Southend Southend-on-Sea Local Transport Plan 3

Our Strategy for Transport: 2011/12 – 2025/26

People, Place, Purpose: For a Better Southend

 Updated November 2014

Draft Version – cover to follow

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Foreword

The provision of a high quality, accessible, and free flowing transport system that supports sustainable economic development and regeneration across the Borough is a fundamental objective of this Local Transport Plan. Better access and improved urban mobility underpins the Borough`s development plans and is critical in realising new development in a sustainable way.

The Government continues to challenge local transport authorities to develop and bid for "packages" of measures to support economic growth and reduce carbon emissions, as well as creating a better environment and public spaces, improved safety and encouraging healthier lifestyles. This is set against a background of economic constraints and reducing budgets. The Local Transport Plan is a vital tool in ensuring that the transport policies are part of a holistic approach to deliver the objectives of a "Safe, Clean, Healthy, and Prosperous Southend".

Measures in the Plan will seek to encourage and enable people to make more sustainable travel choices, support the on-going development of sound asset management principles and support the recently approved Joint Area Action Plan (JAAP).

Over many years, we have all seen good progress that has been made in improving the transport network. I am keen to continue this work to see better public transport, safer streets and better traffic management for our residents, businesses and visitors. We must maintain, manage and improve the transport network because it is such a valuable asset to our Borough. The new LED street lighting initiative will save energy and improve safety and, together with improvements to the A127 principal road network will improve our infrastructure. The award winning www.ideasinmotionssouthend.co.uk campaign and continued funding for walking and cycling demonstrates a real desire to improve mobility for all.

I am sure that by working closely with our partners, that we can achieve this and give the Borough the transport network that will help to attract new investment and support with our economic growth.

Councillor Terry
Executive Councillor for Public Protection, Waste and Transport

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Executive Summary

Vision

The Third Local Transport Plan (LTP3) 2011/12 – 2025/26 aims to deliver the Council's vision, as reflected in the Corporate Plan, of **'Creating a better Southend'** and is supported by 5 aims:
- Clean
- Safe
- Healthy
- Prosperous
- Led by an Excellent council

The Council identifies priorities, related actions and performance measures to assess how well it is doing against the aims.

Policy Drivers

The LTP is guided by a range of policies including:
- Creating Growth, Cutting Carbon Making Sustainable Transport Happen – White Paper, January 2011.
- 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.
- South East Local Enterprise Partnership (SELEP) Strategic Economic Plan

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.

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- 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.
- 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:
- Reduce health inequalities by increasing the number residents of all ages who travel actively to work, education, local services and for leisure.
- The promotion of active travel through Ideas in Motion.
- Improve the quality of "door to door" travel and;
- Continue to work in partnership with health providers, community care organisations, including volunteers, to promote and train people to travel actively particularly in the deprived areas of Southend.
- Ensure all public transport is fully accessible by 2017.

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- Improve accessibility to Southend Hospital particularly from the east of the Borough by public transport.
- Improve north / south accessibility, particularly in the west of the Borough.

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1.   Introduction

1.1   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).

1.2   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 six years for 2015/16 – 2020/21, to fit with the Government's current spending plans.

1.3   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.

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

1.5   The Government has stated that LTPs will remain a key part of the transport planning process 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

1.6   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 LTP1[1]. 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.

1.7   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

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

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transportation and 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.

1.8   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 six 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.

1.9   The Strategy will be reviewed and 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.

People, Place, Purpose

1.10   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).

1.11   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.

1.12   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 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.

1.13   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

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we are going to influence behaviours to increase the use of sustainable modes.

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Diagram 1: Local Transport Plan 3 (LTP 3) Programme

Strategy

Programme & Project Management	**LTP Programme Board**	Value for Money Monitoring

LTP3 Strategy

Four Themes

Thriving & Sustainable Local Economy	Minimise environmental impact & promote sustainability for a greener Southend	A Safer Southend	Reduce inequalities in health & wellbeing and a more accessible Southend

Policies

Strategic Environmental Assessment	Equality Impact Assessment

Implementation

Implementation Plan

Actions

Better Sustainable Transport and Mobility Management	Better Networks and Traffic Management Schemes	Better Partnerships, Engagement & Sponsorships to support greater efficiencies in Funding & Delivery	Better Operation of Traffic Control Information & Communication Systems
Travel Planning	**Parking Management**	**LTP Transport Partnership**	**Real Time Passenger information (RTPI)**
Accessible Public Transport	**Freight Strategy**	**Ideals in Motion**	**Website**
Rights of Way	**Maintenance & Monitoring**	**Community Partnerships**	**Smart Ticketing**
Public Transport Improvements	**Area Wide Traffic Management Schemes**	**Local Enterprise Partnership (LEP)**	**Variable Messaging Signs (VMS)**
Active Travel Planning (Cycling & Walking)	**Transport Asset Management Plan**	**Public Transport Operators**	**Transport Closed Circuit Television (CCTV)**
Co-ordinated Marketing Communication	**Improved Street work Co-ordination**	**Health/NHS/Police/Fire Services**	**Urban Traffic Management Control (UTMC)**
Electric Vehicles	**Public Realm/ Streetscene**	**Internal Council Partnerships**	**Traffic Control Centre**
Rapid Transit	**Bus Priority**	**European Partnerships**	**Safety Cameras**
	Road Safety	**Cycle Southend**	

Diagram 2 - Scheme Prioritisation

LTP3 Evidence Base

LTP3 Strategy

Theme 1
A thriving and sustainable local economy in the Borough

Theme 2
Minimise environmental impact, promote sustainability for a greener Borough

Theme 3
A safer Borough

Theme 4
Reduce inequalities in health and wellbeing, and a more accessible Borough

Policies
Reduce Congestion.
Use of Sustainable Modes & Public Transport.
Better Managed Vehicle Parking.
Network Maintenance.
Sustainable Transport to support Regeneration.
London Southend Airport.
Freight Distribution.
Support for Business & Tourism & Transport Development to enhance Public Realm.

