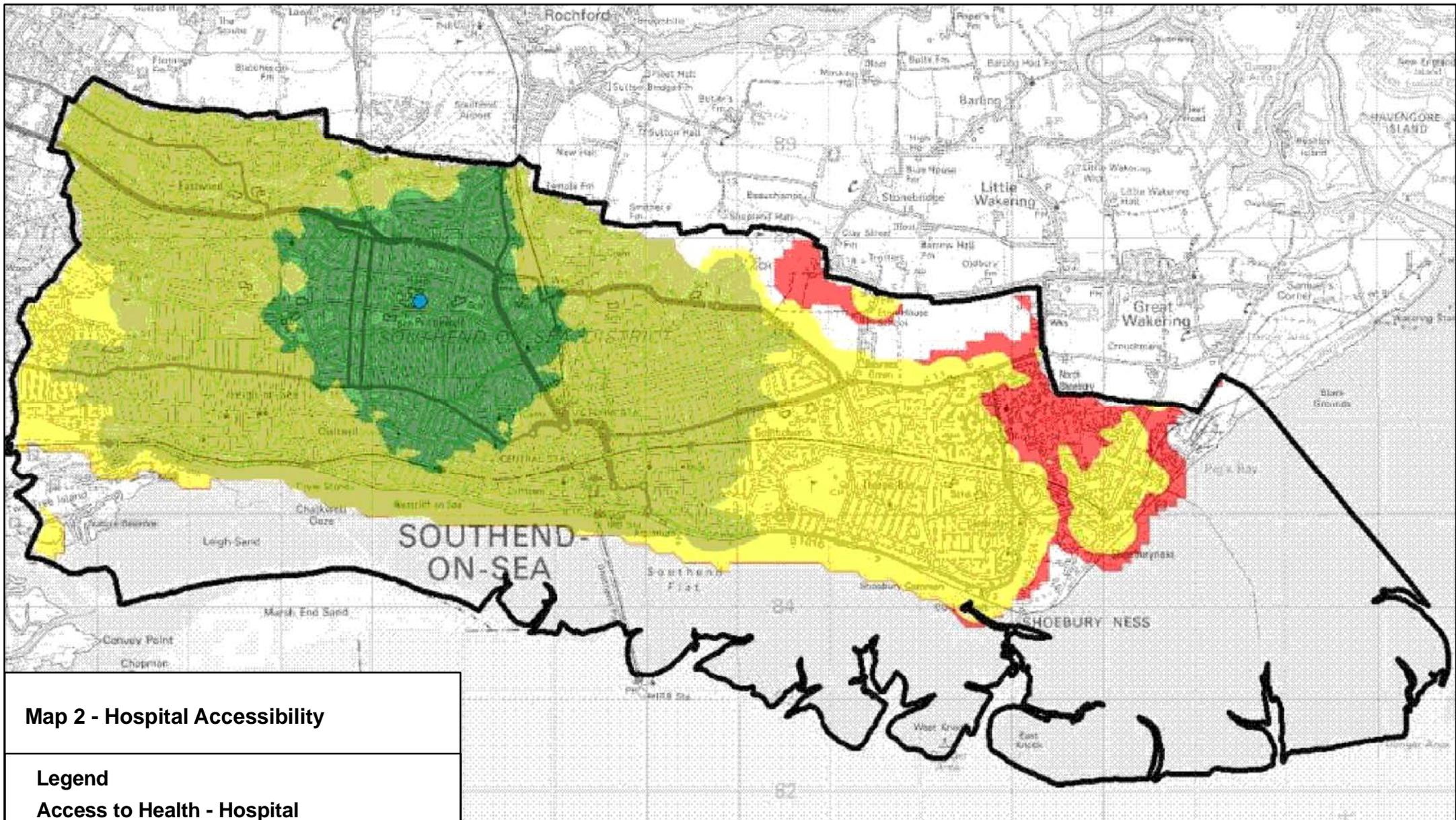
- Parks and Open Spaces
- National Nature Reserve (NNR)
- Site of Special Scientific Interest (SSSI)
- Special Area of Conservation (SAC)
- Special Protection Area (SPA)
- Local Nature Reserve (LNR)
- Ramsar
- Local Wildlife Site
- Southend Boundary



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 100019680, 2010

Tackling health inequalities is a top priority for the Government, and it is focused on narrowing the health gap between disadvantaged groups, communities and the rest of the country, and on improving health overall. The Secretary of State for Health has announced a new comprehensive strategy for reducing health inequalities. The Borough has a Health Inequality Strategy which is aligned with the Governments views and seeks to promote partnership working with Health Organisations and communities, target deprived areas and reduce the health gap.

There are good levels of accessibility to key services, schools, employment sites and leisure facilities by public transport. The location of some services such as Southend University Hospital NHS Foundation Trust (Southend Hospital) does result in poorer accessibility from some parts of the Borough. **Map 2** shows the accessibility via public transport, cycling and walking within a 30 minute window for Southend Hospital and **Map 3** shows the accessibility for General Practitioner (GP) Surgeries. North / south accessibility in the west of the Borough is poor, partly because of severance caused by the A13 and A127.

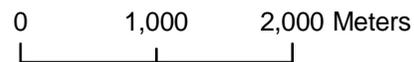


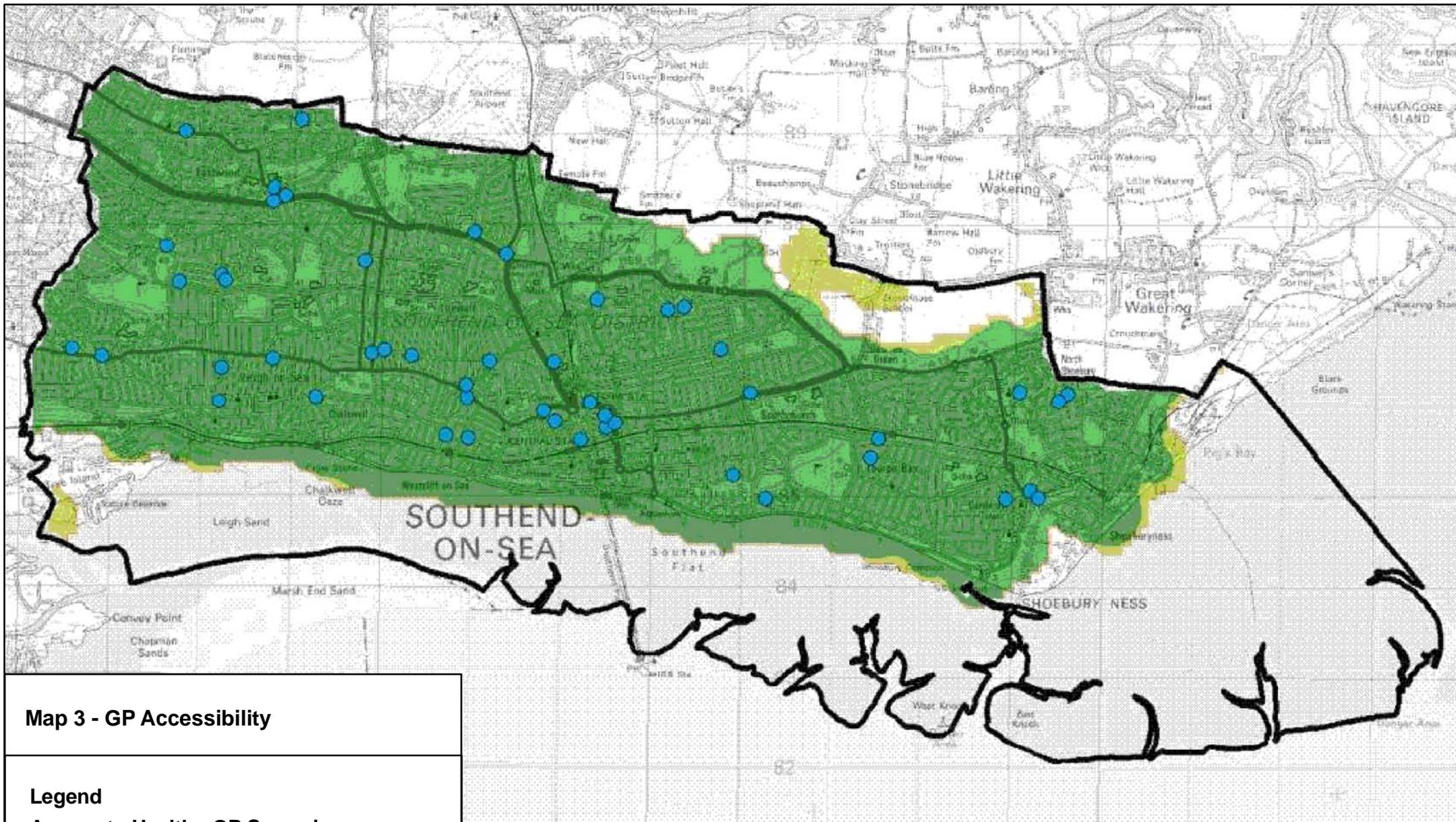
Map 2 - Hospital Accessibility

Legend

Access to Health - Hospital

- Less than 10 minutes
- 10 to 20 minutes
- 20 to 30 minutes
- 30 to 45 minutes
- Southend Hospital
- Southend Boundary



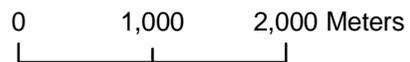


Map 3 - GP Accessibility

Legend

Access to Health - GP Surgeries

- Less than 10 minutes
- 10 to 20 minutes
- GP Surgery
- Southend Boundary



Accessibility to Health Centres will be improved in the near future as three Health Centres have planning approval. These Health Centres will be located in Southend, Westcliff and Shoeburyness and all three are producing travel plans.

Life expectancy for males is on a par with the national average, but life expectancy for females is lower than the national average. The wards with the lowest life expectancy are those that are also the most deprived in the Borough.

The Borough has an ageing population with the number of over 65s, as a proportion of the total population, increasing over time, a trend that is expected to continue over the life of this Strategy.

There is a higher rate of childhood obesity than Essex, but less so than the national rate. There are pockets of high deprivation in the Borough with two wards, Kursaal and Milton, ranked in the 20% most deprived wards in the East of England. In terms of child poverty, over half of wards are in the 20% most deprived wards in the East of England.



chapter four

people - place - purpose



Prittlebrook Greenway

4. Over-arching Transport Strategy

Introduction

This chapter outlines the goals and aims of the transport strategy, states the overall strategic priorities in terms of transport provision, and shows how the goals and aims will be achieved.

Goals and Aims

The overall goal of this 15 year transport strategy is to provide the Borough with a 21st century transport system that delivers sustainable economic growth, prosperity and helps to achieve the vision of a vibrant coastal town and a prosperous centre where people enjoy living, working and visiting.

This will require the Borough to work in partnership with local authorities and central government, transport operators, businesses and employers, educational establishments, the health sector, voluntary groups, local and community groups, residents and visitors.

Achieving the goals and aims will not be easy, but being ambitious will allow the Borough to achieve its full potential. The aims are to:

- Have a thriving and sustainable local economy.
- Minimise environmental impact, promote sustainability for a greener Borough.
- Create a safer Borough.
- Reduce inequalities in health and wellbeing and for a more accessible Borough.

Diagram 3 shows a pictorial view of the over-arching strategy.

Strategic Priorities

A comprehensive evidence base of data was gathered across a wide range of issues. This data was analysed and interpreted to determine the strategic priorities for this LTP3. An over-riding priority emerged to ensure that transport should contribute to the delivery of a strong local economy that would support regeneration in the Borough and which would not be at any detriment to the environment.

Transport provision should ensure that further improvements in road safety are achieved, the use of sustainable travel modes increases and there are improvements in accessibility and the wellbeing and health of residents.

The purpose of the Strategy Map is to set out in broad terms the transport needs of the Borough over a 15 year period, which is closely aligned with the LDF Core Strategy Diagram.

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For example, access to the Town Centre, London Southend Airport and Shoeburyness are key to delivering employment and regeneration and are shown as "Cross Boundary Accessibility Issues", which are at different stages of strategy development design and delivery. Identifying funding sources, developing a Business Case for investment and potential partners all form part of this process. Working in partnership with Essex County Council will be essential in drawing up more detailed proposals for consultation at the appropriate time.

In developing the Strategy further and taking forward the Implementation Plan, proposals (made at whatever time) will be subject to pre and formal participation and consultative process. This will be kept under constant review to ensure that it reflects the views of current and future elected Members.

Map 4 shows how the Borough fits into the Thames Gateway Partnership. This will be updated as schemes are developed for the region.

Thames Gateway South Essex

The following is a joint statement supported by Essex County Council, Southend-on-Sea Borough Council and Thurrock Council.

The Thames Gateway is a UK national and regional priority area for regeneration and growth due to the transformative impact that an improved local economy could have on the economic performance of UK plc.

The three authorities have worked together with the district authorities within Essex to develop the Integrated County Strategy that identifies a clear and agreed vision for "Greater Essex" that includes a strategic focus on growth and regeneration within Thames Gateway South Essex (TGSE). Future growth and regeneration in Thames Gateway South Essex up to 2031 is being focussed mainly on the three major urban centres of Thurrock, Basildon and Southend.

The three Local Transport Authorities of Thurrock, Essex and Southend recognise that transport will be vital in realising and delivering the aspirations for TGSE. The Thames Gateway South Essex Transportation Board was formed in 2004 and comprises representatives of the three Local Authorities, the Department for Transport, Homes and Communities Agency, the Highways Agency, rail operators, district councils, and private businesses. In 2005 the Board published its "Thames Gateway South Essex Business Plan for Transport" to ensure that the growth and regeneration in TGSE was underpinned by the provision of appropriate transport infrastructure. Delivery of the Plan is overseen and monitored by the TGSE Transportation Board and underpins the three new Local Transport Plans that cover the TGSE area.

Over the past seven years funding has been secured for seven key schemes, amounting to over £114 million, (see map). In addition an innovative mass transit scheme known as "South

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Essex Rapid Transit" (*serf*) is currently in the DfT "Development Pool" awaiting approval with a view to confirming £35 million of co-funding to allow delivery by 2014/15.

As we move into a new era of financial constraint, working in partnership to support economic growth with cost effective and sustainable transport solutions is vital. The TGSE Transportation Board has and will continue to forge strong links within the newly formed Local Economic Partnership, Thames Gateway Strategic Group and will continue to work closely with businesses. A key role will be to identify funding opportunities to deliver the priorities outlined below.

The three authorities are already sharing expertise and achieving better value for money by working together in areas such as Passenger Transport Services (Thurrock and Essex), bus priority systems (Southend, Thurrock and Essex) and traffic control systems. The three authorities will further extend successful partnership working and accountability (with our transport providers) in order to share best practise and achieve best value.

The three authorities have agreed the following joint priorities:

1. Supporting economic and housing growth with bespoke, innovative and sustainable transport solutions by:
 - Providing sustainable and healthy transport choices within town centres and ensuring access to local jobs and services. Focusing on supporting better access to the strategic areas of growth:
 - London Gateway Port
 - London Southend Airport and Town Centre
 - Lakeside Basin
 - Basildon Town Centre and Enterprise corridor.
2. Improving reliability and journey times on the strategic network by:
 - Developing packages of measures to improve capacity and reliability at junctions and actively manage car, freight and passenger transport traffic through integrated transport management and information systems to improve network resilience and provide alternatives to the car. Particularly on the A127 and the A13 that act as strategic routes through TGSE and beyond the region to the M25, Dartford Crossing and London.
 - Pressing for capacity increases at junctions 29 and 30 on the M25 which are key contributors to unreliable journey times on the network and are seen as limiters to economic growth in the TGSE and the wider region.
 - Working through the LEP with the Department for Transport to address the current bottleneck at the Dartford Crossing; firstly by encouraging the development of free flow tolls and a review of options for capacity enhancements funded by crossing tolls; and secondly by working to get agreement on the best way forward for a new

Southend-on-Sea Local Transport Plan 3

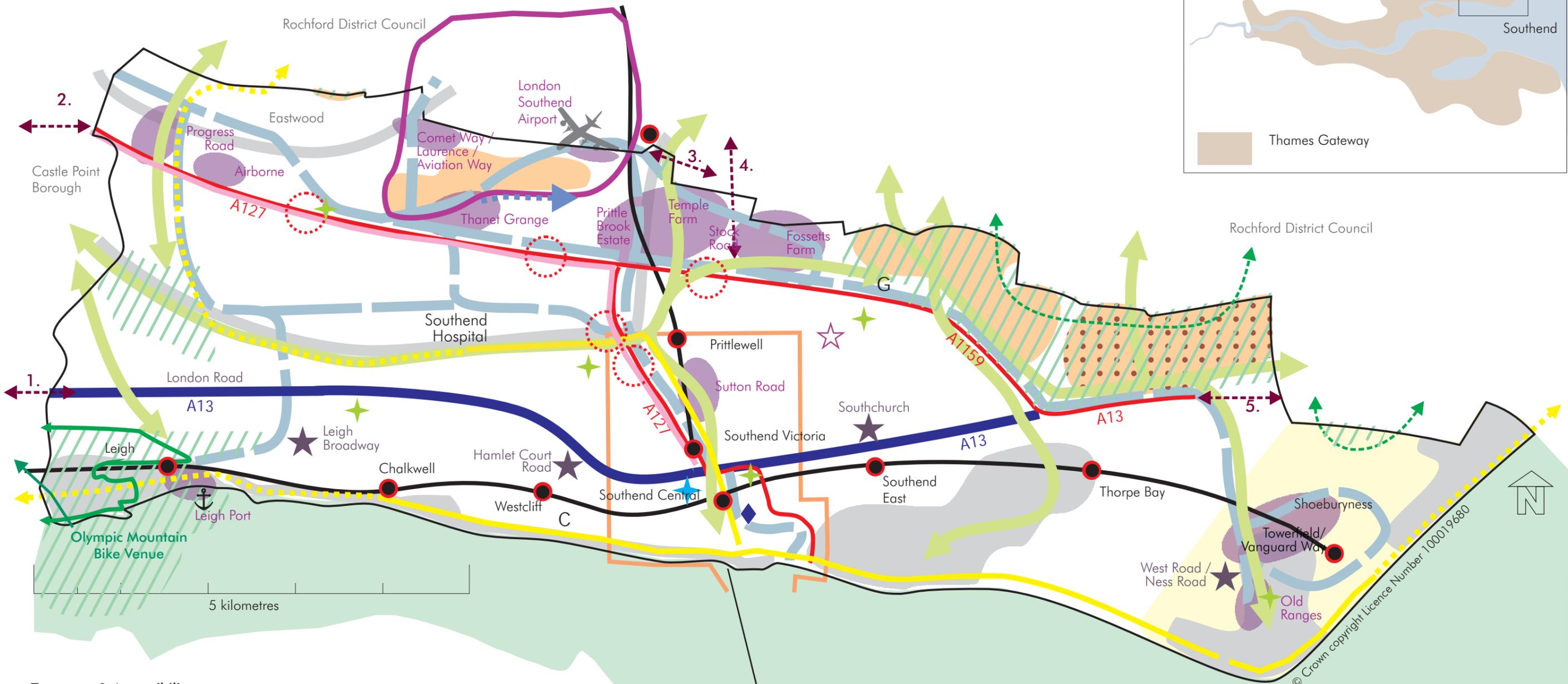
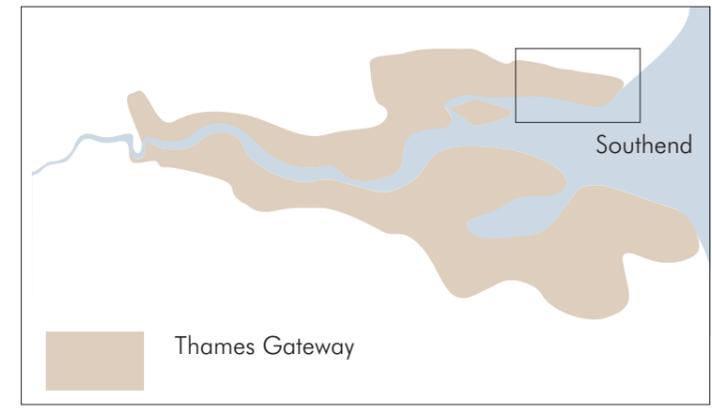
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Thames Crossing, ensuring that the funding for any crossing includes link roads and improvement to the existing strategic network as well as the crossing itself.

