

APPENDIX B - Table Showing The Relationship Between the Strategy and Implementation Plan

STRATEGY		IMPLEMENTATION PLAN			
Themes	Policies	Action Better Sustainable Transport and Mobility Management	Action Better Networks and Traffic Management Schemes	Action Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in Funding and Delivery	Action Better Operation of Traffic Control, Information and Communication Systems (including ITS and UTMC)
A thriving and sustainable local economy	Policy 1: Reduce congestion in Southend	Promotion of Sustainable Travel see Policy 2 Ensure Planning Applications have proper Transport Assessments including Air Quality Assessments	1) A127 and A13 Integrated Transport Corridor Strategies improvements particularly access to East Southend 2) Street work coordination including public information as part of the Network Management Duty (Symology) 3)Transport Schemes to improve public transport efficiency to support Area Action Plans at Airport, Town Centre and Shoeburyness - including <i>sert</i> 4) Junction Imps Kent Elms, The Bell		Use of modern technology to improve traffic flows to help bus priority and HGV's particularly on A127 and A13 Action C Policy 12
	Policy 2: Encourage and facilitate the use of sustainable modes and public transport for travel	MoveEasy Mobility Management - Southend BC, School, Area, Station, Workplace, Residential Travel Plans MoveEasy Events/prioritised promotions for modal shift Provision of Travel Information MoveEasy Sustainable Travel Discounts and Grants Monitoring Traffic and Travel	Improve Footways, Footpaths and Bridlepath Improve Cycle Routes Recycle Centre Relocation & Cycle Hire Improved Access to Railway Stations Improve Pedestrian and Cycle Routes Signage	MoveEasy Network to support all sustainable travel (see Policy 2) Quality Rail Partnership Quality Bus Partnerships Quality Freight Partnership	Real Time Passenger Information (see Policy 13) Integrate travel modes - SMS, smart ticketing, cycle racks at bus stops / stations
	Policy 3: Better manage vehicle parking capacity		Complete a Parking Strategy for all modes to improve both on-street and off-street parking management		Car park VMS system (see Policy 13 below) and directional signage.
	Policy 4: Maintain the network to a good standard and ensure it remains resilient to external events	Seek s106 agreements to gain suitable compensation for impact of developments on the highway network	Flooding strategies and appropriate adaptation and mitigation works Cliffs Management Transport Asset Management Plan Risk Management Highway Maintenance all Transport Assets Monitoring All Assets see policy 2 for monitoring use of assets	Anglian Highway Authorities Utilities Committee (AHAUC) EEDET Regional Transport Forum and Maintenance	
	Policy 5: Ensure provision of sustainable transport services to support the regeneration of Shoeburyness and other new developments in the Borough	Ensure all new developments and regeneration projects are supported by frequent public transport services. Ensure Travel Plans are included in s106 agreements to encourage/promote sustainable travel	Improve access by sustainable modes to Shoeburyness Ensure <i>sert</i> links to Shoeburyness		
	Policy 6: Ensure access to London Southend Airport is predominantly by sustainable modes	Public transport and coach services should be improved (and promoted) to the Airport Area Travel Plan to be developed with the Airport Southend Airport shall be developed in partnership	<i>sert</i> project should have links to the airport		
	Policy 7: Ensure the movement of freight in Southend is efficient, and does not adversely impact on residents or the environment		Develop Route and Footway Hierarchies to support Freight Strategy Provide facilities for drivers		
	Policy 8: Support businesses, tourism and regeneration -	Traffic management for events that promotes sustainable alternatives	Proposed river transport to support leisure and perhaps business trips		