Policies
Reduce CO_2 emissions.
Increase resilience at the transport network due to Climate change.
Maintain air quality.
Make use of technology.
Protect and Enhance the Natural & built environment.

Policies
Support safety partnerships.
Road safety engineering and enforcement.
Education, training & publicity.
Maintenance of highway infrastructure.

Policies
Access to healthcare.
North/South accessibility.
Walking cycling & physical activity.
All Public Transport is fully accessible by 2017.
Quality of door to door travel.

LTP3 Implementation Plan
Action A - Better Sustainable Transport & Mobility Management
Action B - Better Networks and Traffic Management Schemes
Action C - Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in Funding and Delivery
Action D - Better Operation of Traffic Control, Information and Communication Systems

Structure of the LTP Strategy

The Strategy is arranged into chapters that follow this introduction.

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 (CO_2) 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

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2. Policy Drivers

Introduction

2.1   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

2.2   The change of government in May 2010 has led to a change in the priorities for local transport, the priorities are to[2]:
- Deliver the Coalition's commitments on high speed rail.
- Deliver a sustainable and customer-focused railway.
- Support sustainable local travel.
- Invest in our roads to promote growth, while reducing congestion and tackling carbon.
- Promote sustainable aviation.
- Reform the Coastguard and search and rescue helicopter capability.
- Implement the Department's key cross-cutting reform priorities.

2.3   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.

2.4   The Government's Local Growth White Paper was published on 28 October 2010, It set out three key priorities:

   a. Shifting power to local communities and businesses - by establishing dynamic local enterprise partnerships of local business and civic leaders, operating within an area that makes economic sense, which can provide the vision, knowledge and strategic leadership to set local priorities and empower communities to fulfil their potential.

   b. Increasing confidence to invest – by creating the right conditions for growth through a consistent and efficient framework for investment, an effective

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planning framework and new incentives to make sure local communities benefit from development.

c. Focused investment – by tackling barriers to growth that the market will not address itself and   supporting investment that will have a long term impact on growth.

2.5   As part of this agenda, the White Paper announced the first tranche of approved Local Enterprise Partnerships, the opening of the Regional Growth Fund and a range of measures designed to provide incentives for local authorities to promote business growth.

2.6   The Local Transport White Paper Creating Growth, Cutting Carbon Making Sustainable Transport Happen was published in January 2011 placed localism at the heart of the transport agenda in order to cut carbon emissions and create local growth.

2.8   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.

2.9   A total of £560 million was originally made available through the Local Sustainable Transport Fund (LSTF) to enable the department to fund a number of high quality bids. Funding was topped up with a further £40 million to £600 million in 2012 to accommodate approval for a greater number of bids (with local contribution being provided by local authority partners). In total, the Department for Transport awarded funding to 96 packages to 77 authorities to deliver their schemes between 2011 and 2015.

2.10   First published in 2010,the National Infrastructure Plan was an innovative attempt to bring together activity across the range of economic infrastructure sectors. The document has been developed and refined in annual updates since then, and the 2013 refresh is the product of close engagement with bodies across the infrastructure community. The National Infrastructure Plan 2013 sets out the government's long-term plan to ensure that the government can deliver the investment required to meet the UK's infrastructure needs to 2020 and beyond.

2.11   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.

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- 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.

The Local Picture

Corporate Plan

2.12 The Corporate Plan 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.

2.13 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.

Local Development Framework Core Strategy

2.14 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.

2.15 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.

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- 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.

2.16 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.

Local Enterprise Partnerships

2.17 The South East Local Enterprise Partnership (SELEP) brings together key leaders from business, local government, further and higher education in order to create the most enterprising economy in England through exploring opportunities for enterprise while addressing barriers to growth[3].

2.18 Covering Essex, Southend, Thurrock, Kent, Medway and East Sussex it is are the largest strategic enterprise partnership outside of London. The area, which is the country's economic powerhouse contributing £63 billion a year to the national economy, is full of business opportunities, offering a range of core economic strengths and investment potential.

2.19 The SELEP represents a combined population of 3.9 million people, offering a strong and skilled workforce, providing excellent facilities and a creative environment in which to do business, with more than 130,000 businesses supporting more than 1.3 million jobs

2.20 The SELEP 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

2.21   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 Action Plan (SCAAP)

2.22   The adopted Core Strategy DPD makes provision for a large share of the Borough's new growth and regeneration to be focussed in the central area. As such the Southend Central Area Action Plan (SCAAP), which contains detailed policies and proposals, is being prepared for the town centre and central area. The emerging SCAAP builds on the adopted Southend Central Area Master Plan and contains the following transport related objectives:

- Balance the need to keep traffic flowing on the main road network to minimise congestion, especially delays to buses, with greater opportunities for pedestrians, cyclists and people with disabilities.
- Encourage the use of sustainable travel modes through smarter choices techniques and mobility management measures.
- Further improve public transport especially late night transport to help with the night time economy.
- Continue the programme of pedestrian improvements and encourage development that supports complimentary public realm and access improvements, including at Queensway, Victoria Gateway, and London Road.
- Continue to develop and support the cycle route network, secure cycle parking and work with Cycle Southend in terms of promotion, marketing and the creation of cycle hubs.
- Improve the provision for taxis to support access, especially at night.
- Implement a quality signage and way finding scheme for pedestrian and ensure that vehicle electronic displays for car parks and travel information better relay details to road and public transport users
- Take forward the relocation proposals for the Town Centre car parks to ensure that appropriate balanced provision is made between the capacity of the identified strategic locations (arrival points) and demand from the various quarters.
- Ensure the relocated car parks are located close to 'feeder' highways (i.e. Queensway) with short direct access and egress routes to that highway
- Capitalise on the reduction in general traffic circulation in the Town Centre to establish strong connecting routes for pedestrians to and from the car parks to the retail and leisure circuits in the Town Centre, including better lighting and public realm features.
- Work in partnership with bus operators to improve journey times, punctuality, frequency as well as improving customer satisfaction.