3. Improving the speed and reliability of the rail network within TGSE by:
 - working with Train Operating Companies and Network Rail to identify opportunities to increase capacity, introduce faster trains and reduce journey times, particularly through the franchising process.
 - Taking a co-ordinated approach to improving sustainable access to key rail stations across the gateway.

Diagram 3: Southend on Sea Transport Strategy - Key Diagram



Transport & Accessibility

Existing Provision

- A13 Passenger Transport Corridor
- Travel Centre
- Railway and Stations
- Sustrans Cycle Network

Proposed Provision

- Rapid Transit Network (bus / guided bus - linked to Passenger Transport Corridor - based principally on existing transport corridors)
- Proposed Southend Metro and Sustainable Station Hubs
- Sustrans Cycle Network
- Indicative Green Grid (Key Corridors - including Seafront)
- A127 Corridor
- Freight Corridor (A127 / A1159)
- Strategic Junction Improvements

Improved Surface Access

Cross boundary Accessibility Issues Includes;

1. A13 Passenger Transport Corridor within South Essex
2. A127 Corridor within South Essex
3. East/ West Connection at Warners Bridge
4. Improvements to Sutton Road and Rochford
5. Shoeburyness

Spatial Strategy Key Growth & Regeneration Areas

Southend Central Area

Shoeburyness

- London Southend Airport & it Environs (inc. new railway station / interchange / terminal)

Priority Urban Areas

- a) The District Centres of Westcliff and Leigh, the Southchurch Road Shopping Area and the West Road / Ness Road Shopping Area of Shoebury
- b) Industrial / Employment Areas
- c) The Cluny Square Renewal Area
- Leigh Port
- University of Essex / South Essex College

The Environment & Urban Renaissance

- Greenbelt
 - International and National Nature Conservation Designations
 - Environment Agency Indicative Flood Zone 3 Areas
- * The current indicative floodzone maps do not take account of existing flood defences - see also South Essex Strategic Flood Risk Assessment (SFRA)

Minerals & Soil Resources (Policy CP5)

- Best & Most Versatile Agricultural Land
- Brickearth Deposits

Key Community Infrastructure

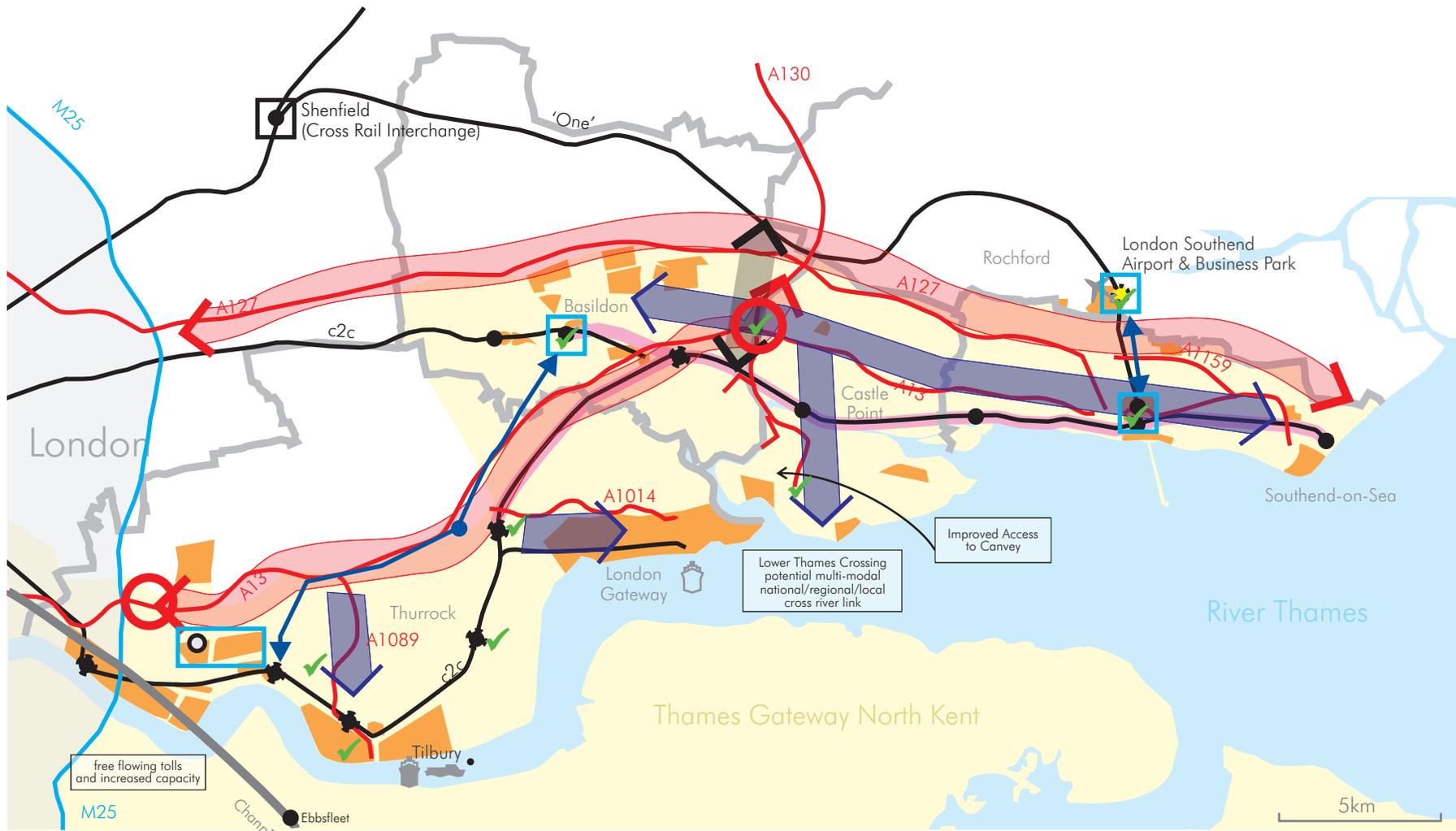
- Proposed Primary Care Centres
- Garons Park (Sport & Leisure)
- Cliffs Pavilion (Theatre)
- The Pier (Entertainment)

Sport, Recreation & Green Space

- Hadleigh Castle Country Park
- Proposed Country Park (linked with land within Rochford District)

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Thames Gateway South Essex - Joint Statement



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Existing Infrastructure

- Railway line
- Railway station
- Existing motorway network
- Strategic road links
- London Southend Airport

Strategic Proposals

- Proposed port
- Port
- Tilbury River Crossing
- Key development sites

- Key improvements in progress/in place
- Key interchange
- Improved rail service
- Increase platform to 12 car
- 2nd platform required
- New railway station

- Smarter Choices Zone
 - Basildon
 - London Southend Airport
 - Lakeside Basin
 - Southend Town Centre
- Strategic road junction improvement (M25 Junction 30 & Saddlers Farm)

- Strategic road improvement and ITS
- South Essex Rapid Transit (SERT) - Indicative links
- SERT Stage 1



chapter five

people - place - purpose



travel

5. Our Transport Strategy for a Thriving and Sustainable Local Economy

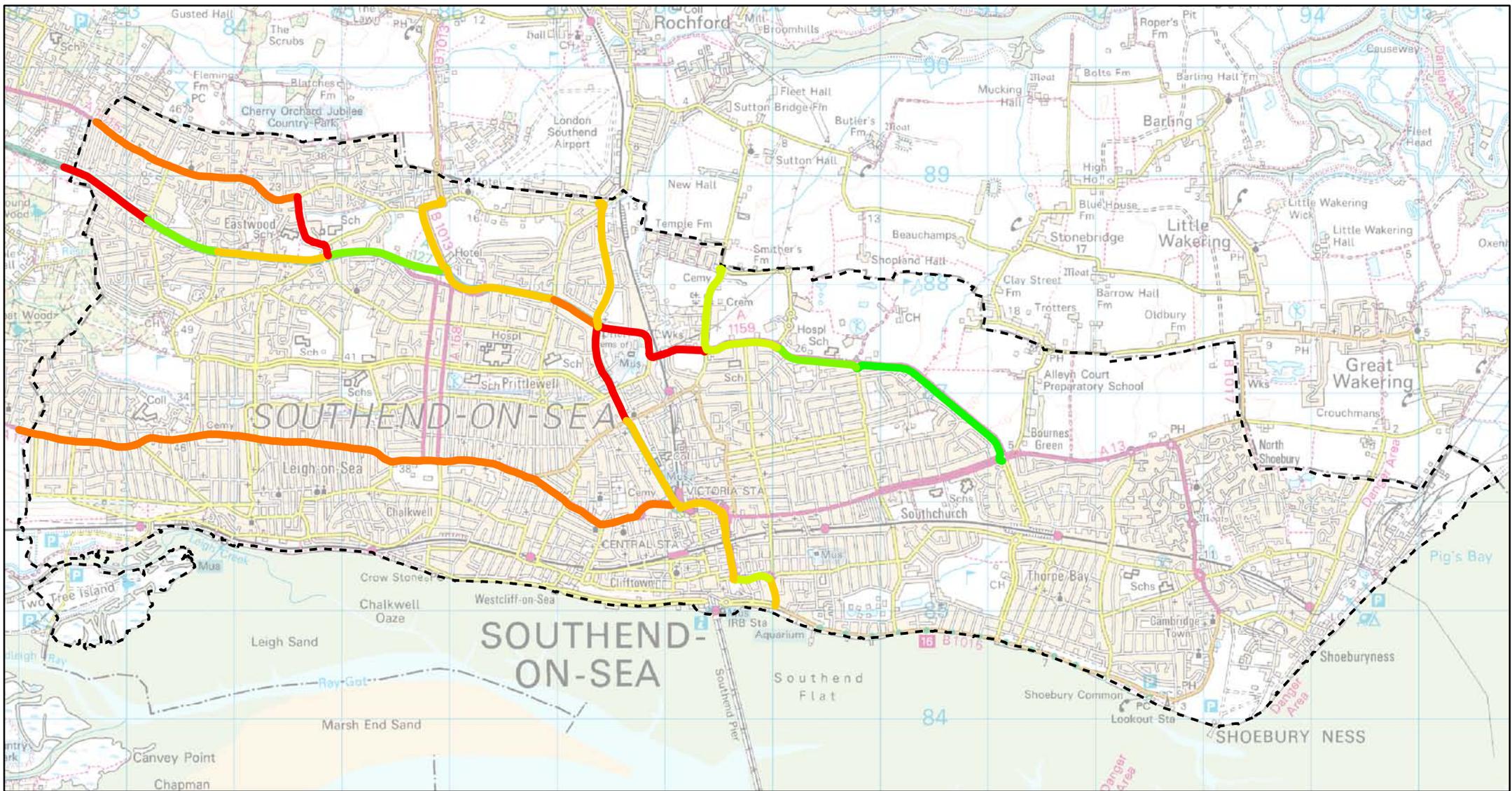
Introduction

Economic growth and regeneration are the key drivers for local authorities, and various studies have established a direct link between the transport system and prosperity. Transport's role is to support the economy in the global marketplace and enable the efficient movement of people and goods, whilst ensuring the environment is enhanced. The connectivity of the transport system as a whole is important in allowing people to get to work and for freight to be moved. Good connectivity allows people to get jobs that are suited to their skill levels, but it also encourages more travel to access opportunities that are further away. This can then lead to increased congestion which slows the movement of people and goods, at a cost to the economy.

Transport Challenges

Connectivity to and from the Borough is restricted by its geography, due to the Borough's eastern and southern borders being bound by the River Thames and North Sea. The main corridors to the west are the A13 and the A127, and the A130, which is outside the Borough boundary but provides access to Chelmsford. Driving distances to neighbouring towns are relatively short as reflected by average driving times in the LTP3 Evidence Base. However, the distributor routes, particularly the A13 and A127 can suffer from severe congestion, especially during peak times. **Map 5** shows the congestion along various routes into the Borough between 8am and 9am.





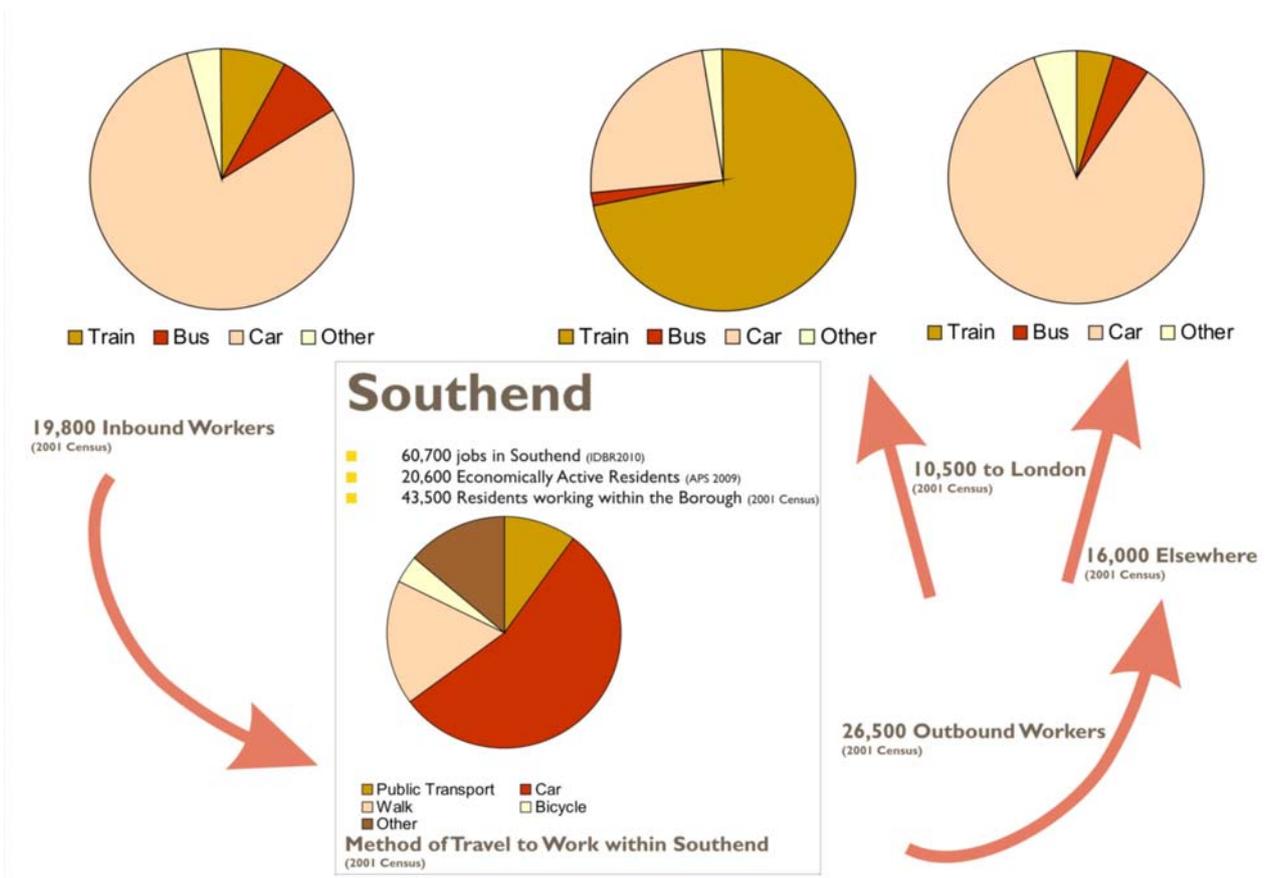
Map 5 - Congestion

Average speed of traffic along the major inbound routes into Southend Town Centre during the morning peak (8am-9am)

Legend Speed (mph)

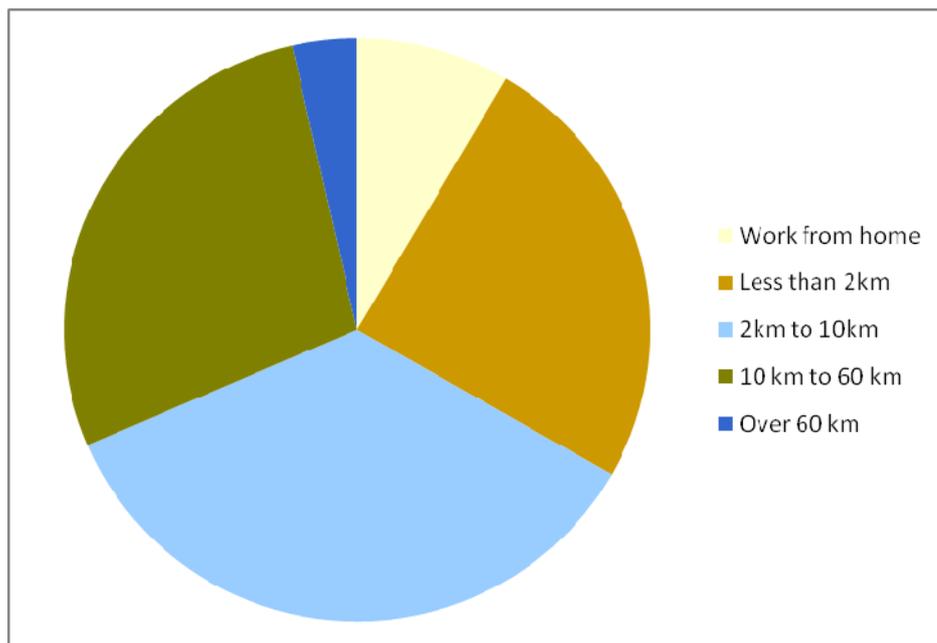


Diagram 4 – Number of Inbound and Outbound journeys to work.



This diagram shows the number of inbound and outbound journeys to work, the strategy seeks to achieve a shift to sustainable modes, together with supporting local employment opportunities"

Because of the relative ease of accessibility to neighbouring towns the Borough has a large catchment area for its labour supply. Almost a third of people working in Southend commute in from outside the Borough boundary, adding to congestion levels. Conversely the percentage of out-commuters who travel between 40km (25miles) and 60km (37miles) is significantly higher than both the regional and national averages, reflecting the proximity of London to the Borough. The number of people commuting less than 5km (3miles) is also higher than both the regional and national averages. The table below shows the travel to work distances. The majority of visitors to the town centre, whether for work leisure or shopping, live within the Borough boundary.



It is clear from the above diagram that approximately two thirds of journeys are up to 10km (6 miles).

As with the national trend, rail patronage in the Borough has increased over time.

There is excellent rail connectivity and frequency both within the Borough, through its nine railway stations, and to London. A new station has also been built to serve London Southend Airport. The Airport is developing a new passenger terminal with annual air passenger numbers rising considerably.

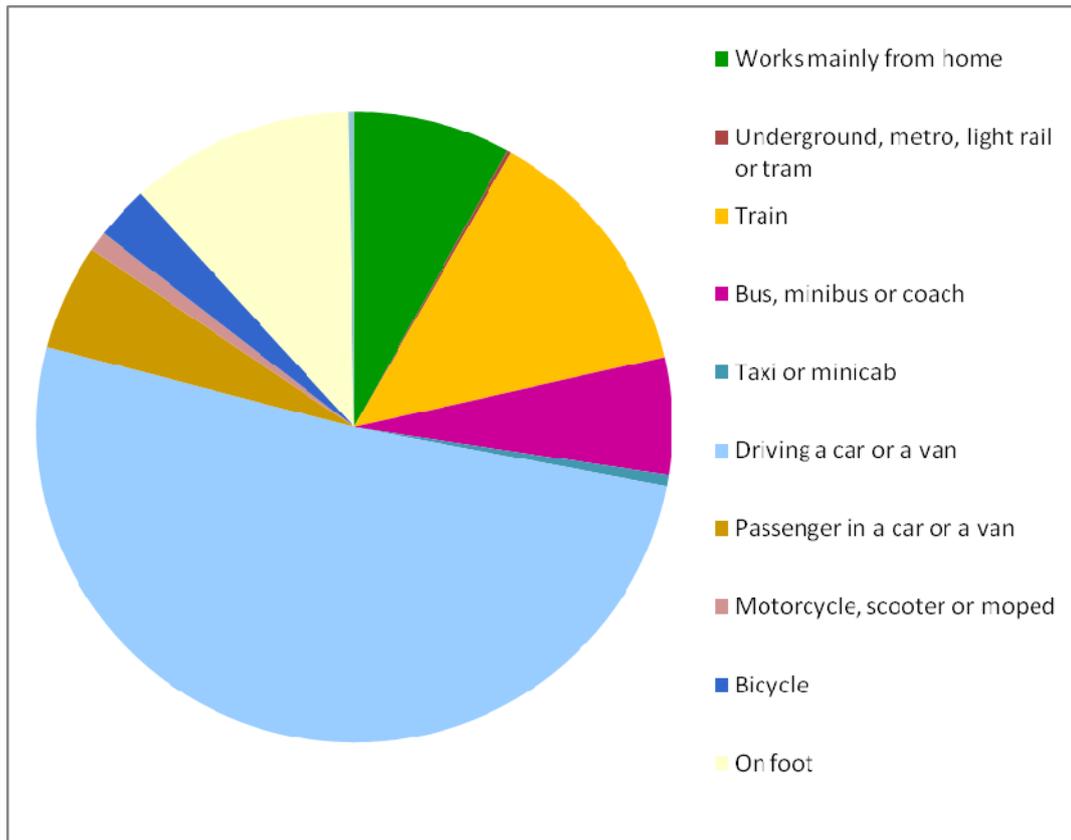
Southend town centre, has higher than the average number of parking spaces for a town of this size. On average car parks are only 70% full⁷. This availability of parking encourages travellers to drive to the town centre rather than use sustainable modes of transport or public transport.