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<p>Minimise environmental impact and promote sustainability for a greener Southend</p>	<p>Policy 9: Ensure that transport development respects and enhances the street scene and public realm</p>		<p>Draft Streetscape Manual to become policy regarding quality of materials/design Declutter streetscapes Provision of lighting to support sustainable travel Shared space to be promoted</p>		
	<p>Policy 10: Reduce Carbon Dioxide Emissions from Transport</p>	<p>Promotion of sustainable travel options through the MoveEasy Network Promotion of electric vehicles and greener vehicles Provision of 'green driving' training Low carbon practice to be used by the Council for travel</p>	<p>Area Wide Traffic Management schemes e.g. 20 mph limits Provision of electric car/cycle charging points Provision of VMS and direction signs Low carbon practice to be used by the Council for asset management Climate Change Risk Report and see Policies 4 and 10 above Undertake engineering works to help adapt and mitigate impact of flooding and to protect the highway work against the impact of climate change</p>		
	<p>Policy 11: Increase the resilience of the transport network to climate change</p>				
	<p>Policy 12: Maintain Air Quality</p>	<p>Development proposals to include Air Quality Assessments Air quality will continue to be monitored Electric or low carbon car pool for SBC</p>			
	<p>Policy 13: Make better use of 'intelligent transport' technology to help maintain the traffic flows of traffic and provide information to travellers</p>				<p>Provide Real Time Passenger Information (RTPI) (Policy 2) Develop Mobile Phone (SMS) technology (Policy 2) Develop Smart Card and integrated ticketing in partnership (Policy 2) Improve VMS signs for travel and car parking information (A13 & A127) (Policy 1) ANPR strategic route programme (Policy 1) CCTV cameras for safety and travel information (Policy 15) Develop a Urban Traffic Control Centre and upgrade system (Policy 1)</p>
<p>Policy 14: Protect and enhance the natural and built environment</p>	<p>Rights of Way Improvement Plan</p>	<p>Protection of historic and natural environment (also see Policy 9) Greengrid support</p>			

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A safer Southend	<p>Policy 15: Support safety partnerships and promote safer communities</p> <p>Policy 16: Appropriate road safety engineering and accident site treatment</p> <p>Policy 17: Comprehensive road safety education, training and publicity</p> <p>Policy 18: Maintenance and monitoring to improve safety and accessibility</p>	<p>Road safety policy</p> <p>Education, training and safety to be provided for more vulnerable, targeted highway users The Road Safety Team and MoveEasy will work with schools, colleges and businesses, the elderly and other target groups in partnership with relevant organisations Bikeability training to be provided</p>	<p>20 mph zones</p> <p>Road safety strategy Highway engineering improvements to reduce accidents Kent Elms junction safety improvements</p> <p>Ensure appropriate programme of ETP for vulnerable and high risk road users Bikeability Training for schools and adults Road Safety Public/Information Travel Buddies Parking Management Strategy including enforcement and route hierarchy support</p> <p>Maintenance Policy Monitoring condition and use of highway assets (see also Policy 4 & 2)</p>	<p>SBC working groups including engineers, and education Southend Traffic Casualty Reduction Group including links with NHS (PCT) Casualty Reduction Partnership Eastern Region Road Safety Crime and Disorder Reduction Partnership See Policy 15</p> <p>See Policy 15 and 23</p>	

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Reduce inequalities in health and wellbeing and a more accessible Southend	<p>Policy 19: Improve accessibility to Southend Hospital from the East of the Borough by public transport within a 30 minute window</p> <p>Policy 20: Improve north / south accessibility in the west of the Borough</p> <p>Policy 21: Tackle health inequalities by increasing the number of adults and children who walk and cycle for work, education, and leisure</p> <p>Policy 22: Ensure all public transport is fully accessible by 2017</p> <p>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</p>	<p>Improve public transport links between Leigh and Eastwood</p> <p>Provision of appropriate access at all junctions, pedestrian routes and public facilities</p> <p>Upgrade footpaths to bridleways for equestrians and cyclists</p> <p>Strategic provision of cycle parking particularly for deprived areas</p> <p>The council to work in partnership with transport operators to ensure public transport is fully accessible by 2017 through a prioritised work programme</p>	<p>Seek to reduce severance caused by A127 and railway lines</p>	<p>Work with public transport operators to provide good services to the Hospital from the east of the borough</p> <p>Working with various partnerships and groups identified in Policy 23 below</p> <p>Partnerships with Transport Operators</p> <p>MoveEasy Network (see Policy 2)</p> <p>Essex Local Access Forum</p> <p>Greengrid</p> <p>Essex Casualty Reduction Partnership (see Policy 15)</p> <p>Thames Gateway Partnership</p> <p>Anglian Highway Authorities Utilities Committee (AHAUC)</p> <p>EEDET Regional Transport Forum and Maintenance</p> <p>River Thames</p> <p>Flood Management Partnership</p> <p>Community Partnerships - SAVS</p> <p>Town Centre Partnership</p> <p>Business Links (Chambers of Commerce)</p> <p>Airport Forum</p> <p>Local Enterprise Partnerships</p> <p>Transport Operators</p>	<p>Smartcards and integrated ticketing - links with mobile phone technology and near field travel ticket systems</p>