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Shoeburyness

2.23 A detailed plan for the Shoeburyness area is also scheduled and should address the issue of how sustainable transport can support the growth and regeneration that is planned for this area.

Development Management DPD

2.24 The emerging Development Management DPD also contains a borough-wide sustainable transport policy, which all new development proposals will need to have regard to.

London Southend Airport & its Environs Joint Area Action Plan
Joint Airport Area Action Plan (JAAP)

2.25 The JAAP, prepared by Rochford District Council and Southend-on-Sea Borough Council, seeks to integrate land use, transport, environmental and regeneration proposals with clear mechanisms for delivery.

2.26 The following key principles outlined below will be applied in relation to all development within the JAAP area:
- direct development to sustainable locations;
- minimise travel demand (through the implementation of travel plans);
- manage residual demand to constrain flows within the existing capacity of the highway network;
- traffic generated by JAAP development will be directed to the principal routes and discouraged from using local access roads; and
- implement capacity enhancement only as a final measure, delivered through the Plan-making process.

2.27 The JAAP also identifies the following network capacity improvements. In the longer term it may be necessary to build more capacity into the network with an east-west link.
- The Bell (A127/Hobleythick Lane/Rochford Road);
- Kent Elms Corner (A127/A1015);
- Tesco's roundabout (A127/B1013).
- Southend/Sutton Road (The Ann Boleyn roundabout);
- The Sutton Ford bridge scheme requires further capacity to cope with forecast PM peak demand;
- Ashingdon Road/West Street roundabout;
- Minor improvements will be required to the Hall Road/Cherry Orchard Way junction to accommodate forecast flows; and
- Further work is required to confirm the layout and control of the JAAP
- site access junction.

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3. Key Challenges

Introduction

3.1 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

3.2 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.

3.3 Significant growth[4] 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

3.4 The Borough has relatively low per capita CO_2 emissions, however in order to meet challenging national CO_2 targets every local authority will be required to play its part by reducing its CO_2 emissions.

3.5 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.

3.6 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.

3.7 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 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

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[4] Specified in the Southend Core Strategy

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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.

3.8   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

3.9   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.

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

3.10   Tackling health inequalities remains 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 Southend Health and Wellbeing Board is a statutory committee of the Council that was established as required by the Health and Social Care Act 2012. Its overall responsibility is to improve the health and wellbeing of the population of Southend and reduce the health inequalities of the population.

3.11   The Southend Health and Wellbeing Strategy (SHaWS) for 2013-2015 outline the key priorities for improving health and wellbeing for all the borough's residents. Along with elected councillors, the Southend Health and Wellbeing Board brings together key partners from the NHS including, public health and the clinical commissioning group, children's services and adult social care, to jointly consider local needs and plan the right services for our residents.

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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
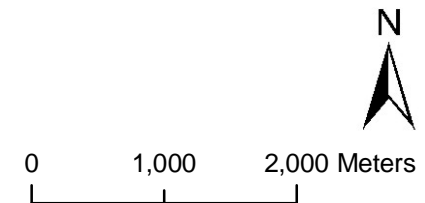
0   1,000   2,000 Meters

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3.12   The vision of the Health and Well Being Strategy is as follows:

"We aim to ensure that everyone living in Southend on Sea has the best possible opportunity to live long, fulfilling, healthy lives. We want:
- Our children to have the best start in life
- To encourage and support local people to make healthier choices
- To endeavor to reduce the health gap between the most and least wealthy
- People to have control over their lives as independently as possible
- Enable our older population to lead fulfilling lives as citizens"

3.13   There are clear, cross cutting principles and policies between the ambitions of the SHaWS and the policies for Southend's Third Local Transport Plan. Reducing the high levels of obesity and areas of deprivation are key ambitions. Healthier lifestyles are sought through the promotion of increased levels of active travel that include travelling by public transport as well as cycling and walking. Safer lifestyles by a reduction in ksi's through the provision of road safety education to children and the opportunity to undertake travel training by all modes to enable more , older people to live actively and independently.

3.14   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.