⁷ Southend Regeneration Studies: Town Centre Parking and Access Study – Baseline Parking Conditions. Atkins (2008)

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The diagram above shows that more than half of all journeys are undertaken as a driver of a car or van.

Public perception of bus services is on average good⁸, and is consistent with perceptions in comparator local authorities. However, the national trend of declining bus patronage is reflected in Borough.

Key challenges are:

- To accommodate the proposed growth in jobs and homes in the Borough.
- Reduce congestion on all routes, initially focussing on routes to the town centre, and make use of technology particularly during the peak periods.
- Increase bus patronage partly through improving bus punctuality, improved information and service, and implementing *sert*.
- Encourage and facilitate shorter journeys, primarily to the town centre, to be undertaken by sustainable modes such as public transport, walking and cycling.
- Ensure that the AAPs and Corridor Strategies (see Chapter 9) are integrated with all aspects of the transport strategy.

⁸ Only 18% of those questioned in the Place Survey said bus services in Southend needed improving

- Achieve modal shift for commuting to work by sustainable modes.
- Manage parking capacity in the town centre more effectively to improve prospects for regeneration of the streetscape.
- Work to ensure the transport system is resilient to external shocks.
- Ensure the network is maintained to a good standard.
- Ensure road safety remains a high priority.

Achievements

The 'Better Southend' schemes, comprising improvements on the A127 at Progress Road, Cuckoo Corner and Victoria Gateway, together with the new City Beach project, completed in March 2011 demonstrate how transport can support economic growth and regeneration. Designed to reduce congestion and stimulate economic growth the 'Better Southend' theme will continue to support major transport interventions.

Creating a Better Southend



Strategy Access to/from Southend

Congestion

Key Fact: The cost of congestion to the local economy per worker in Southend will be £62 per annum by 2021⁹.

Policy 1: Reduce congestion within the Borough

- Continue to maintain and promote the A127 as the key vehicular corridor for access into the Borough.
- Work to implement further bus priority measures in the Borough and to deliver *serf* as set out in the Major Scheme Business Case, particularly serving London Southend Airport.
- Continue to maintain and promote the A13 as the key public transport corridor for access and for local journeys.
- Continue to maintain and promote rail as the main mode of travel for journeys between Southend and London.
- Make better use of Intelligent Transport Systems (ITS) to improve traffic flows, particularly at peak times, along both the A13 and A127. This will include the use of Intelligent Transport Systems, Variable Messaging Signs (VMS) linked with the traffic control centre.
- Promote car sharing, setting up of car clubs, sustainable modes and manage the need to travel by better marketing and communication.
- Undertake required maintenance to increase resilience to minimise disruption and delays.
- Manage street works efficiently by the introduction of a “permit” scheme.

Congestion is a considerable problem on the A13 and A127 which are the main roads into and out of the Borough. There will be a focus on reducing congestion on these two routes using a variety of methods that will complement other policies outlined by this LTP, including, policies to encourage modal shift. This will be accompanied by the continued improvements in ITS which, for example, control the phasing of traffic lights at key junctions according to traffic levels on these routes and major side roads. Such systems are effective at keeping traffic flowing thus reducing the impact of congestion by reducing journey times and also impacting positively on CO₂ emissions and pollution levels.

⁹ Developing Transport options for the London Arc & Thames Gateway ‘Engines of Growth’ (2010)

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Congestion Modelling

In preparation for LTP3 the Borough has developed a multi modal transport model which can be used to test the impact of various measures on the network. The impact of three different scenarios on congestion as shown by changes to journey times have been modelled:

- A 10% reduction in motorised traffic.
- All trips of up to 2.5 km are undertaken by sustainable modes.
- Borough wide 20 mph limits in residential areas.
- The modelling outcomes are shown in the table below.

Scenario	Average Speed (kph) and time of day			Average Speed (kph)
	AM	Interpeak	PM	
10% reduction	28	32	28	29.3
20 mph limits	22	26	21	23.0
Remove trips up to 2.5 km	27	32	26	28.3

The model shows that the highest average speed for traffic would be attained with a 10% reduction in traffic levels, followed by removing all trips of up to 2.5 km from the network. Unsurprisingly, the slowest average speed is attained with a Borough wide programme of residential 20 mph limits.

The programme of encouraging behavioural change will assist in reducing the number of vehicles using key routes, and free up road space. For example, through the mobility management programme (smarter choices) the establishment of car sharing schemes will be promoted to reduce the number of single occupancy cars using the routes. The Borough will work with the bus operators to encourage the use of public transport by implementing bus priority measures where the road space allows, and priority at traffic signals to improve journey time reliability. In areas where bus punctuality is poor as evidenced by bus surveys, the development of the *sert* is essential for providing high quality public transport, particularly between the town centre and the Airport.

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Disruption from works on the street can play a significant part in the unnecessary congestion, delays and incidents on a network. The Traffic Management Act (2004) allows a local highway authority to make an application to introduce a permit scheme within their designated area to control the carrying out of street works.



Better Southend Cuckoo Corner Junction Improvements

The proposed scheme will require statutory undertakers to make application for a permit for every excavation required on the public highway. The permit will be for a specified duration and specify the scope of the works to the undertaker. Penalties will be payable for breach of permit conditions. Benefits of the scheme include:

- Minimised and reduced inconvenience from unnecessary or badly controlled streetworks.
- Reduction in congestion resulting from streetworks, with improvements to average journey times and journey time reliability.
- Improved information on streetworks to improve public perception and journey planning.
- Improved co-ordination of works for highway purposes.

Local journeys in Southend

Sustainable Modes and Modal Shift

Key Fact: 57% of workers in Southend commute less than 10km (6miles), but 56% of commuters travel by car¹⁰.

Policy 2: Encourage and facilitate the use of sustainable modes and public transport for travel

- With a focus on bus use, work with bus operators to encourage behavioural change through a wide programme of bus priority measures across the Borough, particularly to encourage non-car trips to the town centre.
- Promote sustainable travel options, focussing initially on journeys to the town centre, but also wider journeys to work, school and college.
- Promote the use of sustainable modes by implementing Demonstration schemes.
- Target mobility management at residents and those who commute into the Borough using the established MoveEasy “brand” including better marketing, information and communication.

¹⁰ Southend Local Transport Plan 3 Evidence Base (2010)

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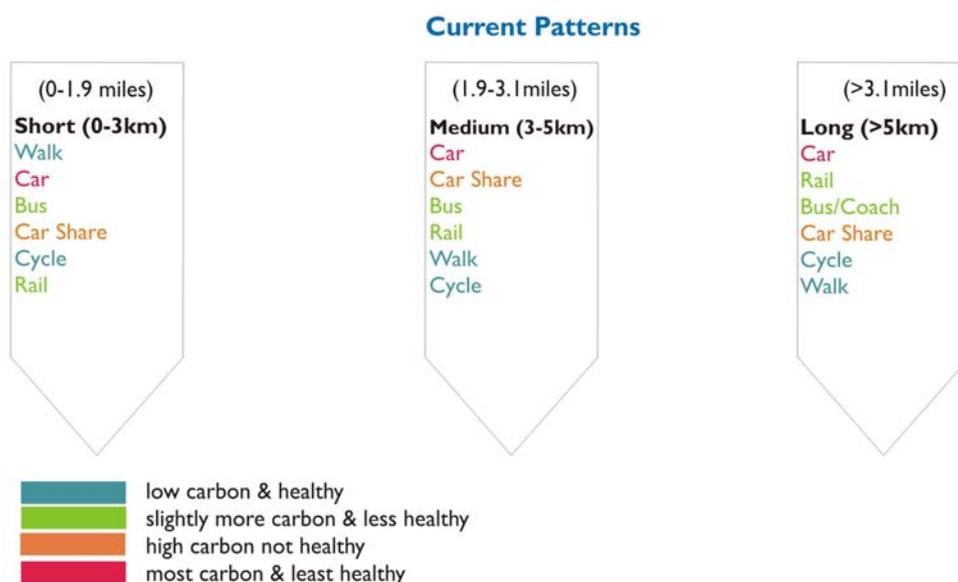
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- Focus on further encouraging a shift to sustainable modes such as walking and cycling for commuter journeys under 5km (3miles).
- Focus on encouraging a shift to travel by bus, or rail where practicable, for journeys between 5km (3miles) and 10km (6miles).
- Implement the cycle hub concept as a social enterprise delivering sustainable transport
- Take forward the Cycle Southend “brand” and website and develop the strategy and further workplans closely based on the work already completed as part of the previous Cycle Town project, including infrastructure supported by ‘softer measures’.
- Seek further funding opportunities through Government and European partnerships.
- Work with train operators to implement off peak use of the rail network as a ‘Southend Metro’ system, through integrated ticketing and integrated timetables.
- Introduce park and rail ride.
- Make full use of technology to facilitate the shift to sustainable modes, such as ITS, VMS, and Real Time Passenger Information (RTPI).
- Implement Borough wide seamless Smart Card ticketing for public transport that is integrated with other ticketing systems such as libraries and car parks.
- Work with bus operators to implement a Punctuality Improvement Partnership (PiP)

Travel Patterns

Presently in the Borough, the current travel mode of choice for varying distances is shown by the hierarchy below.

LTP3 - Travel Patterns



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There are a number of reasons why travel modes are chosen, such as:

- Time.
- Cost.
- Bus.
- Car Share.
- Cycle.
- Rail.

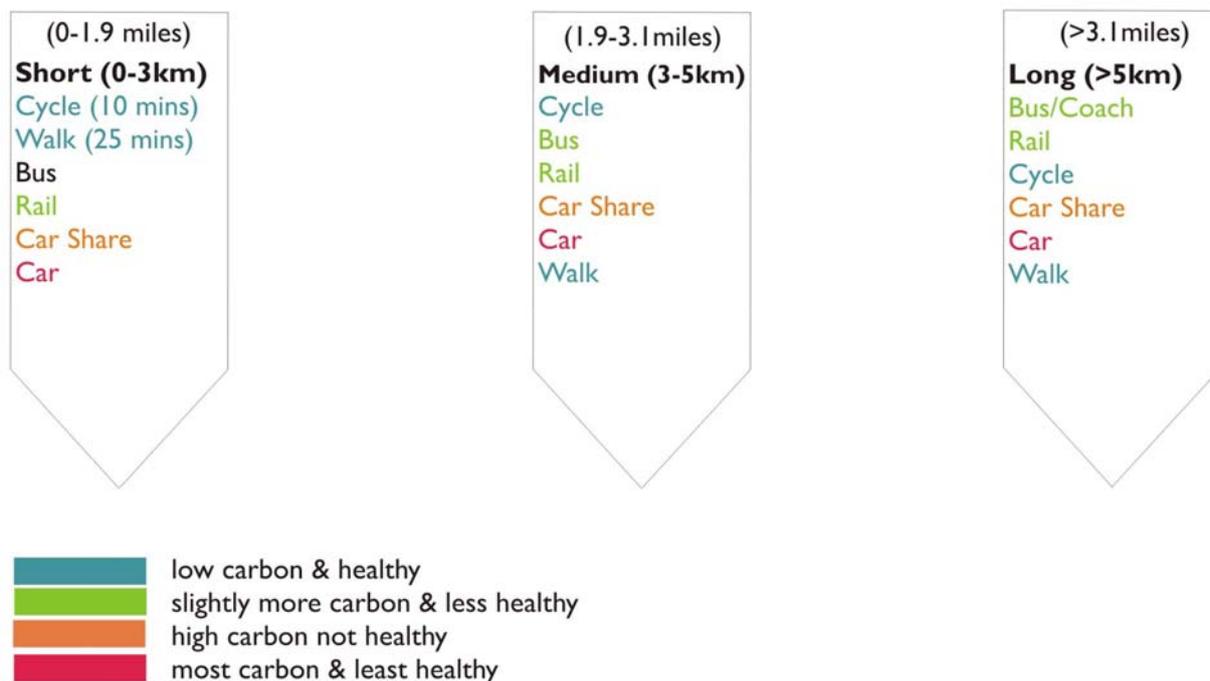
The table below compares a number of factors in relation to each mode choice for a 30 minute trip within the Borough.

30 Minute commute comparing modes within Southend				
	Distance Covered	Daily Cost	Yearly Carbon	Calories Burned
Walking	1.5 miles (2.4km)	£0	0	160
Cycling	6 miles (4.7km)	25p ⁴	0	260
Bus	5.5 miles (8.9km)	£3.60 ²	263kg	51 ¹
Train	25 miles (40.2km)	£5.30 ³	155kg	52 ¹
Car	8 miles (12.9km)	£4.21 ⁵	1000kg	0

Notes – 1 – includes walking to and from stop/station
 2 – Southend Octopus ticket price at time of writing report
 3 – Based on Pitsea to Southend Central
 4 – 4.2p/mile – cost of bike repair for 5 years
 5 – 52.6p /mile – source AA, includes all cost

Having taken the above factors into consideration, the aim is to encourage people to consider their travel mode before starting their journey. The diagram below shows the future travel patterns to aim for, in respect of varying distances.

Future Patterns



Modal shift will benefit the local economy by reducing the number of car trips and so reducing congestion. This will result in more reliable journey times and increase productivity.

The Borough will work with bus operators to encourage behavioural change by implementing a wide programme of bus improvements and to implement *serf*¹¹. Behavioural change accompanied by a package of bus priority measures around the Borough will free up some road space and allow for more reliable journey times and improved punctuality. Improved bus frequency particularly from the east of the Borough to key services is a key aspiration.

The Council is a partner in the EU Interreg 4b NW Europe project co-funding the development of strategies and actions designed to Boost Advanced Public Transport Services (BAPTS)

¹¹ Subject to securing funding from the DfT's major schemes approvals process.

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The project has been running since 2009 and has provided the opportunity to look at new initiatives and share common issues. The BAPTS mission is to implement an integrated package of quality public transport systems and services for efficient, accessible and sustainable mobility.



The Local Transport Plan supports this mission and the actions within the BAPTS project have assisted in the development of (and been incorporated within) the Plan strategies and the Implementation Plan.

Key Actions within BAPTS include :-

- Multimodal connections and ability to integrate different forms of transport for seamless journeys.
- Integrated planning and cooperation of stakeholders, including modelling evidence and planning for better mobility.
- Marketing and communication to specific target groups to provide encouragement and raise awareness.
- Intelligent transport technologies in terms of smart ticketing, traffic management, mobile services.
- Exchanging information and learning from other partners.

Key points from the BAPTS project are:

- Increasing awareness of the benefits and potential of public transport, marketing must address convenience, comfort, a sense of making the smart choice (especially for commuters), costs, reliability and dependability for all groups together with the ability to adapt to a more diverse and ageing population.
- Public Transport can benefit greatly from the application of the latest ICT and its technology which has a key role in providing high quality transport systems. Bus priority at traffic signals linking with travel information, real time information, vehicle guidance, opportunities for “infotainment” and identifying areas for improvement through monitoring.
- The integrated analysis of transport and economic benefits will deliver better evidence and justification for investment in public transport schemes which in turn supports employment and sustainable growth and development.
- Developing a package of integrated solutions which range from investment in new ticketing technology, door to door travel including new cycle parking, travel training and “mobility scouts” giving face to face information and gathering feedback from the public, stakeholders and organisations leading to a better understanding of customer needs.
- Innovative ticketing and infotainment systems.

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The programme of supporting schools, colleges and other key employment sites to develop travel plans will continue. Evidence has shown that personalised travel planning is the most effective smarter choice measure, and it also offers high value for money. All schools will have an active travel plan, and there will be a focus on employers and organisations that are traffic attractors such as museums and amusements to develop travel plans. The aim is to provide support so that both adults and children can travel to school, leisure and to work by walking, cycling, public transport or car share.



Travel planning will also focus on promoting walking for journeys up to 1.5km (1mile) and cycling for all journeys less than 5km (3miles), especially around the town centre and along the east/west bus corridors. Public transport will be promoted as the mode of choice for all journeys in the Borough.

The Borough will continue the work started with the Cycle Southend project to encourage more cycling in the Borough. This project was successful in being awarded a £3.2 million grant from Central Government and was 50% match funded resulting in a total of £6.4 million. The vision promoted by Cycle Southend is for the bike to become part of everyone's daily routine, with more and more people choosing to cycle for work, education and leisure. The project also seeks to encourage more parents to allow their children to cycle to and from school transforming Southend into a place where pedestrians, vehicles and bikes can happily co-exist in a 'shared-space'.



The ongoing Cycle Strategy will ensure there is investment in both infrastructure and smarter choices and there is a focus on a targeted audience with a people first approach which will be developed further in line with the active travel strategy.



Both the bike recycling centre and bikeability will form two key aspects to be taken forward in the new 'Cycle Hub' social enterprise project.

The Borough will continue to work with the train operator of the Shoeburyness to London Fenchurch Street railway line to encourage a 'Southend Metro', particularly for off peak journeys. Investment in station parking for cycles will continue, supported by the National Station Improvement Plan.

Car Parking

Key Fact: Southend's car parks are typically only 70% full¹².

Policy 3: Better managed vehicle parking

- Introduce parking strategies for all vehicle modes, including, freight, cars, coaches, bicycles, electric vehicles and mopeds.
- New developments will need to follow the Development Plan Document on vehicle parking standards.
- Apply appropriate parking controls to distributor routes.
- Progressively reduce and manage the availability of on-street parking (principally non-residential) alongside the improvement in bus frequency and punctuality and the implementation of the smarter choices programme.
- Link reductions in on-street parking provision to the provision of park and ride services and promotion of public transport walking and cycling.
- Make better use of off-street parking availability through the use of ITS.
- Make better use of managed on-street parking with a view to improving the streetscape of the town to make it more visually attractive and encourage walking and cycling.
- Place motorcycle and cycle parking where needed and look at increasing the provision.
- Introduce a disabled badge holder strategy, which includes a strategy on disabled parking spaces.
- Provide sufficient parking enforcement.
- Rationalise the town centre off-street parking as part of the Area Action Plan to ensure appropriate development sites come forward.

Within the town centre there are around 4,000 public off-street spaces (comprising 2,100 Council-owned and 1,900 privately-owned including The Royals), with several sites being large surface car parks¹³. However, the maximum occupancy throughout the day across all car parks is about 70% of the available capacity.

There is a seasonal shortfall of parking capacity in certain car parks during December, particularly in the town centre (e.g. Victoria Plaza, Warrior Square and Clarence Road).

Rationalisation of the Town Centre car parks is being investigated and will be taken forward as part of the Central Area Action Plan.

¹² Southend Local Transport Plan 3 Evidence Base (2010)

¹³ Southend Regeneration Studies Town Centre Parking & Access Study. Parking Strategy Report (2008)

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Based on employment and retail proposals together with wider population and economic growth predictions, town centre car park demand is expected to increase by 25% by 2021. This highlights the need to manage the impacts of growth and development in a sustainable manner.

The Council will seek to make the best use of off street parking in the town and progressively reduce on-street parking. These reductions will be aligned to take place alongside improvements in public transport, our promotion and encouragement of the use of sustainable modes, and the use of VMS to help drivers find the nearest parking space in an off road car park.