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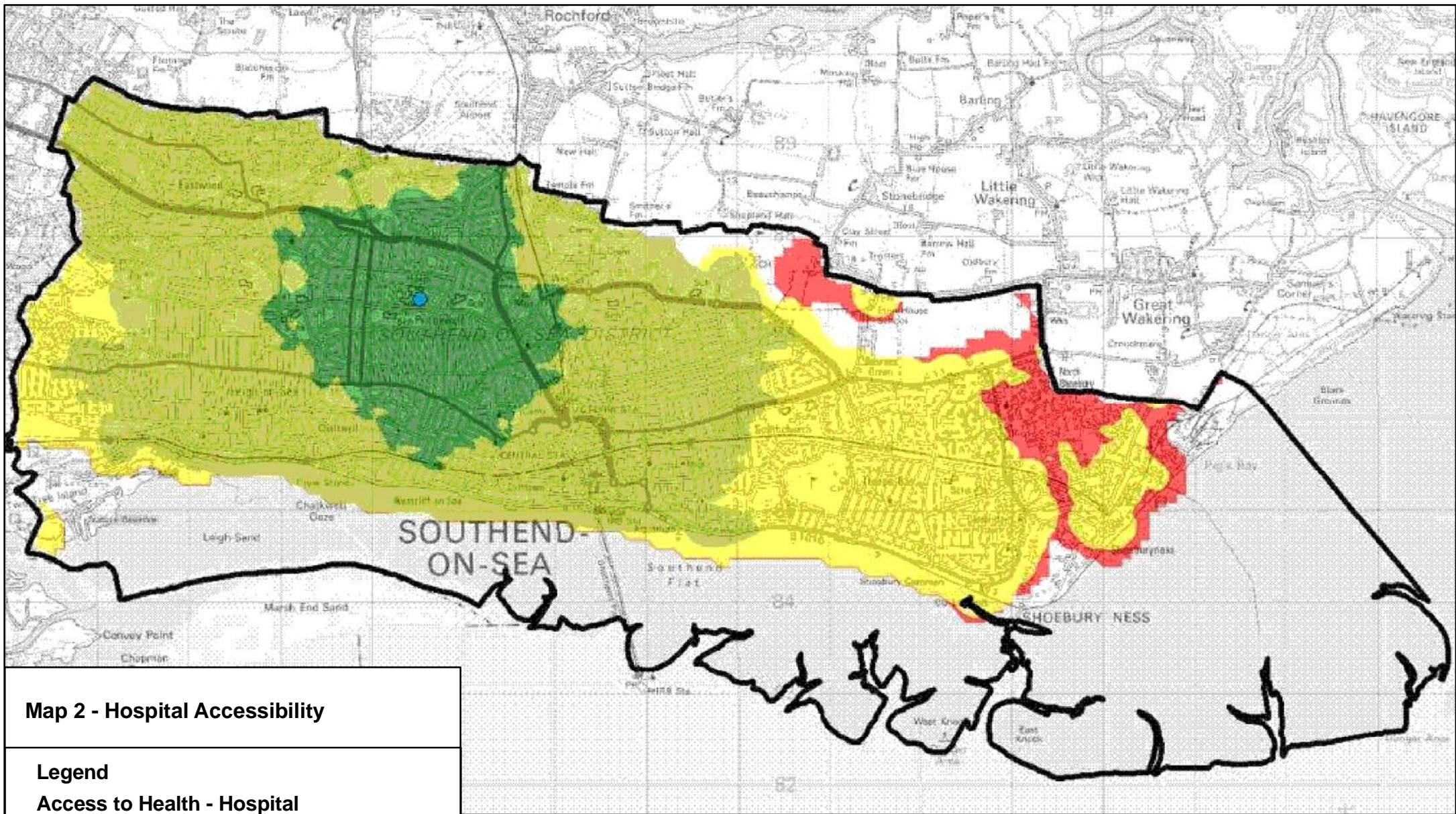
Map 2 - Hospital Accessibility