As road space is freed up this will enable further measures that facilitate the use of sustainable transport, for example, bus priority measures and cycle lanes. A further benefit is the improvement in the streetscape, particularly in the town centre, which helps promote regeneration and also tourism. There are also additional benefits such as improved road safety because visibility for pedestrians, particularly for young children, the elderly and people with impaired mobility, is improved.

Network Maintenance

Key Fact: Less than 50% of residents are satisfied with the condition of highways in Southend¹⁴.

Policy 4: Maintain the network to a good standard and ensure it remains resilient to external events

- Undertake maintenance on all principal roads, key footways and footpaths and cycle routes according to the maintenance hierarchy.
- Focus maintenance on principal roads that have the highest traffic and pedestrian volumes and align with public realm improvements, such as, tree planting, verge reinstatement, street lighting improvements etc.
- Prioritise the maintenance of principal roads that are key in ensuring both people and goods are able to travel to other areas ensuring the economic viability.
- Ensure that street lights are maintained to a good standard.
- Ensure the Transport Asset Management Plan (TAMP) is kept up-to-date and followed.

Key to ensuring the transport system makes an effective contribution to a thriving local economy and facilitates regeneration is to ensure the network remains fully serviceable at all times. This will be achieved by implementing a programme of maintenance that focuses on key routes that are essential for the economy of the Borough, for example, the A13 and the A127 and other key routes that regularly see high traffic volumes.

¹⁴ National Highways and Transport Public Satisfaction Survey (2010)

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The maintenance programme will also target footways, footpaths, cycle lanes and bus priority measures supporting significant mode shift to ensure that walking and cycling in particular is encouraged.

Regeneration

Key Fact: By 2021 6,500 new dwellings and 13,000 new jobs are planned for Southend¹⁵.

Policy 5: Ensure provision of sustainable transport services to support the regeneration of Shoeburyness and other new developments in the Borough

- Ensure infrastructure is planned for, to encourage and sustain economic growth and regeneration in key areas of the Borough:
 - London Southend Airport and business parks
 - Southend Central Area
 - Shoeburyness and its employment areas
- Work with bus operators to ensure developments are supported by frequent and punctual bus services.
- Work with train operators to ensure regeneration is supported by a continued frequent and punctual service, and supports the use of off peak and local travel by train with appropriate ticketing and marketing incentives.
- Implement a range of bus priority measures between Shoeburyness and the town centre to help improve bus journey times and punctuality, e.g. *sert*, a high quality, rapid public transit system.
- Work with developers to ensure new developments maximise opportunities to encourage walking and cycling, and the use of public transport. The Development Planning Policy should be followed.

Regeneration in Shoeburyness and other new developments in the town need to be supported by adequate provision of facilities that encourage the use of sustainable transport. It is the intention to ensure this happens at the planning stage so that regeneration and development helps to support measures such as the provision of walking and cycling routes and public transport infrastructure in the Borough. Developments associated with employment creation will need to provide facilities to support sustainable travel, for example, the provision of covered cycle parking and links to access bus routes.

In addition work will continue with bus and train operators to ensure regeneration is supported by an adequate provision of public transport. In the case of buses a programme of bus priority measures and, in the case of railway stations, the development of facilities to promote all sustainable modes carefully integrated with bus services and facilities.

¹⁵ Southend on Sea Core Strategy (2007)

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Access to London Southend Airport

Key Fact: After development, the number of passengers using London Southend Airport is forecast to increase from 48,000 to 2 million per annum by 2020¹⁶.

Policy 6: Ensure appropriate improvements in sustainable transport, accessibility and facilities to London Southend Airport

- Work with the Airport and Rochford District Council to make full use of the new station for local residents, passengers and employees.
- Work to ensure that *sert* is implemented and serves the Airport.
- Work with the Airport and bus operators to improve public transport services to the Airport for local residents, passengers and employees.
- Work with longer distance coach operators to implement services to the Airport from key town and cities for both passengers and employees.
- Work with the Airport to ensure the Airport Area Travel Plan is developed and maintained.

London Southend Airport is a major employer of residents of the Borough, and if proposed development goes ahead, its prominence as an employer will increase. Furthermore, the area around the Airport is earmarked as a key employment site with plans for up to 6,700 jobs. Any development will need to take place in a manner that places an emphasis on accessing the Airport using sustainable transport for local residents, employees and passengers. The new station will maximise the potential for both passengers and employees to use public transport to the Airport and beyond.

Working with the Airport, Rochford District Council, Essex County Council and public transport operators to develop a robust Surface Access Strategy which will be essential in achieving a sustainable mode share (see Chapter 9)

¹⁶ <http://www.flysouthend2012.com/>

Freight Distribution

Key Fact: 97% of freight in the East of England is transported by road¹⁷.

Policy 7: Ensure the movement of freight and deliveries in the Borough is efficient, and does not adversely impact on residents or the environment

- Establish a freight quality partnership in the Borough to develop an integrated freight strategy, including road, air and rail freight and manage deliveries and parking.
- Establish clear freight routings through the Borough that avoid unsuitable routes for Heavy Goods Vehicles (HGVs) and Light Goods Vehicles (LGVs).
- Establish driver facilities where large vehicles can safely park and drivers can rest.
- Work with logistic and freight companies to reduce the environmental impact and reduce noise.
- Make use of Intelligent Transport Systems (ITS) to smooth the flow of HGVs on key routes in the Borough, thus reducing tailpipe emissions.
- Consider implementing limited and targeted capacity improvements on strategic routes.

The East of England Regional Freight Strategy (2008) found that 97% of all freight in the region, (about 270 million tonnes in 2007) is carried by road. The same study shows that in 2005, freight movements in Southend resulted in over 8,000 tonnes of CO₂ emissions in the Borough.

As well as the impact on the environment, inappropriate routing for HGVs and LGVs can have an adverse impact in terms of noise and congestion in residential streets. Managing how freight is transported on roads will attain a greater level of significance as London Southend Airport develops, resulting in greater throughput of air freight.

To do this we will work in partnership with freight organisations such as the Freight Association to develop a coherent freight strategy for the Borough. This will allow us to address the issues of routing, noise, environmental impact and inconvenience that can be caused by HGVs and LGVs. **Map 6** shows the principal areas of employment and shopping.



¹⁷ East of England Regional Freight Strategy (2008)

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Support for Business and Tourism

Key Fact: Southend's economy supports 65,000 jobs, and the town is the second most popular day resort in the UK¹⁸.

Policy 8: Support businesses, tourism and regeneration

- Co-ordinated traffic management for events.
- Promote and publicise sustainable travel to and from events and provide sustainable travel information for events.
- Work with emergency services to manage events.
- Provide cycle parking at events, this should be included in the cycle strategy.
- Ensure correct signage to events for cars, cyclists and walkers.
- Stagger event start and end times, where practicable, so they do not add to the morning or evening peak.
- Investigate the potential for implementing river transport for both business and leisure / tourist users.

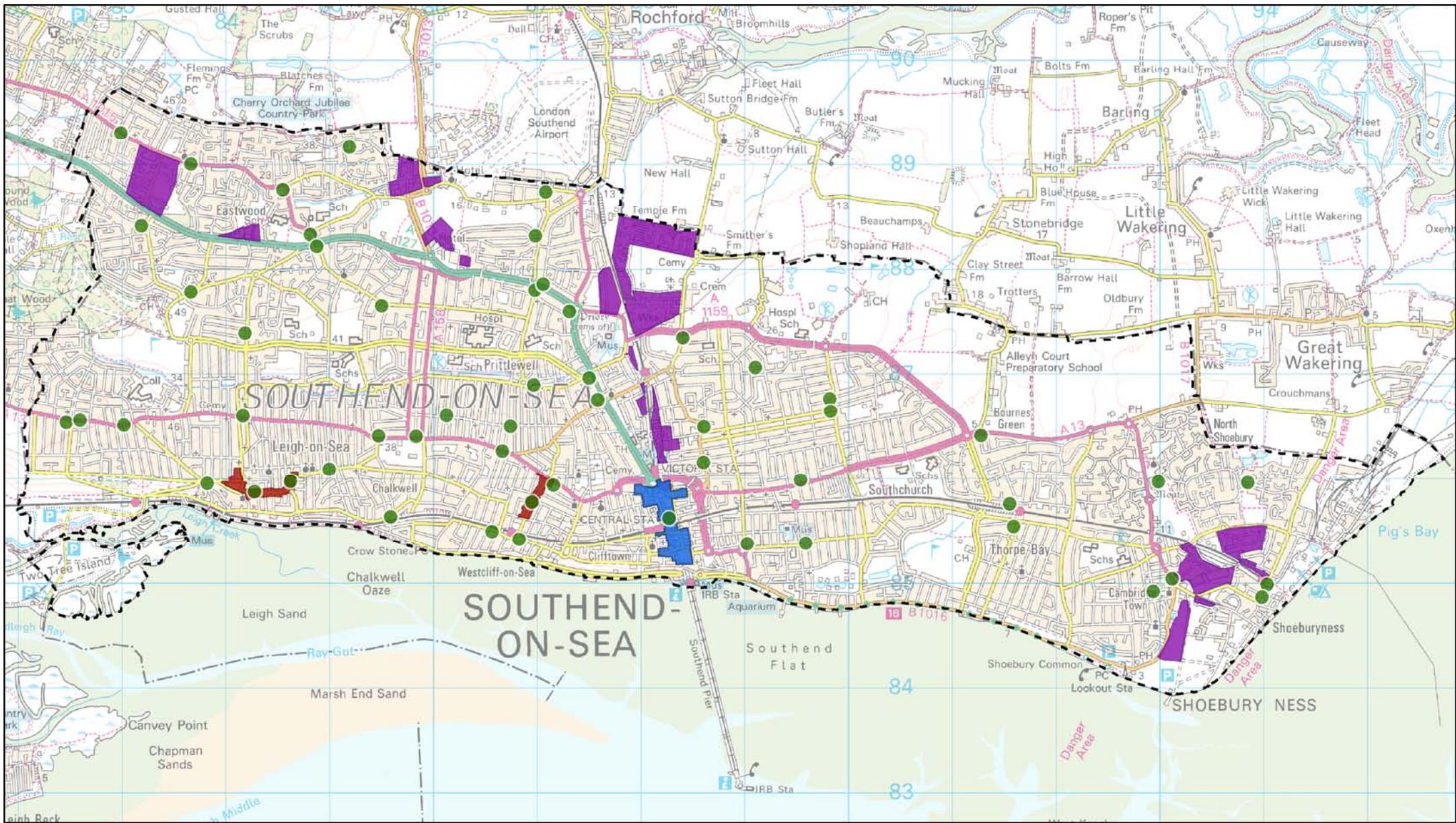
The main transport arteries are the A13, A127, two railway lines, and the Airport. However, the Thames Estuary also presents a currently underexploited opportunity for the travelling public. There could be scope for links to central London, as well as across the river to north Kent.

As part of LTP3 the Borough will investigate how we can use this resource to facilitate both business and leisure travel and so lessen the demands on land based transport networks, particularly the congested A13 and A127 routes. Working in partnership with a number of local authorities and business, and the LEP presents an opportunity to do this.



Better Southend – Progress Road/A127 Junction Improvements

¹⁸ Southend on Sea Core Strategy (2007)
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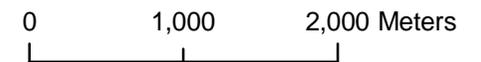


Map 6 - Employment and Shopping Areas

The shopping frontage referred to in this map identifies areas of shops with the principal function of retailing goods

Legend

- Industrial Estates and Employment Areas
- Southend Town Centre
- District Shopping Centre
- Shopping Frontage
- Southend Boundary



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Development Strategy

Key Fact: In 2008, 83% of residents questioned were satisfied with the local area as a good place to live¹⁹.

Policy 9: Ensure that transport development respects and enhances the streetscene and public realm

- Assess the visual impact of road signs and remove them if they do not impact adversely on pedestrian or road user safety.
- Ensure all future transport schemes are assessed for their visual impact before they are delivered.
- Ensure development follows the guidelines set out in the Streetscape Manual²⁰.
- Consider making use of better quality, more visually appealing materials in new transport schemes, new developments, AAP's and maintenance programmes.
- Assess the impact of improved street lighting on encouraging more people to walk and cycle for work, education, and leisure.
- Ensure that future works actively consider good design practice in the Manual for Streets 2²¹.
- Identify and understand revenue implications to ensure development can be maintained.
- Ensure that materials are sustainable and follow the Council's Corporate Sustainable Procurement Policy²².

Under the Better Southend initiative we are working to make the Borough a better place for everyone to live, work and play, helping to reduce congestion and giving a boost to the local economy.

Four projects, City Beach, Victoria Gateway, Cuckoo Corner and Progress Road, are being implemented to unlock the Borough's potential through innovative use of new ideas, technology and materials.

¹⁹ Southend on Sea Place Survey 2008

²⁰ At the time of writing the Streetscape Manual is draft

²¹ Manual for Streets 2 - Wider Application of the Principles (2010)

<http://www.ciht.org.uk/en/publications/index.cfm/manual-for-streets-2--wider-application-of-the-principles-2010>

²² Sustainable Procurement Policy (2009-2012)

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Although these schemes are major interventions that support the economy, they also point to a new approach to addressing how public space and street scene is developed and used to create the right balance between pedestrians, cyclists, cars, and public transport.



chapter six

people - place - purpose



Pier Hill Viewing Tower

6. Our Transport Strategy to Minimise Environmental Impact, and Promote Sustainability for a Greener Borough

Introduction

The importance of climate change as an environmental issue of global significance has increased enormously in the past few years. It is widely acknowledged that climate change is happening in the UK. The ten hottest years on record globally have occurred since 1990. Whilst climate change has been identified as one of the most important challenges we face as a global community, it could also have severe repercussions at a local level.

Key Achievements and Challenges

Finding ways to effectively manage carbon emissions from travel and transport is the main issue linked to delivering this goal. Within the Borough this is set against a background of population growth and an aspiration for economic growth and prosperity. It is forecast that traffic will continue to grow partly because of factors like increased car ownership and the reducing relative costs of car travel to public transport.



We need to maximise opportunities for developing and promoting lower carbon travel choices that will contribute to tackling climate change whilst at the same time show how these should be fully integrated to positively contribute to the aims and objectives of having a thriving and sustainable local economy.

Southend is a signatory of the Nottingham Declaration. Under the Declaration Councils and their partners pledge to systematically address the causes of climate change and to prepare their community for its impacts.

Although data shows that 17% of CO₂ emissions in the Borough are from transport, the Borough's per capita road transport CO₂ emissions are significantly lower than both the regional and national averages.

The key challenges are:

- Majority of road transport CO₂ emissions arise from personal travel, namely petrol cars on minor roads. Therefore, this is where the greatest opportunities lie for reducing transport CO₂ emissions.
- To promote more sustainable travel and reduce the need to travel through planning for growth and development policies.

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- Decreased summer rainfall (better summer weather) may mean increased visitor numbers to the area, although this would need to be catered for in a sustainable manner.
- Increases in annual mean temperature will promote walking and cycling.
- Increasing the resilience of the transport system to the effects of climate change such as increased frequency of extreme weather events.
- Making use of emerging technology to address CO₂ emissions and pollution from transport.
- Protecting the Borough's natural and built environment alongside securing economic prosperity.



The opening of Prittlebrook Greenway

Addressing Climate Change

Mitigation

Key Fact: In 2007 road transport accounted for 17% of all CO₂ emissions in Southend²³.

Policy 10: Reduce carbon dioxide emissions from transport

- Transport improvements aimed at reducing CO₂ emissions from road transport will be focussed on local journeys beginning and ending within the Borough, particularly where congestion occurs.
- For journeys that extend beyond the Borough boundary, we will work closely with partner organisations such as Network Rail, transport operators, Essex County Council and Thurrock Council, to develop a coordinated and consistent approach to reducing carbon emissions from these longer distance trips.
- Reduce energy consumption and introduce renewable energy into transport installations e.g. street lighting and traffic signals.
- Encourage the use of low carbon emission vehicles e.g. electric, bio-fuel etc and support the EValu8 project which encourages the implementation of electric charging points.

Climate change is an environmental issue of global significance, which may also have severe repercussions on a local level. The Southend Local Strategic Partnership recognises that climate change is an issue of growing importance and as such aims to reduce carbon emissions and minimise the impact of climate change at the local level and beyond.

CO₂ is the most abundant greenhouse gas and has therefore become the main focus of climate change mitigation activity. The majority of CO₂ emissions from transport in Southend

²³ Southend Local Transport Plan 3 Evidence Base (2010)

[Southend-on-Sea Local Transport Plan 3](#)

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arise from petrol vehicles travelling on local roads. The Borough has relatively low per capita transport CO₂ emissions and total transport carbon emissions have reduced by 2.4% between 2005 and 2007, but there is scope for further reductions from the transport sector.

Carbon Modelling

The Southend Transport Model has been used to assess the impact of a number of different measures on transport CO₂ emissions the Borough. Three scenarios have been used:

- 10% reduction in traffic
- All trips up to 2.5 km are undertaken by sustainable modes.
- Borough wide 20 mph limits in residential areas.

The modelling outcomes are shown in the table below.

Scenario	Change in transport CO ₂ emissions (%)
10% reduction	-10.3
20 mph limits	+2.6
Remove trips up to 2.5 km	-1.3

Our model showed that the largest reduction in CO₂ emissions is achieved by removing 10% of all motorised traffic from Borough's network. Removing all motorised trips of up to 2.5 km results in a 1.3% reduction in transport CO₂ emissions.

However, the implementation of a Borough network of 20 mph residential limits suggests CO₂ emissions from motorised traffic would increase by 2.6%. This is most likely as a consequence of motor engines not operating at their most efficient level at 20 mph. This should be set against an increase in walking and cycling as areas become more attractive due to reduced speed.

In order to provide value for money by tackling both carbon emissions and congestion in an integrated manner, we will look to promote a range of Mobility Management²⁴ measures to encourage a modal shift away from car use and towards sustainable transport choices for local journeys, which could include the following:

- Travel planning.
- Personalised journey planning.
- Marketing and travel awareness.

²⁴ Smarter choices are techniques for influencing people's travel behaviour towards more sustainable options

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- Promotion of car-sharing schemes.

For those essential car journeys that remain, we will look to encourage people to drive in a more carbon efficient manner through eco-driver training and also promote low carbon vehicle and alternative fuel use through the provision of infrastructure for low emission vehicles, such as electric recharging points.

For longer distance journeys we will work in partnership with Essex County Council to introduce measures to manage traffic in such a way as to reduce CO₂ emissions, particularly along the A13 and A127. This could include the consideration of carbon efficient speed limits, maximising inter-urban rail usage and developing interurban bus routes, such as *sert*.

The Council has a twelve point Climate Change Action Plan which is the focus for co-ordinated activity and carbon reduction. Transport features heavily in this, for example by considering our corporate use of transport and by exploiting opportunities to save both money and carbon through the minimisation of our own energy use and requirements for transport infrastructure, such as through minimising business travel (particularly through video conferencing), low energy carriageway repairs and the use of low energy street and traffic signals.

Adaptation

Key Fact: Relative to 1990 Southend may experience a rise in sea level of between 23cm and 73cm by 2100²⁵.

Policy 11: Increase the resilience of the transport network to climate change

- In the shorter term, we will look to reduce vulnerability to the transport network from flooding and extreme weather events by delivering specific adaptation improvements. These will be prioritised along key routes that are also within Flood Risk Zone 3 in order to minimise economic disruption.
- To ensure that vulnerability to climate change impacts on the transport network are minimised in the longer-term, we will integrate climate change adaptation considerations into the design of all new transport schemes, including through the maintenance regime and sustainable drainage systems.
- We will also work with Network Rail to ensure that climate change vulnerability is reduced along the rail network within the Borough, particularly in relation to landslip of the railway embankment and cuttings.
- We will also monitor further landslips along the cliffs that may damage the highway or rail network.