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

0   1,000   2,000 Meters

N
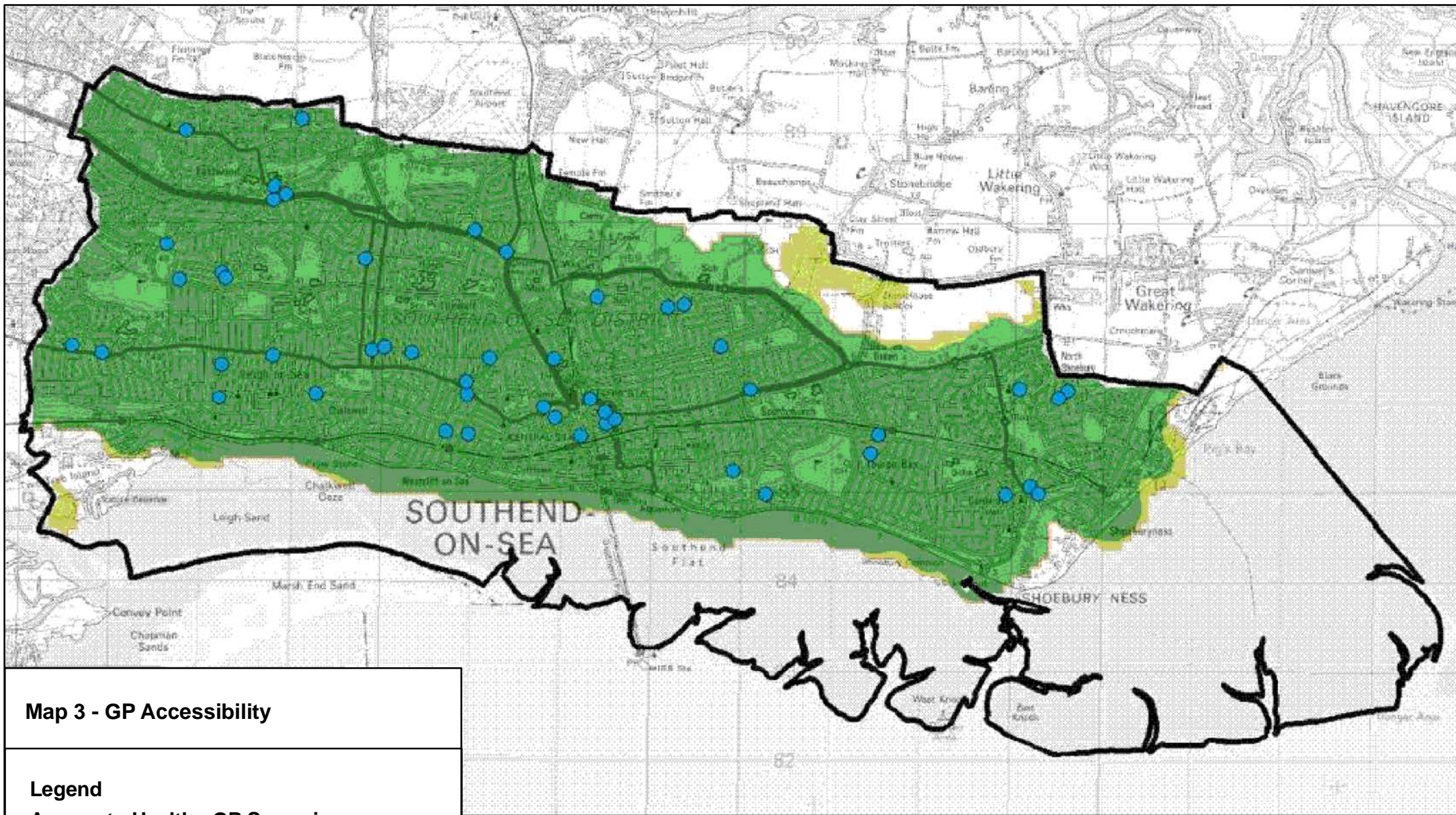
Map 3 - GP Accessibility

Legend

Access to Health - GP Surgeries

Less than 10 minutes

10 to 20 minutes

● GP Surgery

☐ Southend Boundary

0   1,000   2,000 Meters

N
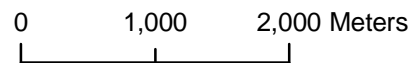
4.   Over-arching Transport Strategy

Introduction

4.1   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.
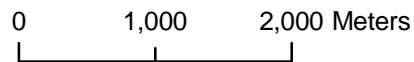
Goals and Aims

4.2   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.

4.3   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.

4.4   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.

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

Strategic Priorities

4.6   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.

4.7   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.

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4.8 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.

4.9 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.

4.10 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.

Thames Gateway South Essex (TGSE)

4.11 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.

4.12 The TGSE Partnership aims to coordinate regeneration in the area and speak with one voice to ministers and others involved in funding and development decisions, including those distributing Local Growth Fund allocations.

4.13 The TGSE Partnership includes:
- Basildon Borough Council
- Castle Point Borough Council
- Rochford District Council
- Southend-on-Sea Council
- Thurrock Council
- Essex County Council
- Representatives of the South Essex business community.

4.14 Essex County Council, Southend-on-Sea Borough Council and Thurrock Council 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.

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4.15   The TGSE Partnership has already worked with partners to secure significant private sector investment in nationally important projects. These include London Southend Airport and the London Gateway Thurrock super-port.

4.16   The Essex County Council, Southend-on-Sea Borough Council and Thurrock Council authorities have agreed the following joint priorities:
- Supporting economic and housing growth with bespoke, innovative and sustainable transport solutions.
- Improving reliability and journey times on the strategic network
- Improving the speed and reliability of the rail network within TGSE

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Diagram 3: Southend on Sea Transport Strategy - Key Diagram

Rochford District Council

Southend

Thames Gateway

Eastwood

Rochford District Council

Castle Point Borough

Progress Road

Airborne

A127

Kent Elms

Airport Business Park

London Southend Airport

Comet Way / Laurence / Aviation Way

Thanet Grange

The Bell

Prittle Brook Estate

Temple Farm

Stock Road

Fossetts Farm

G

A1159

Southend Hospital

Prittlewell

Sutton Road

Southchurch

A13

London Road

Leigh

Leigh Broadway

Chalkwell

Hamlet Court Road

Westcliff

C

Southend Central

Southend Victoria

A127

Southend East

A13

Thorpe Bay

Leigh Port

West Road / Ness Road

Shoeburyness

Towerfield / Vanguard Way

Old Ranges

N

5 kilometres

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Transport & Accessibility

Existing Provision

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

Proposed Provision

- 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

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

- G Garons Park (Sport & Leisure)
- C Cliffs Pavilion (Theatre)
- The Pier (Entertainment)

Sport, Recreation & Green Space

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

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

Introduction

5.1 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

5.2 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.

5.3 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"

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Diagram 4: number of Inbound and Outbound journeys to Work

20,992 Inbound Workers (2011 Census)

Southend
- 62,100 jobs in Southend (Nomis, 2013)

□ Public Transport ■ Walk □ Car □ Bicycle ■ Other

Method of Travel to Work in Southend (Census 2011)

9,708 to London (2011 Census)

17,674 Elsewhere (2011 Census)

27,382 Outbound Workers (2011 Census)
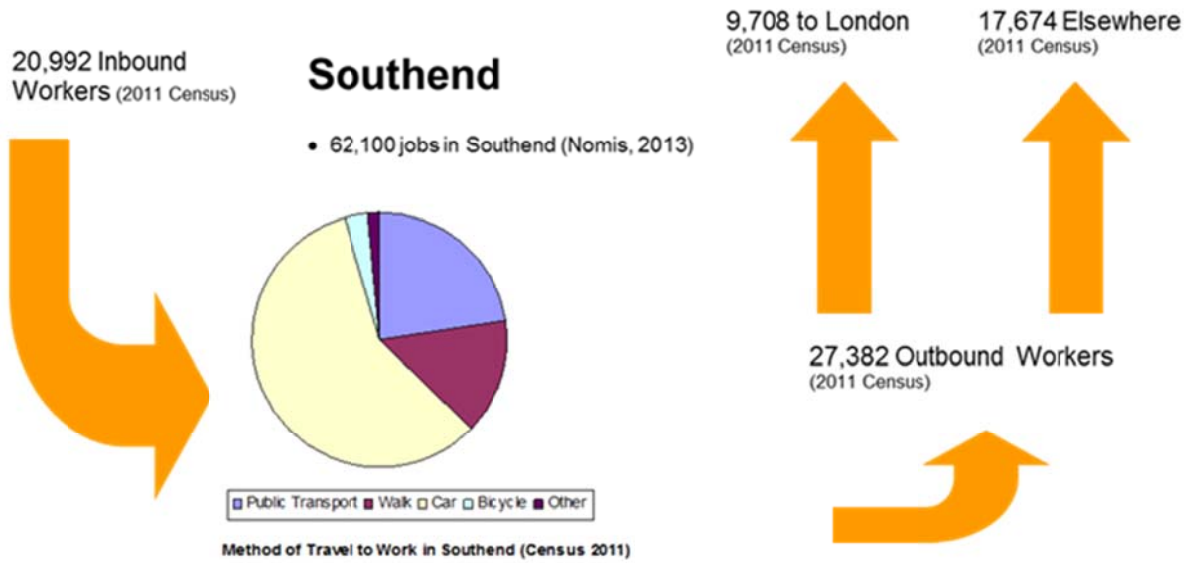
5.4 Because of the relative ease of accessibility to neighbouring towns the Borough has a large catchment area for its labour supply. Almost a third of people working in Southend commute in from outside the Borough boundary, adding to congestion levels. Conversely the percentage of out-commuters who 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.

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Distance Travelled to Work

Legend:
- Less than 10km
- 10km to less than 30km
- 30km and over
- Work mainly at or from home
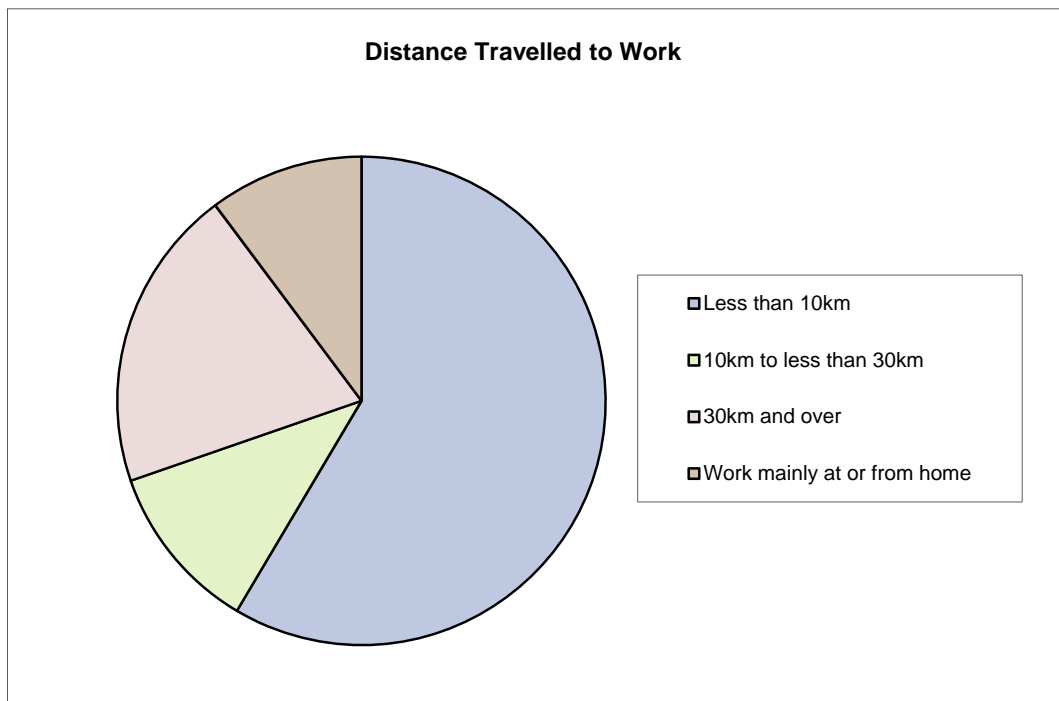
5.5   It is clear from the above diagram that approximately two thirds of journeys are up to 10km (6 miles).

5.6   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 has a new passenger terminal with annual air passenger numbers rising considerably.

5.7   Southend town centre, has large number of parking spaces. This availability of parking encourages travellers to drive to the town centre rather than use sustainable modes of transport or public transport.

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Mode of Travel to Work

- Work mainly at or from home
- Underground, metro, light rail, tram
- Train
- Bus, minibus or coach
- Taxi
- Motorcycle, scooter or moped
- Driving a car or van
- Passenger in a car or van
- Bicycle
- On foot
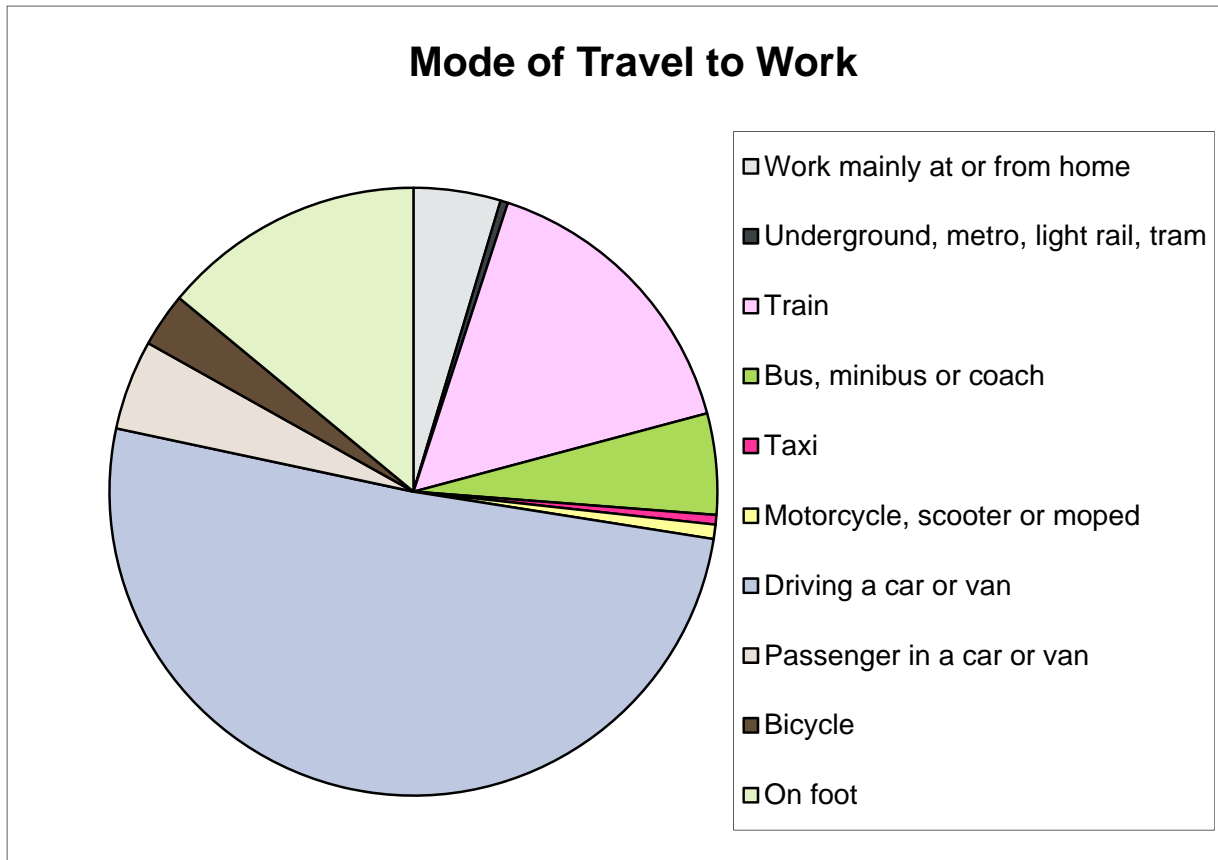
5.8 The diagram above shows that more than half of all journeys are undertaken as a driver of a car or van.