²⁵ Southend Local Transport Plan 3 Evidence Base (2010)

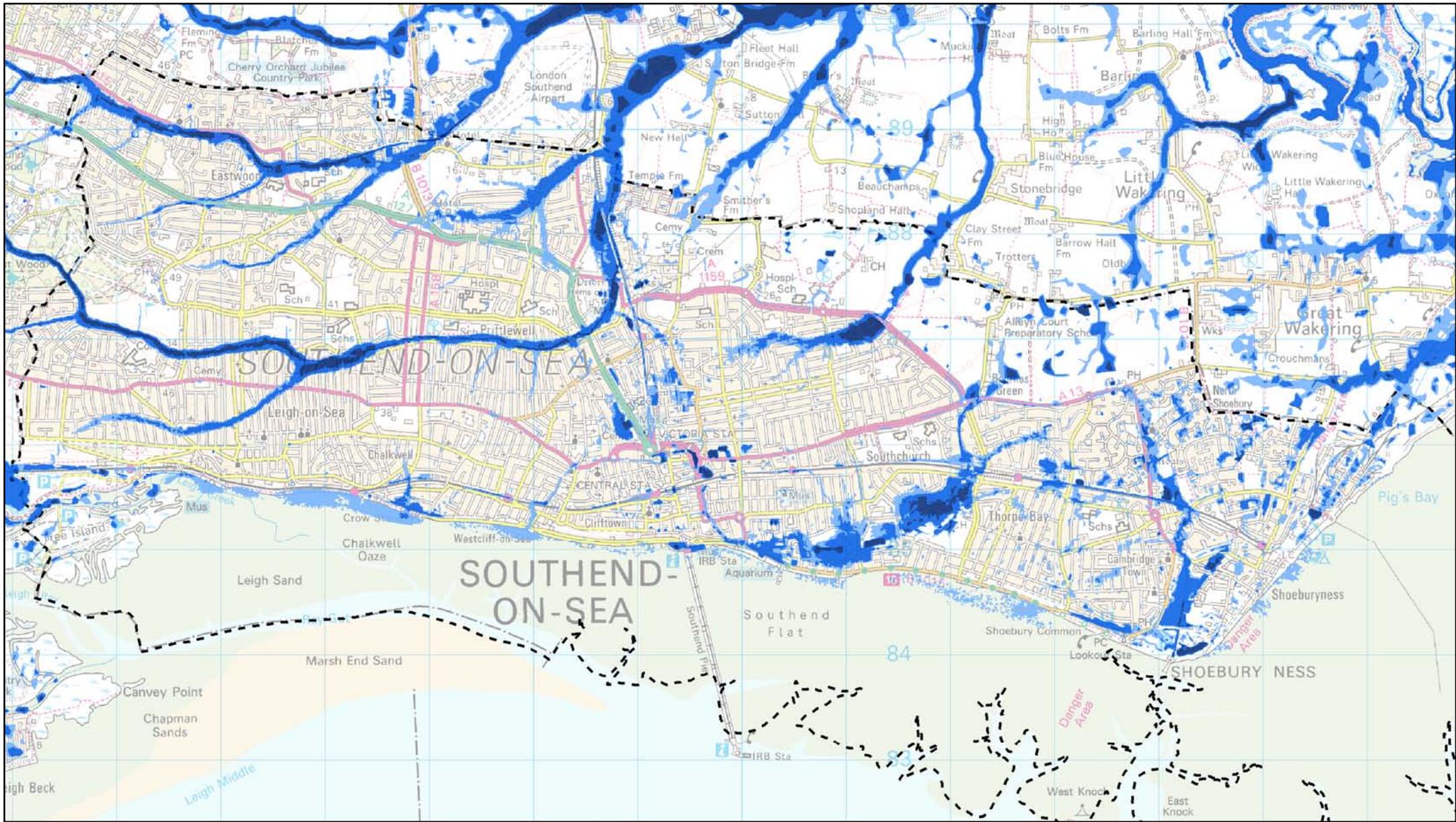
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Parts of key transport infrastructure currently have a high probability risk of flooding and this risk is likely to be further exacerbated by more extreme weather events, increases in rainfall, sea level rise and storm surges as a result of climate change²⁶. Localised flooding may cause economic disruption in areas across the Borough as well as having safety repercussions on pavements and roads.

²⁶ UK Climate Impacts Programme 2009
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Map 7 - Surface Water Flooding

Data taken from the Environment Agency. Classification relates to whether a particular area is less, intermediate or more susceptible to surface water flooding

Legend

Areas Susceptible to Surface Water Flooding

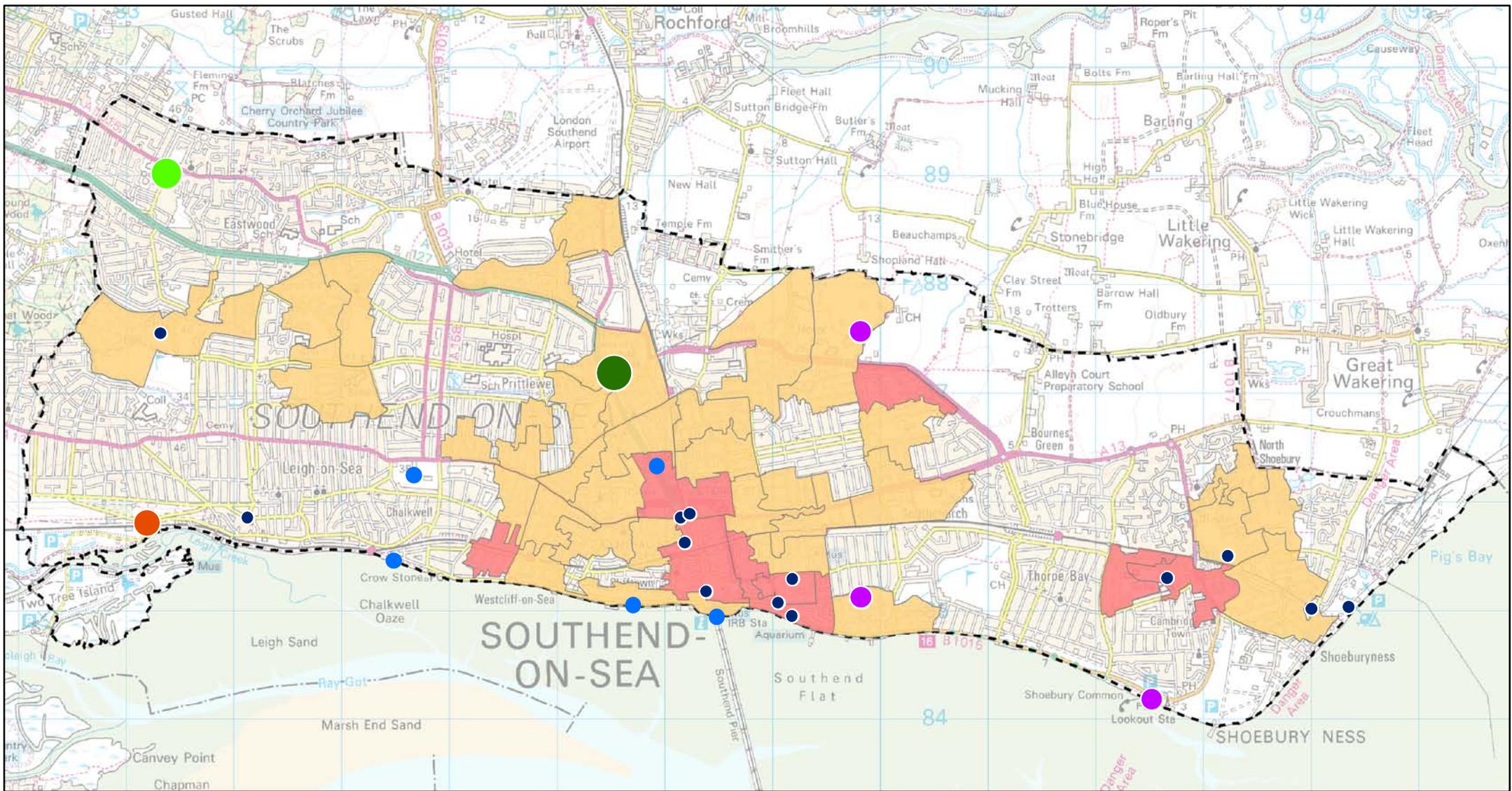
- Less
- Intermediate
- More

0 1,000 2,000 Meters



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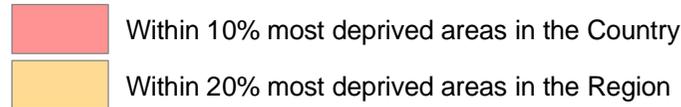
Map 9 - Areas of deprivation and location of cycle related events that took place in 2010

Legend

Number of Cycle Related Events at Each Location



Index of Multiple Deprivation 2007



Changes in extreme temperatures from climate change may also threaten the structural integrity of transport assets, as rail tracks move and road surfaces melt and / or heave from temperature increases. Conversely, extreme temperature decreases may impact on the winter maintenance regimes and damage road and pavement surfaces from freezing and thawing.

These possible impacts of climate change will require a new approach and thinking with consideration how our transport network can adapt in order to increase its resilience, particularly from flooding and severe weather events. In the longer term we need to make sure our transport infrastructure can adapt to the more generalised impacts of climate change.

Therefore, when designing transport interventions and maintenance schemes for all modes, current and future vulnerability to the impacts of climate change will be given consideration and, where necessary, appropriate adaptation measures will be designed into the scheme to neutralise vulnerability. These measures include:

- Incorporating permeable surfacing materials into new car park, footway, cycleway and road schemes as well as into the maintenance regime, in areas at risk of flooding.
- Improving drainage, including through the delivery of Sustainable Urban Drainage Systems (SUDS) where feasible, and drain clearance, particularly in and immediately outside of areas of flood risk.
- Incorporating flexible and / or heat resistant paving materials into new footway, cycleway and road schemes and the maintenance regime outside of Flood Risk Zone 3 and where sun exposure and / or subsidence risk is high.
- Ensuring that new planting schemes are designed to cope with climate change and that shade providing landscaping along footways and cycleways is increased.
- Encouraging public transport operators to provide a climate appropriate and comfortable environment for passengers on our bus services and rail services and through Quality Bus Partnerships and franchising agreements.
- Working with Network Rail to strengthen railway embankments where their collapse would cause a hazard or severe disruption to the transport network.

In delivering adaptation improvements it is clear that reviewing the maintenance regime will be required at regular intervals to take into account climate change impacts.

Maintaining Air Quality

Key Fact: Southend does not have any air quality management areas as a result of pollution from transport²⁷.

Policy 12: Maintain air quality

- In order to ensure that no Air Quality Management Areas (AQMA) are declared from transport, we will require an Air Quality Assessment for development proposals that:
 - Will result in increased congestion, or a change in traffic volumes and / or vehicle speed. The use of “intelligent transport systems” should help to direct traffic along efficient routes.
 - Would significantly alter the traffic composition in an area, such as bus interchanges, HGV parks and new road layouts.
 - Include new car, coach or lorry park.
 - May affect sensitive areas or areas nearing air quality threshold limits
- Continue to monitor air quality in the town to ensure that good air quality levels are being maintained throughout the Borough.
- Introduce Low Emission Zones (LEZ).
- Promote the use of vehicles and modes that either emit low or zero levels of CO₂ and other pollutants.

This will be implemented through our development management process when planning applications are received.

Air pollutants are dangerous to human health above regulated threshold limits. When air pollution levels exceed these limits, local authorities are required to declare AQMAs and produce action plans to reduce air pollution back to safe levels. Although there are currently no AQMAs within the Borough, this does not preclude further air quality issues from possibly arising, particularly in relation to growth.

²⁷ Southend Local Transport Plan 3 Evidence Base (2010)

Make use of technology

Key Fact: Approximately 54% of people in Southend are satisfied with traffic management²⁸.

Policy 13: Make better use of 'intelligent transport' technology to help maintain traffic flows and provide information to transport users

- Implement a series of ITS measures along strategic distributors, particularly the A13 and the A127, to smooth traffic flows at peak times.
- Work in partnership with Essex County Council to provide website information, transport information across the Borough boundary, manage new bus technologies and introduce a joint urban traffic control centre.
- Widen the coverage of CCTV, VMS signs for travel and car park information on key routes to the town centre and around the town centre and seafront.
- Implement wider RTPI coverage for bus users, adapted for use with mobile technology to improve passengers' experience of bus use.
- Seek to implement average speed cameras.
- Implement a Borough wide integrated Smart Card that allows seamless travel on all forms of public transport, and can be used more widely for other services.

As transport networks become more congested, and as new highway construction recedes as a sustainable long-term solution, there is a growing need to adopt policies that manage demand and make full use of existing assets. Intelligent Transport Systems (ITS) offer possibilities for authorities to meet this challenge; by monitoring what is going on, predicting what might happen in the future and providing the means to manage transport proactively on an area-wide basis.



New Bus stops being installed at Victoria

Importantly, ITS can also facilitate the delivery of a wide range of policy objectives, beyond those directly associated with transport, bringing significant benefits to transport users and those who live and work within the area.

ITS can help to:

- Provide cost effective travel choices.
- Reduce the dependency on the private car, by supporting the offer of genuine alternatives.
- Improve accessibility to workplaces, facilities and services.

²⁸ National Highways and Transport Public Satisfaction Survey (2010)

- Improve public transport services to areas with poor access.
- Enhance driver information.
- Provide more reliable journey times.
- Foster economic regeneration without increasing traffic levels.
- Reduce the adverse effects of otherwise unsustainable traffic growth.
- Protect the natural environment and the historic fabric of the Borough.
- Help ensure the safety of motorists, vulnerable road users and pedestrians alike.

Available traffic management technologies include VMS, car park guidance systems, CCTV, Automatic Number Plate Recognition (ANPR) and air quality monitoring systems.

These services can be provided individually, but greater benefits can be gained by integrating them into an Urban Traffic Management Control (UTMC) system. UTMC systems use a common database to share relevant information between individual ITS applications, such as traffic signal control systems, air quality monitoring, car park management, and bus priority, often all managed from the same control centre. We will work in partnership with Essex County Council and Thurrock Council to ensure UTMC systems are compatible and work closely together.

It is the Council's intention to apply this technology more widely in the Borough to make sure we get the best use out of our road network. This strategy will initially be applied to key routes like the A13, A127, and major roads into the town centre. It will be complimented by a Borough wide expansion of the RTPI system, and the introduction of Smart Cards to make bus and potentially rail use easier for passengers throughout the Borough. Ensuring the application of integrated Smart Card technology will mean that users will be able to access a wide variety of services using a single card, such as libraries and car parks.

The Natural and Built Environment

Key Fact: Southend has 695 sites recorded on the Southend Sites and Monument Record²⁹.

Policy 14: Protect and enhance the natural and built environment

We will give a high priority to conserving and enhancing the natural and built environment when making transport decisions. When designing and implementing transport improvements and maintenance schemes we will ensure that they:

- Contribute to the quality of the built environment by improving the public realm.
- Maintain the integrity of the historical townscape, cultural heritage assets and their settings.
- Ensure developments and transport improvements follow the guidelines set out in the Streetscape Manual
- Protect and enhance our biodiversity and their habitats.
- Minimise noise and light pollution.
- Work in partnership with the Thames Gateway Greengrid network to establish corridors for biodiversity and sustainable access to open spaces and parks
- Work with planners and developers to use design and construction as an opportunity to introduce materials that are more resistant to the impacts of climate change.
- Where possible introduce green infrastructure into schemes.

Although predominantly urban in character, the Borough is bordered by the Thames Estuary and beaches to the south and east. There is a designated Green Belt to the north and west of the Borough and there are many parks and open spaces, all of which support local biodiversity. There are several internationally and nationally designated biodiversity sites within the marine environment, particularly off the coastline. The Urban Habitats project is a European initiative of four partners managing urban nature sites, which aims to improve availability and quality of urban natural spaces and enhance awareness and engagement of urban nature in local communities.

In terms of the built environment, there is a need to improve its quality in order to facilitate regeneration in parts of the Borough. There are a number of heritage assets in the Borough, including Conservation Areas, Scheduled Monuments and listed buildings, where special attention needs to be paid regarding streetscape quality.

²⁹ Southend on Sea Core Strategy (2007)

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Appropriate planning, design and implementation of transport interventions can play a key role in mitigating environmental problems, enhancing environmental assets and minimising the impact that new transport schemes have on the wider environment.

This will be implemented by:

- Improving the public realm in the town centre, visitor destinations and the seafront by giving greater priority to pedestrian infrastructure and better management of on-street car parking.
- Ensuring that signage, street furniture and structural materials used in transport projects are in keeping with the character of the Borough, contribute to the sense of place and that street clutter is minimised.
- Respecting biodiversity through our planning, decision making and delivery of transport improvements and, wherever possible, maximising opportunities for habitat creation.
- Implementing SUDS, where appropriate, in order to minimise water pollution from transport sources.
- Reducing the adverse impact of road transport from noise, vibration and visual intrusion by using low noise road surfacing and visual screening, particularly along the A13 and A127, and re-routing freight traffic away from residential areas, where possible.



chapter seven

people - place - purpose



Inside Southend Travel Centre

7. Our Transport Strategy to Create a Safer Borough

Introduction

Road safety continues to be a major concern nationally and locally, despite considerable progress in reducing Road Traffic Accidents (RTAs). RTAs impact on a range of wider policy areas, especially health. Southend strives to deliver safer roads across the Borough and is committed to reducing the number and severity of casualties.



One of the ambitions of the Community Plan to 2020 is to create a safer Borough. Personal security, or crime and the fear of crime, when walking, cycling or using public transport, is a major concern for many people, especially particular groups such as women, older people vulnerable people and those from ethnic minorities. Improvements to public transport and the environment are seen as a way to reduce the fear of crime, a fear which deters people from walking and using public transport particularly in evenings.

Key Achievements and Challenges

In the Borough there has been a very good reduction in the number of people slightly injured in RTAs; although there is some concern that recently the number of KSIs has increased. Compared to similar areas in the region, relatively few car occupants become casualties, with the reduction being good over the years. The reduction in motorcyclist casualties has been low, as it has been in other parts of the region. Fortunately, there are relatively few motorcyclists KSIs. There are also safety concerns with young drivers, who seem to present quite a high risk.

Older road users are known to have an elevated risk and there is a large number of older people in the Borough, which is forecast to increase over the coming years. Southend Council is the coordinator of the European project, Safer Mobility for Elderly Road Users (SaMERU) which examines all aspects of road safety facing elderly road users, elderly pedestrians, motorcyclists and cyclists. Funded by DGMove (EU Department responsible for road safety) the project will run until 2013 and supports the development of a Strategy to improve road safety and mobility for older people.

Although there has been a good reduction in the number of pedestrians and cyclists KSIs, the reduction in the number of overall casualties for these road user groups, is worse than similar areas of the region, including child cyclists and pedestrians. Furthermore, all of those child

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KSIs in RTAs were either pedestrians or cyclists. There are a relatively high number of cyclist casualties within the Borough, including child cyclists. The road safety issues around the safety of pedestrians and cyclists is being delivered through an increase in bikeability and pedestrian training to support modal shift, particularly for children travelling to and from school.

In terms of geography, the London Road A13 and the Southend Arterial Road A127 both have significant numbers of injury accidents. In addition these accidents add to the levels of congestion evident on these key routes. Apart from these routes, accidents tend to be fairly dispersed across the town with very few cluster sites. Child accidents tend to get a little more common towards the town centre. The same is the case for pedestrian and cyclist accidents, there is also a significant number of pedestrian and cyclist accidents on the A13 London Road and around Kursaal ward. Furthermore, there is a strong concentration of pedestrian accidents in the town centre. Some of these problems may have an adverse impact on the efforts at regeneration in the town centre / central area.

Closed Circuit Television (CCTV) coverage is good within rail stations, which should enhance feelings of personal safety. However, only two of the nine rail stations have secure stations accreditation and there is little staff cover at stations after dark during the weekend. CCTV coverage outside stations is patchy. Potential risks to personal security at many rail stations might deter people from using the train for some journeys, which could either reduce accessibility or increase car dependency. Although



feelings of personal safety in the town are better than comparable places, it is still a particular issue after dark. This could adversely impact on accessibility opportunities for vulnerable groups, as well as increase car dependency.

The key challenges are:

- Maintain a continued focus on reducing the number of pedestrian and cyclist KSIs in road traffic accidents, especially children.
- Reducing the number of injury accidents involving the key high risk road user groups; motorcyclists and young car drivers.
- Improving the actual and perceived safety and personal security of walking, cycling and public transport use, helping both to reduce casualties and incidents of crime as well as create an improved and genuine travel choice.
- Supporting older people in travelling safely around the town.
- Improving safety around the town, but initially focussing on areas of deprivation.
- The dispersed nature of injury accidents, but with concentrations on the A13, A127 and towards the town centre.

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Strategy

Support safety partnerships and promote safer communities

Key Fact: The cost to the economy nationally of road traffic collisions is estimated at £19 billion per annum³⁰.

Policy 15: Support safety partnerships and promote safer communities

- The Council will continue to be active in the Road Safety Partnership. Other representatives in the Partnership include the Health Authority, emergency services and groups representing key road user groups such as motorcyclists.
- There will be an emphasis to work more with the emergency services and others to instil greater public confidence, both in terms of road safety and personal security. This will include supporting the police in their continued efforts to target road safety offences such as speeding and drink/drug driving.
- We will also endeavour to develop and / or support local community groups.
- The consideration of residential areas within the Borough to have 20 mph limits.

Whilst improving safety and security will be the main focus of this strategy, it will also consider the need to deliver a wide range of policy considerations, such as: improving access to services; enabling modal shift and community regeneration.

Before explaining the different delivery areas for this strategy, it is necessary to emphasise the importance of working with our partner organisations. Many agencies have a role to play in road safety and personal security and it will be important for us to work closely with them especially the Essex Safety Camera Partnership.

Nationally the introduction of 20mph limits, has been assessed as the most effective road safety intervention.

20 mph limits can help to:

- Address the dispersed nature of accidents.
- Significantly reduce casualty severity.
- Create safer and more pleasant neighbourhoods.
- Enable people to choose to walk or cycle in relative safety.
- Potentially support regeneration initiatives when integrated into public realm and streetscape improvements.

³⁰ Southend Local Transport Plan Evidence Base (2010)

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The Council will consider introducing residential 20 mph limits in the Borough after their potential impact has been assessed; not just on road safety but also wider impacts such as congestion, wider economic impacts, and CO₂ emissions.

Safety Modelling

The Southend Transport Model was used to assess the impact of a number of different measures on transport CO₂ emissions the Borough. It tested the impact of a Borough wide programme of 20 mph zone in residential areas.

Our model analysed actual accident data on the A13, and allocated one of the range of measures shown below to that accident site on the assumption that it was best suited to accident mitigation at that site:

- Anti skid surfacing.
- Chevron signs.
- Controlled crossings.
- Junction improvements.
- Safety camera.
- Visibility improvements.

Based on this analysis our model forecasts that if we implemented these measures along the A13, there is a potential accident reduction of 11%.

This will largely be achieved through speed management measures to ensure appropriate vehicle speeds as well as discourage the use of local roads for journeys going through the neighbourhoods. Safer communities will also be achieved through improving personal security, especially after dark, by interventions such as the use of energy efficient street lighting.

To date, most area action has been focused in the Milton ward as well as Westborough and Victoria wards. Further measures will be developed in close co-operation with other community initiatives led by our partner organisations. Residents are often within walking and / or cycling distance of services. Highway improvements in residential areas will therefore support those residents who are dependent on walking or cycling, or who would prefer to walk or cycle to key services rather than drive.

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Road Safety Engineering and Enforcement

Key Fact: 63% are satisfied overall with road safety in Southend³¹.

Policy 16: Appropriate road safety engineering and accident site treatment

- Road safety engineering schemes will need to show good value for money. Priorities will be determined by the number and type of accident and other relevant factors, such as:
 - The total number of injury accidents.
 - The number of KSIs.
 - The number of children injured.
 - The number of pedestrians and cyclists injured.
 - The number of motorcyclists injured.
 - The number of young drivers injured.
 - The number of older drivers injured.
- It will also be necessary to make sure the design of any road safety scheme encourages walking, cycling and public transport use.
- Target key corridors where accidents have disbenefits in terms of consequential affects.

The Council will continue to work to identify single site locations for potential remedial measures, although this will be on a more restricted scale than in the past given that most accident cluster sites have already been treated. The priorities will therefore be route treatments for the A13 and A127. Safety improvements in these routes will need to be integrated with the wider action plans for the routes.

Engineering measures will continue to be used to support the general safety of school children through the implementation of the Safer Journeys to School initiative and other areas of high levels of mobility impaired users. It will be particularly important to make sure such measures are implemented and maintained in the more deprived areas, such as the Kursaal, Milton, Southchurch and Victoria wards.

Safety camera enforcement at known injury accident sites targeted at speeding and red-light offences remains an important part of the safety strategy for the Borough. Not only does this improve road safety, it also targets driving behaviour that is a criminal offence.

Through our safety and vulnerable road user audit work, we will ensure the integration of safety and personal security considerations into the design and delivery of all transport improvements and maintenance schemes, including with a view to designing-out crime.

Education, Training and Publicity

Key Fact: By 2008 Southend had achieved a 55% reduction in the number of children Killed or Seriously Injured on the 1994-98 average³².

³¹ National Highways and Transport Public Satisfaction Survey (2010)

³² Southend Local Transport Plan Evidence Base (2010)

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The purpose of education, training and publicity is to improve road user behaviour to make it safer to use the highway network.

Policy 17: Comprehensive road safety education, training and publicity

These measures will focus on vulnerable as well as high risk road user groups, principally:

- Children and Students, especially as pedestrians and cyclists. School travel action plans define the education training and publicity to be provided to children as part of the curriculum with the assistance of the road safety team. Interventions such as walking bus, promoting bikeability cycle training and park and walk schemes will continue to be supported. The priority will be children in the more deprived areas around the town centre.
- Young drivers and motorcyclists.
- Adult cycle training will be delivered.
- Older road users. We will increasingly support older road users to improve their safety, and thereby stay active, healthy and independent.
- Through the 'SAMERU' project we will engage with older persons community groups, the Older Peoples Assembly and colleagues in social care.
- Speeding and reckless behaviour. The Council will continue to support the Essex Safety Camera Partnership's Speed Diversion courses. We will also support publicity campaigns targeting speeding and other high risk road user behaviour such as drink or drug driving, seat belt wearing, and mobile phone use as determined by prevailing RTA causes and national campaigns.
- Ensure driving instructors are aware of road safety issues and good driving practice.
- Continue to monitor and review accidents to ensure the understanding of current trends (linked to policy 16).

Increasingly we will look for ever greater school, community and / or commercial involvement. For example, training of child cyclists and pedestrians will often be delivered by trained parent volunteers at schools. Training courses for motorcyclists and young drivers will generally be provided by other organisations, often commercially, but we are very keen to help raise the profile of these courses and support them. As a priority, we will continue to work actively with motorcyclist forums. We will also encourage Approved Driving Instructors to provide pre-driver education aimed at 15 to 18 year olds. We will deliver Bikeability and adult cycle training as part of the Cycle Southend scheme.

The Council will also ensure older residents receive road safety training by targeting residents of care homes and through other organisations.

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As mentioned previously the SaMERU is specifically focused on elderly drivers. Working with partners in the UK, France, Spain and Germany, researchers are examining best practices regarding technology and sociological research to ensure safe and effective mobility for the elderly. We will continue to use our influence in EU to ensure that best practice on road safety is applied in the Borough. The EU also provides opportunities for funding that are not available through the Department for Transport (DfT).

Maintenance of Highway Infrastructure

Key Fact: Approximately 41% of residents are satisfied with the condition of roads and pavements³³.

Policy 18: Maintenance and monitoring to improve safety and accessibility

Key priorities will be:

- To maintain the highway network to a standard that improves safety.
- Street lighting repairs and improvements should be focused particularly on the key walking routes with high footfall, public transport facilities and cycle routes, especially in those parts of the town with higher concerns about safety after dark.
- An increasing need to reduce flooding incidents, especially on distributor roads in flood risk areas.
- Appropriate surface treatment particularly on bends, the approaches to junctions and pedestrian crossings, along on-road cycle routes, and in the vicinity of schools and other traffic attractors where there are high levels of pedestrian activity.
- To reduce the number of pot holes and similar hazards.
- To reduce tripping hazards on key walking routes as well as in the vicinity of hospitals, General Practitioner's (GPs), retirement homes and sheltered housing so as to reduce the risk to elderly and other vulnerable pedestrians.
- Appropriate traffic management when repairs / works are being undertaken on the highway.
- To reduce the number of accidents.

The management of highway maintenance should be undertaken against a clear understanding and assessment of the risk of an accident happening and its seriousness. The Council will be made fully aware of safety defects through a prioritised inspection and monitoring programme for all highway assets. Safety inspections will need to identify defects in the transport network, especially which could potentially have hazardous consequences.

³³ National Highways and Transport Public Satisfaction Survey (2010)

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Such dangerous defects will always take priority. However, maintenance should support other non-safety objectives.

Practicing a 'risk management' approach, the frequency of inspection and intervention levels will give a priority to key elements of the transport network. The acceptability of particular defects will vary, depending on the potential consequences and wider policy considerations. A slight tripping hazard on a quiet footway presents a much lower risk than the same defect on a key walking route.

Personal Security and Public Transport

The strategy for supporting the economy aims to increase the use of public transport, especially the use of rail. We will work with the rail industry and others to help deliver safety improvements around the rail stations as part of other initiatives. Key transport interchanges will be a priority particularly at Shoeburyness, Thorpe Bay and Leigh on Sea railway stations. The improvements will, where required, include a good standard of and secure cycle parking, a good standard of bus stop and taxi infrastructure, up to date transport information, crossing facilities, and general streetscape improvements accessible to all.

The Council will also work with the transport operators to support their efforts to reduce crime and anti-social behaviour on trains and buses.



chapter eight

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Train at Station in Southend

8. Our Transport Strategy to Reduce Inequalities in Health and Wellbeing and for a More Accessible Borough

Introduction

Improving accessibility to key services, leisure and shopping facilities is integral to delivering transport improvements. It can also have a significant impact on the health and wellbeing of people if access provided is sustainable.

Accessibility to jobs, education and services is fundamental for society. It enables people to make the most of their lives and realise their aspirations, potential and ambitions by gaining access to work, training, and education; it enables people to be healthier through gaining access to healthy food and healthcare facilities, and it helps people to lead fulfilling and healthy lives.

The Community Plan contains an ambition to allow people to achieve these aims. Transport can play its part by ensuring people are able to walk and cycle to key services, and where journeys are longer, or when weather conditions are unsuitable, have easy access to a frequent and affordable public transport network. The Council strives to deliver improved accessibility for all across the Borough, but particularly for 'at risk' groups such as the mobility impaired.

Key Achievements and Challenges

The Borough has a higher percentage of adults without access to a vehicle than the average for England which means access to healthcare by sustainable modes is an issue of great importance. Fortunately there is good accessibility to GPs on foot and by public transport and accessibility is on a par with similar authorities around the country. By their very nature there are fewer hospitals and they are more dispersed than GP surgeries and so are more difficult to access by walking or cycling so public transport has a greater role to play. Southend Hospital is centrally located so accessibility is generally good apart from the east of the Borough by public transport within a 30 minute window. There are also north south accessibility issues in the west of the Borough.

Access opportunities to primary schools by walking or public transport are good with most children being able to access them within a reasonable time. But in comparison to other similar authorities accessibility to primary schools is slightly worse in the Borough. Cycling can improve accessibility and it is an appropriate mode of transport for the home to school journey, if young cyclists are properly trained. Although there are fewer secondary schools than primary schools, accessibility by walking, cycling or public transport to them remains good. Access to further education is good and better than in comparator authorities, but

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journey time does increase as there are fewer colleges than secondary schools. In addition, whilst accessibility to schools is good, children do not have to attend their nearest school. They may choose to travel a considerable distance to a school of their choice which is not necessarily accessible by sustainable modes.

Accessibility to local employment sites on foot or by public transport is also good even though generally people are prepared to travel further for their daily commute than they are for access to GPs or education. Accessibility in comparator authorities is similar to that in the Borough.

The key challenges are:

- To improve access to Southend Hospital particularly from the east of the Borough within 30 minutes by public transport
- To improve north / south accessibility in the west of the Borough.
- To increase the number of children walking, cycling and using public transport particularly to school.
- To increase the number of adults who walk, cycle and use public transport to work.
- To increase the number of people who walk, cycle and use public transport for leisure.
- To increase the number of bus stops and rail stations which are fully accessible.

Strategy

Access to Healthcare

Key Fact: Southend has a higher percentage of residents receiving incapacity benefit than the regional or national average³⁴.

Policy 19: Improve accessibility to Southend Hospital particularly from the East of the Borough by public transport within a 30 minute window

Key priorities will be:

- Work with service operators to ensure the supply of accurate and up to date travel and route information, on the internet, by mobile telephone at railway stations and bus stops and at other public places such as libraries.
- Work with service operators to assess bus frequencies and timings to allow for changes to be made that will facilitate increased use for hospital visits.
- Work with bus operators and health organisations to ensure a coordinated approach to delivering bus services that serve the hospital.
- Work with Southend Hospital to promote sustainable travel for visitors, patients and staff.
- Introduce *serv* to provide high quality rapid public transport access to the Hospital.

³⁴ Southend Local Transport Plan 3 evidence Base (2010)

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Research has shown that residents have good access to a GP by walking, cycling or public transport. Access to Southend Hospital is generally good apart from the east of the Borough where journey times by public transport are in excess of 30 minutes. Map 2 earlier in the document, shows the accessibility to the hospital via public transport, walking and cycling.

The Council will work with bus operators to assess bus frequency, punctuality and journey times from Shoeburyness to the hospital, and encourage changes if necessary to improve accessibility.

The Council will also work with Southend Hospital to promote their travel plan, and promote travel planning for visitors and patients without mobility difficulties who need to attend the hospital on a regular basis. This would include working with the hospital through the MoveEasy network to support staff and visitors in travelling sustainably.

North / South Accessibility

Key Fact: North / south accessibility in the west of the Borough is poorer than east west accessibility.

Policy 20: Improve north / south accessibility in the west of the Borough

- Work with bus operators to improve services and frequencies.
- Take forward the actions identified in the Borough's Health Inequality Strategy working with a range of partners, particularly the Director of Public Health and Primary Care Trusts (PCTs) and General Practitioners.
- Work with bus operators to ensure bus timetable are aligned with train arrival / departure times at the nine railway stations.
- Ensure walking and cycling routes are marked clearly and maintained to an acceptable standard.

As reported in the previous section the population of Southend enjoys a high level of accessibility in the Borough, but there are pockets of relative poor access. One of these is north / south access to the west of the Borough. One of the reasons for this is community severance caused by the A13 and A127.

The Council will seek to improve north / south accessibility by working with bus operators to assess bus frequency, punctuality and journey times in the west of the Borough, and implement changes if necessary to improve accessibility.

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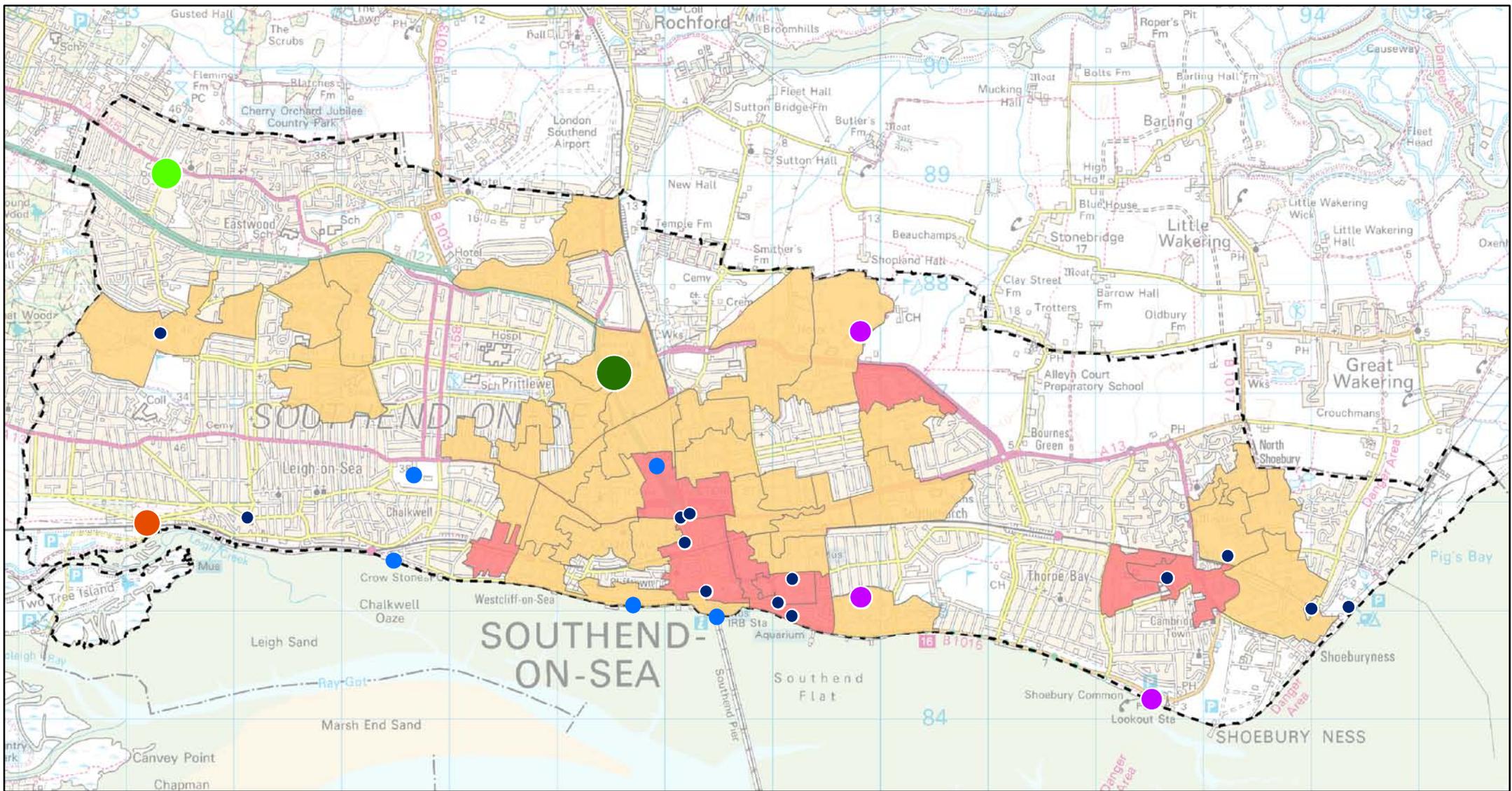
Walking Cycling and Physical Activity

Key Fact: Only 23.7% of adult males and 18.5% of adult females participate in moderate physical activity three times a week³⁵.

Policy 21: Tackle health inequalities by increasing the number of adults and children who walk and cycle for work, education, and leisure

- Work in partnership with Southend's Active Travel Strategy to ensure all actions taken under LTP3 are aligned with that strategy.
- Focus on walking and cycling activities: promotion in schools; in the most deprived wards; on key employment areas; and in locations with the best cycling facilities.
- Use Cycle Southend to facilitate the promotion of cycling as a way of life.
- To ensure all walking and cycling routes, including street lighting, are maintained to an acceptable standard.

³⁵ Sport England data for 2005/06



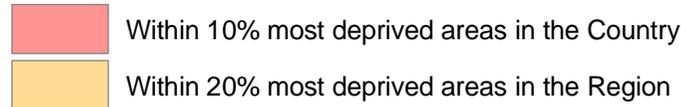
Map 9 - Areas of deprivation and location of cycle related events that took place in 2010

Legend

Number of Cycle Related Events at Each Location



Index of Multiple Deprivation 2007



Levels of cycling and walking in England have declined over the past three decades to the point where we have some of the lowest rates in Europe. With about two thirds of all journeys being less than 8km (5miles), walking and cycling should be an everyday way of getting around. Furthermore, it is recommended that each adult should do 30 minutes of activity for at least five days a week to maintain good health. Walking and cycling can make a significant contribution to this, and it is particularly important for older people.

Survey data has shown that over a third of adults in the Borough own a cycle, but only 2% of all journeys are made by bike.

The Council will continue to encourage cycling and walking as a sustainable way to travel, and promote the health benefits that can be delivered through an increased take up of these modes, particularly for shorter distances of up to 5km (3miles) where the journey is up to about 15 minutes.

The Borough was awarded Cycle Town status in 2008 which has resulted in a number of schemes to increase cycling being delivered in the Borough. The focus of the programme has been on improving cycling infrastructure, promoting cycling to schools, and workplaces, and engaging the wider community through cycle training, education, and special cycling events. The project has been a success and although the project comes to completion in March 2011 we will work to continue the good progress made over the past three years.