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

5.10 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 an improved bus network.
- 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.

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- 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

5.11 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.

Strategy Access to/from Southend

Congestion

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 an improved bus network, 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 through the "permit" scheme.

5.12 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

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by reducing journey times and also impacting positively on CO_2 emissions and pollution levels.

Congestion Modelling

The Council 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.

5.13 The programme of encouraging behavioural change will assist in reducing the number of vehicles using key routes, and free up road space. (www.ideasinmotionsouthend.co.uk).

5.14 The Council 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 improved bus services is essential for

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providing high quality public transport, particularly between the town centre and the Airport.

5.15   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.

East of England Permit Scheme

5.16   The scheme is operated by Bedford Borough Council, Hertfordshire County Council, Luton Borough Council and Southend on Sea Borough Council. The scheme received approval by the Secretary of State for Transport in June 2012 and came into operation on the 5th November 2012. The main purpose for the introduction of a scheme is to minimise disruption from unnecessary or badly controlled road works.

5.17   There are many additional expected benefits to be achieved through more effective control of road works, which include:
- Improving journey times and reliability for all our road users
- Reducing the congestion caused by road works
- Improving the information available on works, including advanced warning and duration
- Increasing the planning and control of works to improve safety and reduce damage to the road

Local journeys in Southend

Sustainable Modes and Modal Shift

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 Ideas in Motion "brand" including better marketing, information and communication.   - 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

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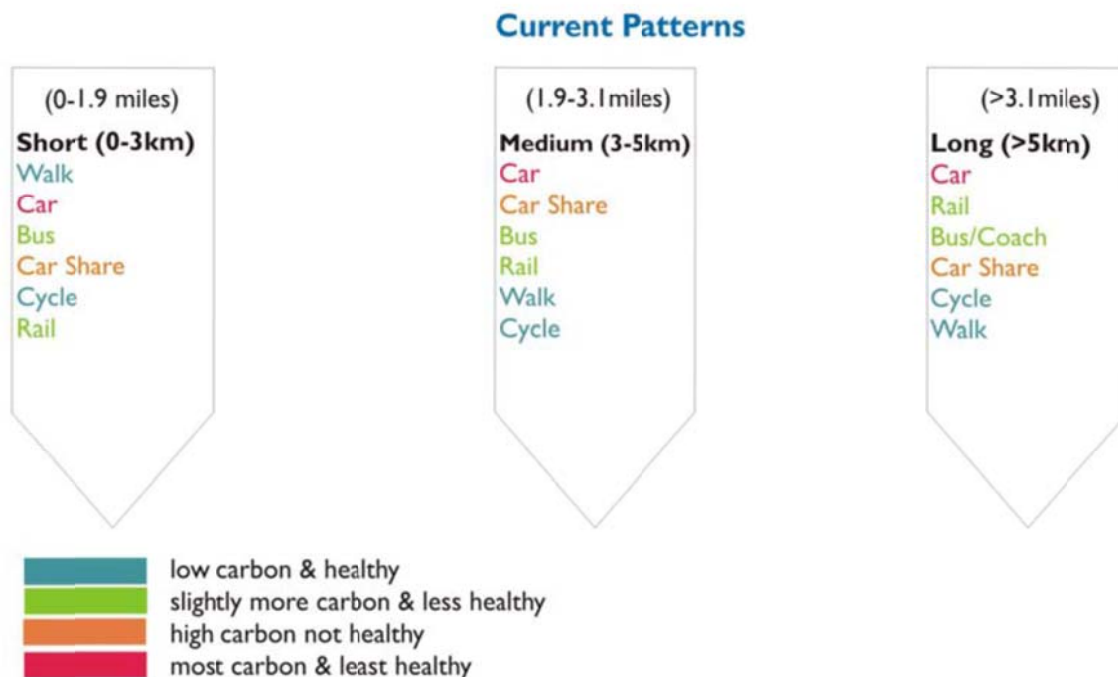*People – Place – Purpose*