We will also continue the programme of installing cycle shelters at parks, schools and railway stations. We will work with train operators to provide adequate and secure cycle parking facilities at the Borough's nine stations. We will also work with major employers to provide cycle parking facilities in order encourage cycling to work. In addition, we will engage in the planning process to ensure plans for major developments include facilities for cycle storage, and infrastructure for cycle use.

We will focus our cycling and walking programmes with particular groups, for example, the young and the elderly, where physical exercise can improve health and wellbeing.

Key walking and cycling routes into the town centre will be looked at under our maintenance and street lighting programmes to ensure they are of an acceptable quality and do not deter residents and visitors from choosing to travel this way.

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Access for Older People and People with Physical Disabilities

Key Fact: In 2006 over 18% of Southend's population was aged over 65, higher than the regional and national average, and is expected to rise to 25% by 2031³⁶.

Policy 22: Ensure all public transport is fully accessible by 2017

Key priorities will be:

- Work with bus operators to ensure the entire bus fleet and all bus boarding points are fully accessible.
- Work with train operators to ensure all stations in the Borough implement Access for All Improvements as part of their station travel plans, prioritising those stations with a higher proportion of users that are either elderly, have physical disabilities, or parents with young children and/or pushchairs.
- Seek to ensure pavements and pedestrianised areas are maintained to a good standard to aid ease of mobility for these groups.
- Work with partners to ensure that design of interventions takes into account the need to reduce crime and the fear of crime.
- All interventions are undertaken in consideration of the Council's public realm aspirations.

The Borough has an increasing elderly population as a proportion of the total population, and this proportion is expected to increase over the duration of this strategy. As such it will be important to ensure that this group of users, and those with mobility impairment, are able to access and make full use of public transport with ease.

The Access for All Programme is part of the Railways for All Strategy, launched in 2006 to address the issues faced by disabled passengers using railway stations in Great Britain. The key elements of the strategy are:

- Access to information, ticketing and making reservations.
- Access to buildings and platforms.
- Accessibility to carriages.
- Quality and consistency of staff training.

Fundamental to accessibility to stations is the provision of an obstacle free, accessible route to and between platforms where possible. This generally includes the provision of lifts or ramps, as well as associated works and refurbishment along the defined route. During the course of LTP3 we will work closely with train operators and aim to have the nine railway stations fully accessible within the life of LTP3.

³⁶ Southend Local Transport Plan Evidence base (2010)

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Quality of “Door to Door” Travel

Key Fact: 8% of residents are in receipt of incapacity benefits, higher than the national (7%) and regional average (5%)³⁷.

Policy 23: Improve the quality of “door to door” travel and develop strong partnerships with health providers and community care organisations to ensure better access to services

- To improve access to public transport for the elderly and disabled.
- Improve the “door to door” experience of travel.
- Ensure the provision of taxi ranks at key locations around the Borough including the Train Stations, the Airport, Seafront, Town Centre and in proximity to new developments.
- Develop an action plan to improve accessibility, partly through removing barriers both physical and those related to provision of information.

It is not always possible to use public transport or to cycle for journeys, for example, commuters returning on the last train from London may have missed the last bus or feel uncomfortable riding home on a bicycle late at night, or late night revellers in the town centre returning home. In such circumstances, and to support the 24 hour economy, we will work in partnership with taxi operators to ensure there is adequate provision of taxi ranks at key locations throughout the Borough to support such trips and to ensure the door-to-door experience of travel is of the highest quality, whatever the time of day. Furthermore taxis have a role to play in supporting journeys to schools and to hospitals or health centre for certain individuals.



The Council places great emphasis on the role of taxis to address the issues relating to social exclusion, with work undertaken by the licensing officers focussing on driver training, vehicle standards and other infrastructure to cater the needs of taxi users.

In accordance with the Disability Discrimination Act, which affects drivers of both Hackney carriage vehicles and private hire vehicles, all drivers and proprietors of wheelchair accessible vehicles attend relevant disability and awareness courses. Free of charge Government NVQ

³⁷ Office of National Statistics

<http://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=3&b=276844&c=southend&d=13&e=6&g=405474&i=1001x1003x1004&m=0&r=1&s=1267317214703&enc=1&dsFamilyId=1623>

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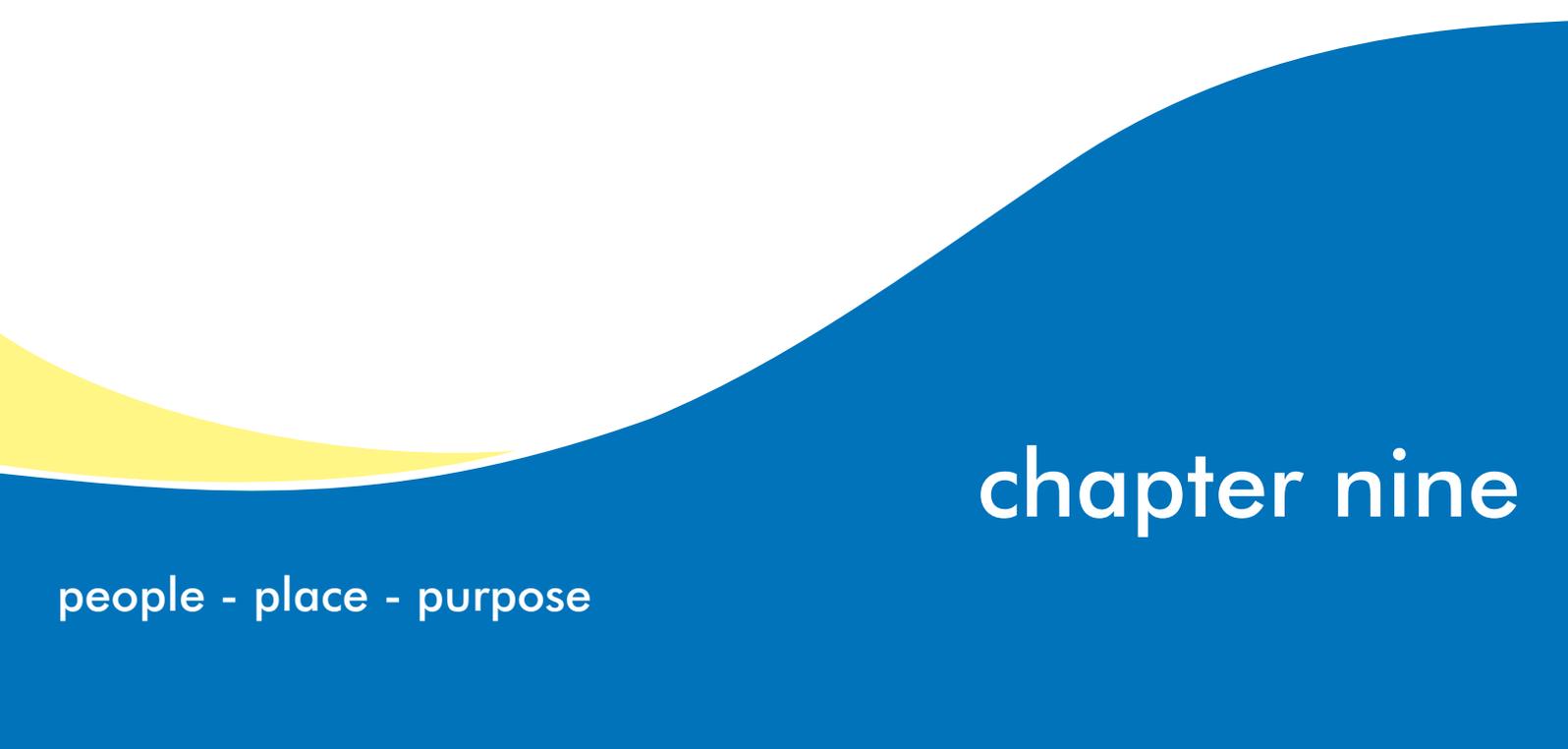
training is also offered to all licensed Taxi and Private Hire drivers. This is designed to improve the accessibility of disabled persons to all licensed vehicles. The Councils' policy of issuing new licences to only wheelchair accessible taxis will continue. Due to current financial constraints and following a survey into the provision of taxis within the Borough the policy of issuing new taxi licences has been put on hold until April 2013.

The population of Europe is ageing, and already one in every ten European citizens is aged 60 or over. The United Nations estimates that 10% of all people have a disability. Over half the population of older people lives in urban areas, so it is becoming increasingly important for urban transport systems to be accessible.

For these groups the key issue for access to services is not always the availability of a good level of public transport, but rather the ability to access the transport. For example, can a wheelchair user get to the raised bus border for a low floor bus over level ground without being restricted by unnecessary obstacles or barriers?

The Council is a member of the European Mediate³⁸ project (**M**ethodology for **d**escribing the **a**ccessibility of **t**ransport in **e**urope) which aims to establish a common European methodology for measuring accessibility. This will contribute to the creation of inclusive transport systems providing better and easier access for all citizens. By being part of this important project we will be able provide better and easier access for all for the whole journey experience.

³⁸ <http://www.mediate-project.eu/>



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Traffic Calming at Boston Avenue, Southend

9. Area and Corridor Strategies

Introduction

An AAP is an optional **Development Plan Document** (DPD) that forms part of the LDF. It is aimed at establishing a set of proposals and policies for the development of a specific area (such as a town centre or an area of new development) of a **local authority**.

Southend currently has three AAPs covering the town centre / central area, the seafront, and London Southend Airport. Further AAPs are in development for Shoeburyness and main transport corridors of the A13 and the A127. This chapter provides an overview of each AAP and show how they link to the LTP Strategy.

Central Area AAP

The AAP covers the areas of The Victorias, London Road, High Street, Queensway and Southchurch Road, Elmer Square, Warrior Square, Clifftown, St Johns, Central Seafront and Eastern Esplanade, Western Esplanade and The Cliffs, and Gateway Neighbourhoods. Its purpose is to provide details of how and where employment led regeneration and growth can sustainably be accommodated in the town centre, seafront area and surrounding neighbourhoods. Between 2001 and 2021 6,500 new jobs are planned for the town centre and the central area.

The key transport challenges identified in the AAP are:

- To maintain the quality and sustainability of connections in the central area in order to retain Southend's status as a key transport interchange.
- Vehicular movement to be enhanced through a package of improvements which would include reallocation of parking.
- Reinvigoration through selective redevelopment and reprovision of surface car parking.
- Alignment of key infrastructure requirements identified in the LTP with the AAP.

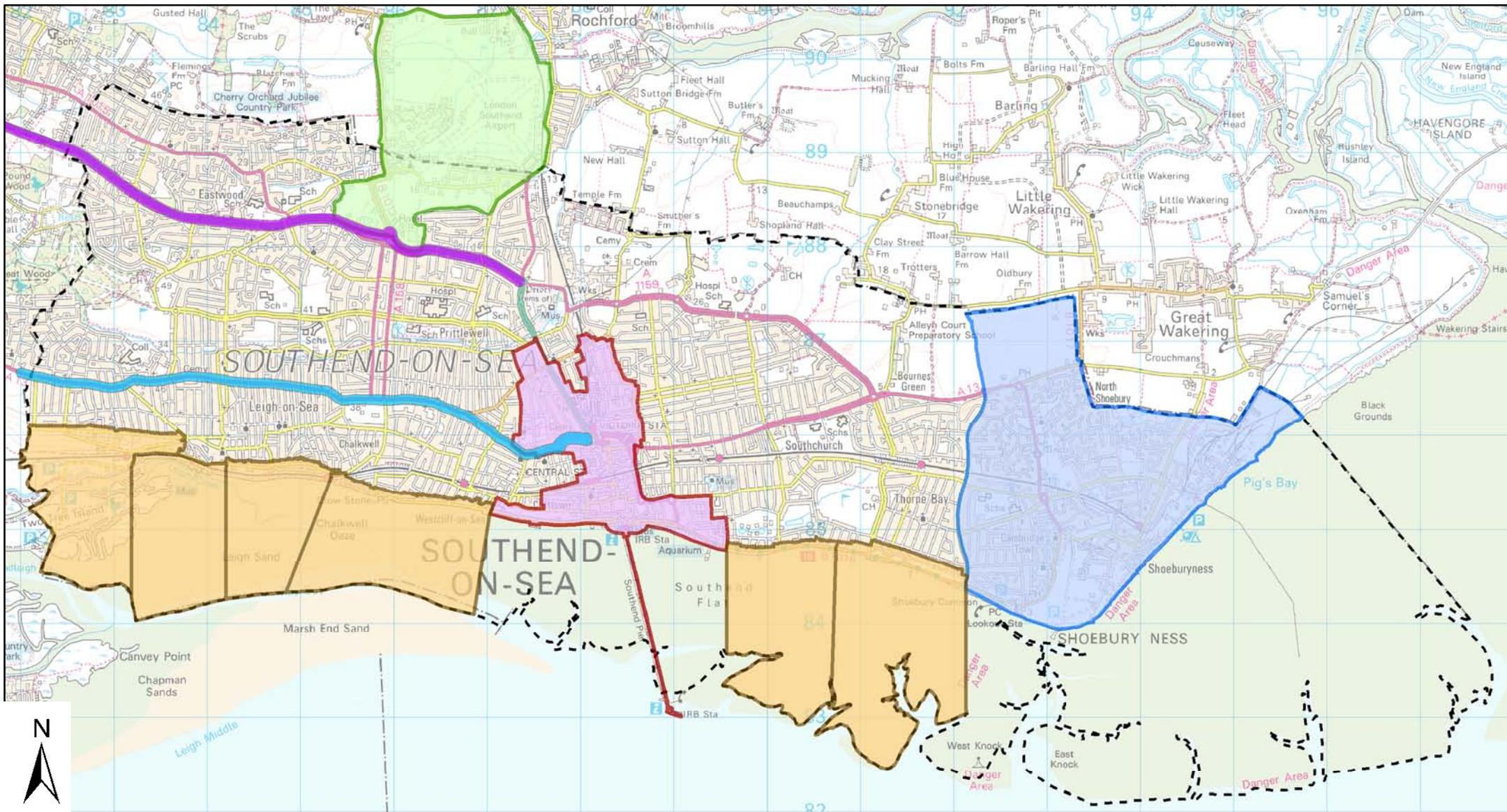
Of the three options considered the City by the Sea option has been adopted. This includes the following transport interventions:

- Junction modifications on Victoria Avenue at Priory Crescent / Fairfax Drive and West Street / East Street to support set and cycling, including bus priority, pedestrian and walking schemes.
- Replace / reallocate existing car parks to sites adjacent to the main access around the town centre and improve public realm and walking routes between these main routes and the High Street.
- Create a second shopping street along Chichester Road with priority for pedestrians, cyclists and public transport.

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Map 10 - Area and Corridor Studies

Area Action Plans (AAPs) and the Development Management DPD (DM DPD) will form part of the Local Development Framework for Southend

Legend

- A13 Corridor Study
- A127 Corridor Study
- Southend Airport Joint AAP Boundary
- Seafront Character Zones - From DM DPD (Proposed Submission)
- Shoebury AAP Boundary
- Southend Central AAP Proposed Boundary
- Southend Boundary

0 1,000 2,000 Meters

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100019680, 2010

- Integrate and enhance railway stations in the Central Area to promote an urban metro in the Borough.
- Queensway improved pedestrian links to reduce severance.
- Western Esplanade traffic management, parking, walking and cycling scheme.
- New vehicle parking standards for new developments.
- All measures reinforce the town's Green Grid Strategy.

Seafront AAP

The regeneration of the seafront is a key objective of the Council. It includes the regeneration of the seafront's role as a successful leisure and tourist attraction and place to live, and make the best use of the River Thames, but subject to the safeguarding of the biodiversity importance of the foreshore. Appropriate sea defences are also a key element of the of a comprehensive shoreline management strategy.

The main transport issues the AAP wants to address in relation to the five mile long highway at the seafront are:

- The role of the seafront road for 'through' traffic.
- Pedestrian / vehicular conflict, particularly in the central seafront area.
- Providing good accessibility into and within the area.
- Creating a better public realm / environment.
- Providing a better balance between car, public transport and pedestrians / cyclists.
- Improving facilities for pedestrians and cyclists.
- Providing improved public transport and coach facilities.
- Whether road space should be rationalised to improve conditions on the Esplanade.

Potential options to address these issues could include:

- Rationalisation of road space to create pedestrian piazzas, leisure opportunities and environmental improvements in the central seafront area.
- Rationalisation of seafront parking west of the Pier.
- Consideration of car parking as part of Cliff Gardens stabilisation works.
- Re-provision of car parking in conjunction with the redevelopment of the Seaway Car Park (to include parking displaced from the seafront).
- Relocation of parking lost at Dizzyland Car Park to a new facility to be provided as part of the redevelopment of the Dizzyland site.
- Promote park and ride facility at Leigh Station to encourage visitors to travel to the central area by train.
- Improvements to existing VMS and signage systems to enhance traffic management and optimisation of car parks.
- Creation of a 'hoppa' bus circuit, linking the two mainline rail stations and the bus station / travel centre with the seafront.
- Development of a bus service and route along the Esplanade.
- Investigate the potential to licence and accommodate a 'tuctuc' service of automated rickshaws serving the length of the seafront and rail stations and car parks.

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- Promote the effective delivery of a quality pedestrian esplanade and segregated cycleway as part of the Sustrans National Cycle Route.

London Southend Airport & its Environs Joint Area Action Plan

The draft Joint Area Action Plan (JAAP) is part of the LDF process and is being prepared by Rochford District Council and Southend Borough Council to respond to the challenges and opportunities offered by London Southend Airport, and proposed employment cluster.

These options are in addition to the new Airport railway station, expected to open in 2011, which will provide a direct link to London.

Southend Airport's Masterplan includes the following improvements for the Airport to become a regional airport:

- Runway extension.
- New terminal building.
- Increase in passenger numbers up to 2 million per annum by 2030.

As well as the development of the Airport, the JAAP has a vision for significant employment growth in Saxon Business Park at the Airport. It is forecast that the area has the potential to deliver 6,200 new jobs, excluding direct Airport related employment.

Developments in the JAAP need to be sustainable and are integrated with proposals to improve the wider network. The current preferred transport options to support JAAP developments are:

- Link road from Eastwoodbury Lane to Nestuda Way.
- Upgrade / improvements of Aviation Way.
- Green Travel Plans for the Airport and local employers.
- Public transport improvements through the use of Planning Obligations.
- Walking and Cycling.
- Sert with a link to the Airport.

A127 Corridor Study

The A127 is a key component of the transport network providing the main strategic link to the wider trunk road network across South Essex and the greater South East. It is also heavily used by local traffic in and around the Borough for local trip making. Whilst management plans exist for the maintenance and operation of the A127 within Southend, these do not reflect the wider aspirations from a range of users in terms of how the A127 can support the growth of the Borough.

It is therefore important that the Borough has a strategy for the management and development of the A127.

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Diagram 5 The Importance of the A127 within the wider planning context

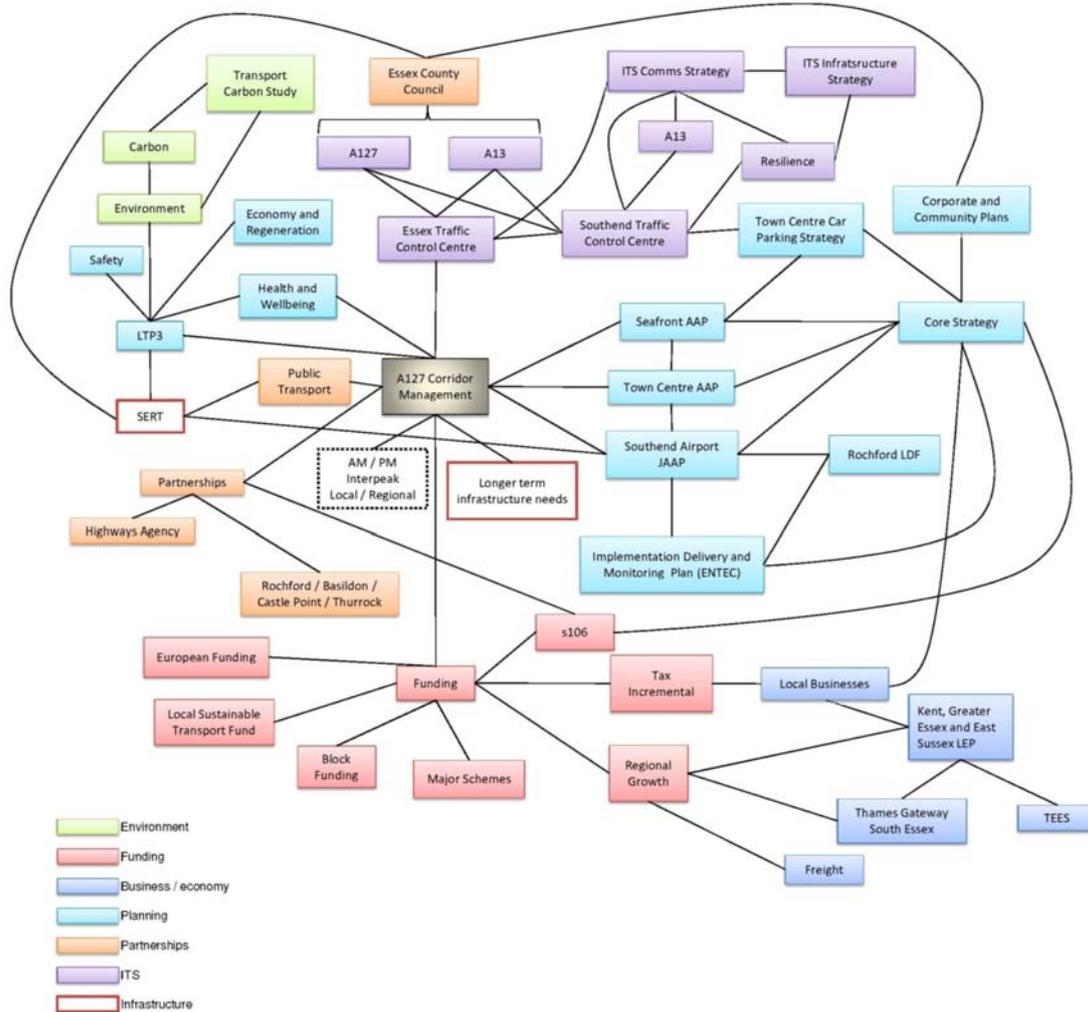


Diagram 5 provides a diagrammatic representation of the importance of the A127, not just to the movement of people and goods, but to wider planning, the environment, transport planning, business and the economy, partnership working, and intelligent transport systems.

There is a high degree of dependency on the A127 for a number of important outcomes across a range of economic, environmental and planning outcomes. The development of an A127 Corridor Management Strategy is thus imperative to the future success of the Borough.

The purpose of the corridor management strategy is to provide an outline plan of measures and interventions ranging over the short term (1-2 years), medium term (2-5 years) and the longer term (5-15 years). It provides a degree of research and evidence supporting the future development and management of the A127 corridor which is critical to many aspects of Southend's future – not just transport, but also its economy, the environment, and the health

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and safety of its community. It also acts to bolster the evidence base for LTP3 and identify further development of schemes over the next few years as contained in the Implementation Plan.

This work has been carried out as a desktop study drawing upon previous work making best use of existing reports, data and models where they exist. The Southend Multi-Modal Model has been used to test – in broad strategic terms – the outcome of the outline A127 Corridor Management Strategy.

The study is an outline strategy intended to set the scene for more detailed development of individual plans and actions. Based on the measures identified in it, the following actions are recommended over the next two years:

- Develop and execute a traffic communication strategy.
- Further develop and enhance the route by making best use of existing infrastructure through technology etc.
- Work to support LSTF funding application including a costed and justified business case.
- Carry out further preliminary feasibility study work on the Bell and Kent Elm junctions to better understand costs and benefits of those schemes for future year funding.
- Develop more detailed plans to link the airport to the city centre with *serf*.

A13 Corridor

The A13 is one of the two main east-west highway arteries in Southend, stretching from Shoeburyness in the east to the western Borough boundary terminating in the City of London.

The Thames Gateway South Essex Transport Business Plan included a Route Management Strategy (RMS) for the A13. The RMS sets the scene for the development and maintenance of the route over a specific time frame, building on existing scheme initiatives. Elements of the RMS included:

- Capacity improvements.
- Maintenance.
- Safety.
- Rationalisation of direct access to properties and adequate lighting.
- Traffic and incident management.
- Signing.
- Environmental.
- Public Rights of Way.

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From the RMS the A13 Passenger Transport Corridor major scheme emerged which was implemented during the period of LTP1 and LTP2. The scheme improved public transport along the A13 by implementing bus stop improvements, providing real time information and bus prioritisation at signals, as well as targeted junction enhancements and road widening. It also included the construction of a new Travel Centre in the town centre at the location of old Central Bus Station. Southend's major scheme linked with a similar programme of improvements that were implemented by Essex County Council outside the Borough boundary.

The impact of these measures included an increase in bus patronage of 10% along the route. We will work to ensure that the A13 is retained as the primary artery in the Borough for bus transport. These public transport achievements will be maintained and built upon during the life of this strategy through the policies and actions we have identified. We will also make use of other funding opportunities such as the Local Sustainable Transport Fund to supplement the actions we take.



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Bus at Stop in Southend

10. Implementation Plan

The Implementation Plan follows the policies that are included in this document. The implementation plan will list the policies under the four Actions, which are:

- Action A Better Sustainable Transport and Mobility Management
- Action B Better Networks and Traffic Management Schemes
- Action C Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in
- Action D Better Operation of Traffic Control, Information and Communication Systems (including ITS and UTMC)

The policies will then include a list of schemes which will start to be implemented within the first four years of the 15 year strategy.

Funding and Delivery

In December 2010 the Government announced funding levels for transport going forward to 2014/15. It highlighted the need to continue to prioritise road maintenance in order to safeguard the largest single local public asset and the liabilities for future years that can be created from short-term cuts in maintenance. The following table illustrates the allocation available to Southend. This represents a decrease in funding, in comparison to the average for the whole LTP2 period, of approximately 50%. The funding is not ring-fenced, and local authorities are free to spend their allocations in accordance with their priorities. All funding will now be supplied as capital grant, and not as supported borrowing.

	Confirmed (£m)		Indicative Allocation (£m)	
	2011/12	2012/13	2013/14	2014/15
Maintenance	1,932	1,720	1,518	1,518
Integrated Transport	1,067	1,138	1,138	1,600
Totals	2,999	2,858	2,656	3,118

Diagram 6 shows the link between the Strategy through the Four Key actions that emerged and how this informed the Implementation Plan. For more information regarding schemes please see the Implementation Plan document.

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Programme and Project Management

Sound programme and project management principles will be applied to ensure that the coordination, direction, overseeing and implementation of the related “Actions” delivers the outcomes and benefits described.

The guiding principles for setting out the LTP3 Programme Management structure focuses on the following checklist:-

- **Completeness of the Planning** – based on a sound “evidence base” and robust “issues and options”, aligned with corporate and community priorities.
- **Overall Control** – creation of a “Programme Board” structure with clearly defined roles and responsibilities.
- **Assurance** – assessing the compliance with the aims, objectives and specifications by reviewing the programme and projects at defined intervals.
- **Financial Control** – ensuring budgetary controls are in place and projects are affordable and additional funding obtained and effectively managed.
- **Resourcing** – making sure that the right resources are available, representing value for money.
- **Prioritisation** – keeping the programme under review and ensuring flexibility and ability to adapt should better proposals develop.
- **Managing Delivery** – to time and budget and reporting by exception
- **Managing Risks** – ensuring that risks are captured and mitigation measures developed and applied.
- **Managing Issues** – ensuring that issues are raised promptly at the appropriate project and programme board and effectively resolved.
- **Achieving Outcomes** – deciding the mix of projects that deliver the best outcomes
- **Achieving Benefits and Outputs** – making sure that the “benefits are realised” and the right mix of “soft” and “hard” measures are delivered.
- **Decision making** – ensuring that responsibility is appropriate and that decisions are made at the appropriate level.

Programme Organisation, Leadership and Structure

Effective Programme Organisation combines defined roles, clear responsibilities and appropriate management structures and reporting arrangements with a flow of information between projects and the programme. The LTP3 has a clear vision, objectives and strategy supported by robust policies developed in partnership. There is a strong commitment evidenced by the “Better Southend” and “Cycle Southend” programmes delivered through focussed and experienced Programme Boards. Use of the programme management software “Imprest” supports the reporting process to the Boards.

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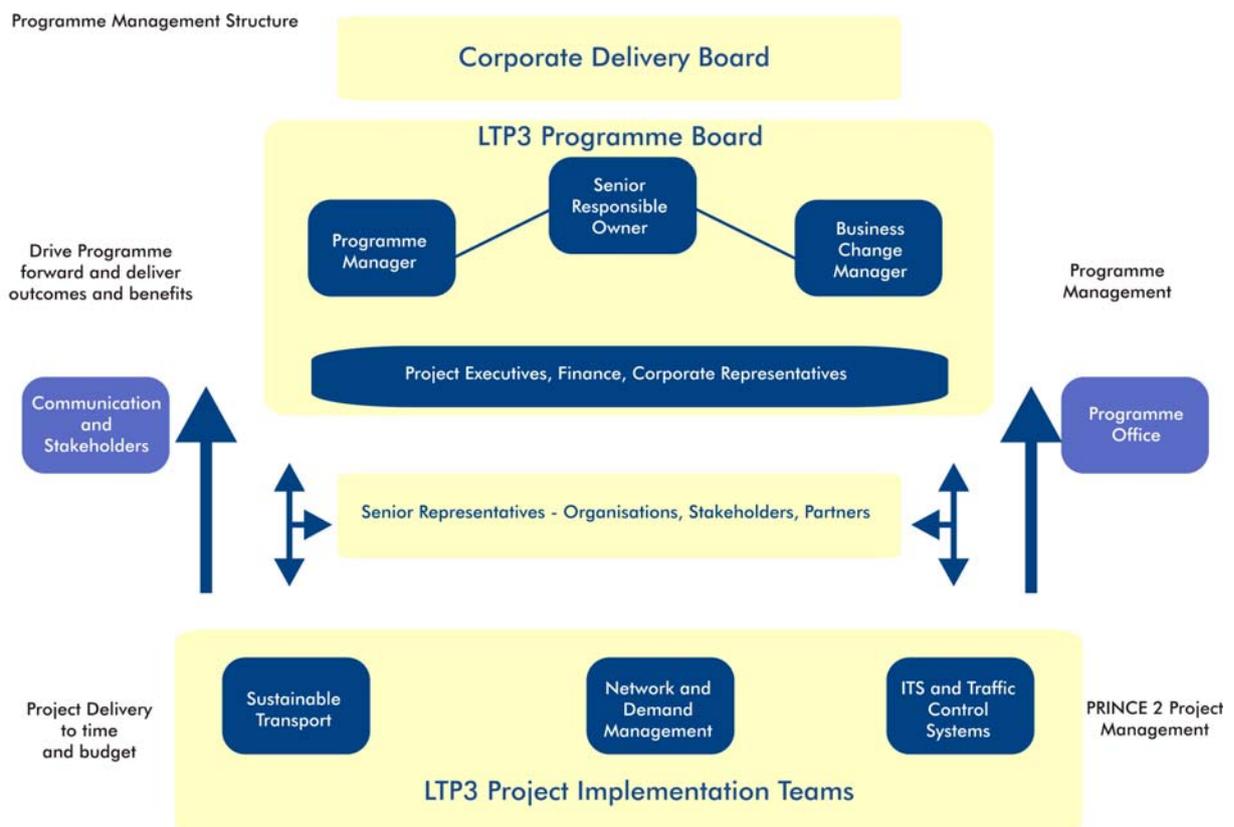
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Diagram 7 shows the Programme Management Structure which provides for a delegation of roles and responsibilities and recognition of the key role that stakeholders and other organisations will play in shaping the LTP3 Implementation Plan. The Programme Board's role will focus on the following:-

- Executing and monitoring the Implementation Plan by managing a dossier of projects and the benefits they are expected to provide, and monitoring their progress.
- Maintaining and refreshing the Implementation Plan identifying changes needed to the Implementation Plan from the monitoring.
- Rolling forward with the Implementation Plan into the next year as projects are completed.
- Identifying strategy impacts from the Implementation Plan deviations and identify any impacts on the Strategy.
- Implementing Plan changes.
- Maintaining and Refreshing the Strategy throughout its life to reflect the Implementation Plan impacts and external influences. This in turn further updates the Implementation Plan.

Diagram 7



LTP Lifecycle

Diagram 8 illustrates the LTP3 lifecycle and every activity in it is necessary in some form for delivery of the Local Transport Plan.

There are six activities in total

Activity 1 and 2 show that the strategy is developed first which then informs the Implementation Plan.

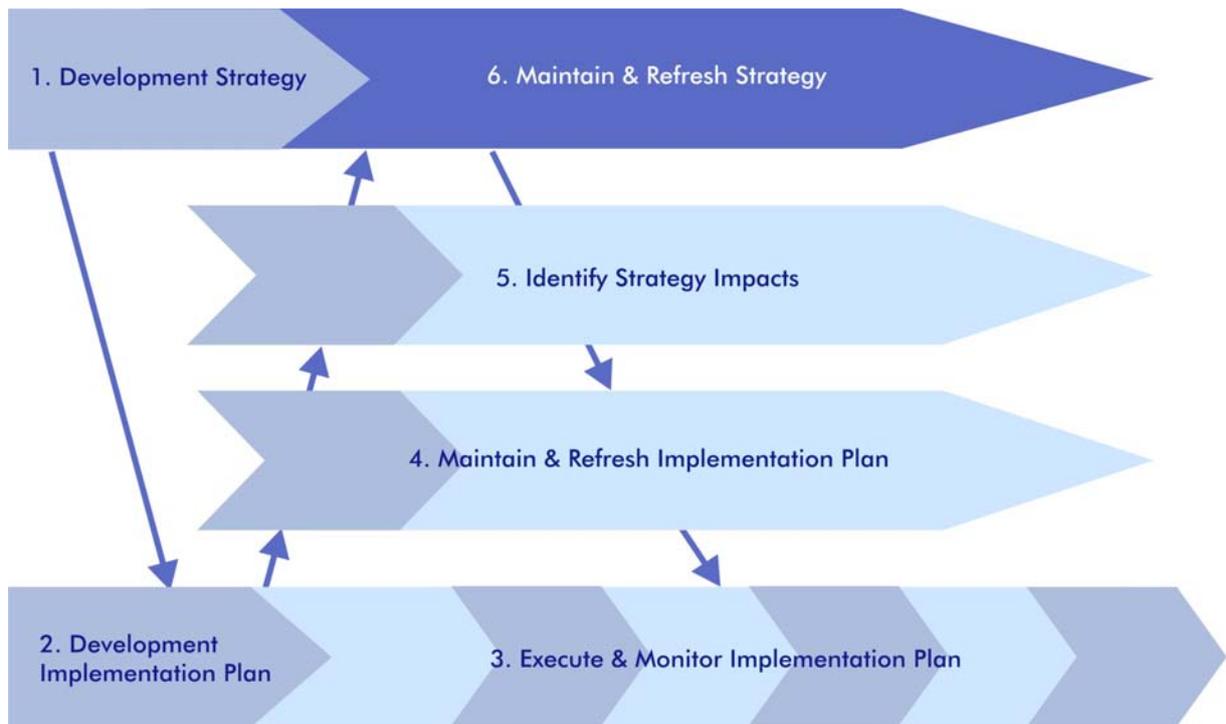
Activity 3 shows the implementation Plan managing projects and the benefits they are expected to provide.

Activity 4 changes needed after being identified from the monitoring activity in 3.

Activity 5 identifies any impacts on the strategy made by the Implementation Plan changes.

Activity 6 provides the means to refresh the strategy throughout its life reflecting the Implementation Plan impacts and influences.

Diagram 8 – LTP3 Lifecycle



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Car Parking in Southend

11. Measuring Progress

In order to reduce the data burden on local authorities, a draft single list of data requirements has been produced that incorporates all information required by Central Government. Under this draft scheme, the indicators marked blue in Table 1 below are to be deleted – confirmation of this will occur in March 2011 ready for implementation in April 2011.

The Table lists national indicators that are currently associated with transport, the source of the data and the organisation responsible for calculation.

Table 1

National Indicator Number	Description	Data source	Indicator calculation
47	People killed or seriously injured in road traffic accidents (LAA 6) (calendar years)	Atkins	Atkins
48	Children killed or seriously injured in road traffic accidents (calendar years)	Atkins	Atkins
167	Congestion – average journey time per mile during the morning peak	DfT – Trafficmaster data	Strategic Planning & Transport
168	Principal roads where maintenance should be considered		
169	Non-principal classified roads where maintenance should be considered		
175	Access to services and facilities by public transport, walking and cycling - post 16 education (LAA 6)	Atkins	Atkins
176	Working age people with access to employment by public transport (and other specified modes) (calendar year)	DfT	DfT
177	Local bus and light rail passenger journeys originating in the authority area (LAA 6)	Bus Companies	Bus Companies
178	Bus services running on time	Strategic Planning & Transport	Strategic Planning & Transport
198	Children travelling to school – mode of transport usually used (LAA 6)	Schools Census – C&L	Strategic Planning & Transport

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A single draft list of information was published by Department for Communities and Local Government (DCLG) on 7th February 2011 that describes the data local authorities are likely to have to provide to government from April 2011 onwards³⁹.

From this list, any data that could be associated with the monitoring of transport polices in LTP3 has been summarised in Table 2 below.

Table 2

For Departmental Indicators, to enable central government to be held to account by the public	Dept*
House Building Return (P2)	DCLG
Housing Flows Reconciliation Form (HFR)	DCLG
Flood and coastal erosion risk management and sustainable drainage systems	DEFRA
Local nature conservation/biodiversity	DEFRA
Local bus and light rail punctuality	DfT
Smart & Integrated Ticketing - UNDER CONSIDERATION	DfT
To protect the national interest, where local accountability is insufficient	
Children's Centres	DfE
For aggregation into national level statistics	
National land use database of previously-developed brownfield land (NLUD-PDL)	DCLG/ HCA
Public rights of way	DCLG/ OS
Concessionary Travel Survey	DfT
Taxi Survey	DfT
Blue Badge Parking Survey	DfT
Civil Parking Enforcement Survey	DfT
Road condition data	DfT
To fulfil legal obligations under European/International law and directives	
Annual statistical survey for local authorities' statutory Local Authority Pollution Control function (LPCSS)	DEFRA
Incidents under the Environmental Damage Regulations 2009	DEFRA
WasteDataFlow - LA waste management statistics.	DEFRA
Local Authority Private Water Supplies Data submission	DEFRA
To be made public by all local authorities to support local accountability	
Annual Monitoring Reports: Core output indicators	DCLG
Emissions from Local Authority own estate and operations (former NI 185) – Under review	DECC
Speed camera inventory	DfT

³⁹

<http://www.communities.gov.uk/localgovernment/decentralisation/tacklingburdens/databurdens/?view=Standard>

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To support effective administration of funding	
School Census	DfE
School Workforce Census - LA level	DfE
School Workforce Census	DfE
Bikeability**	DfT
Highway inventory data	DfT
Major transport scheme spend	DfT
Road Lengths Survey	DfT
Local Sustainable Transport Fund	DfT

*Department responsible for data collection.

** Bikeability = Bike training delivered and that planned and proposed for future years; Other cycle training delivered; Results of cycle training; Barriers to training; Non-school based cycle training.

An extensive monitoring programme has been commissioned as part of the Cycle Town project. This includes both manual and automatic counts at strategic points around the Borough, cycle parking counts at railway stations, the Town Centre and at schools. It is envisaged that this will continue as part of any LTP.

Until there is clear guidance from Central Government it will not be possible to decide which indicators will be required. This section of The LTP3 strategy document will be updated once final decisions have been made.

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New Cycle Shelter

12. Glossary

Abbreviation	Meaning / Definition
AAP	Area Action Plan
AQMA	Air Quality Management Area
CO ₂	Carbon Dioxide
EU	European Union
GPs	General Practitioners
HGV	Heavy Goods Vehicle
ITS	Intelligent Transport Systems
JAAP	Joint Area Action Plan
KSI	Killed or Seriously Injured
LDF	Local Development Framework
LEP	Local Enterprise Partnership
LGV	Light Goods Vehicle
LTP	Local Transport Plan
RTA	Road Traffic Accident
RTPI	Real Time Passenger Information
SaMERU	Safety Mobility for Elderly Road Users
SEA	Strategic Environmental Assessment
<i>sert</i>	South Essex Rapid Transit
SUDS	Sustainable Urban Drainage Systems
VMS	Variable Messaging Signs