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between 5km (3miles) and 10km (6miles).
- Implement the cycle hub concept as a social enterprise delivering sustainable transport
- Take forward the Cycle Southend and Comfy Saddle "brands" and websites and develop the strategy and further work plans 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

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

LTP3 - Travel Patterns

Current Patterns

(0-1.9 miles)	(1.9-3.1 miles)	(>3.1 miles)
Short (0-3km)	**Medium (3-5km)**	**Long (>5km)**
Walk	Car	Car
Car	Car Share	Rail
Bus	Bus	Bus/Coach
Car Share	Rail	Car Share
Cycle	Walk	Cycle
Rail	Cycle	Walk

low carbon & healthy
slightly more carbon & less healthy
high carbon not healthy
most carbon & least healthy

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5.19 There are a number of reasons why travel modes are chosen, such as:
- Time.
- Cost.
- Bus.
- Car Share.
- Cycle.
- Rail.

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

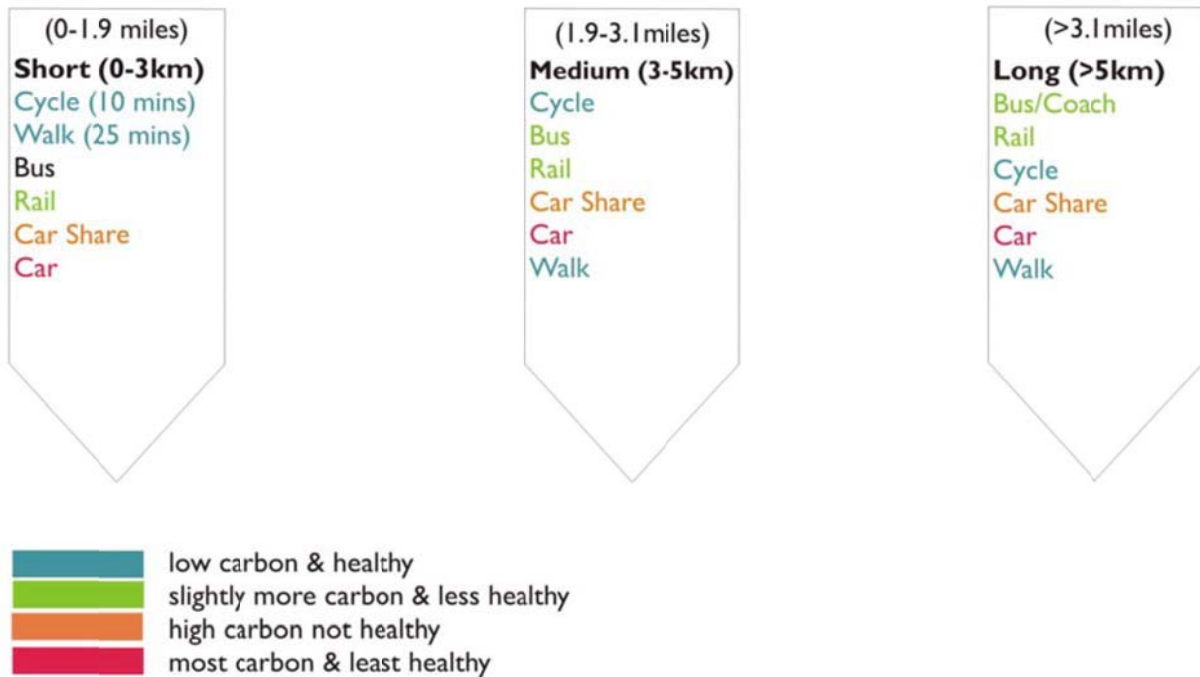| 30 Minute commute comparing modes within Southend				
	Distance Covered	**Daily Cost**	**Yearly Carbon**	**Calories Burned**
Walking	1.5 miles (2.4km)	£0	0	160
Cycling	6 miles (4.7km)	25p[4]	0	260
Bus	5.5 miles (8.9km)	£4.00[2]	263kg	51[1]
Train	25 miles (40.2km)	£5.40[3]	155kg	52[1]
Car	8 miles (12.9km)	£5.49[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 – 68.6p /mile – source AA, includes all cost				

5.21 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.

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Future Patterns

(0-1.9 miles)
Short (0-3km)
Cycle (10 mins)
Walk (25 mins)
Bus
Rail
Car Share
Car

(1.9-3.1miles)
Medium (3-5km)
Cycle
Bus
Rail
Car Share
Car
Walk

(>3.1miles)
Long (>5km)
Bus/Coach
Rail
Cycle
Car Share
Car
Walk

low carbon & healthy
slightly more carbon & less healthy
high carbon not healthy
most carbon & least healthy

5.22 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.

5.23 The Council will work with bus operators to encourage behavioural change by implementing a wide programme of bus improvements. 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.

5.24 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.

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5.25   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.

5.26   The Council will continue the work started with the Cycle Southend project to encourage more cycling in the Borough. 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'.

5.27   The ongoing LSTF funded work 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.

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

5.29   The Council 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

Policy 3: Better managed vehicle parking
- Introduce parking strategies for all vehicle modes, including, freight, cars, coaches, bicycles, electric vehicles, mopeds and motorbikes.   - 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

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> - 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.

5.30 There is a seasonal shortfall of parking capacity in certain car parks during the summer months and December, particularly along the seafront (summer months) and in the town centre.

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

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

5.33 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.

5.34 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

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, by developing the GAIST System.

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5.35   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 applying the Highways Maintenance Efficiency Programme (HMEP) and adopting the principles to deliver value for money, 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.

5.36   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

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:
   o London Southend Airport and business parks
   o Southend Central Area
   o 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.
▪ 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.

5.37   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.

5.38   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.

5.39 This will be supported by continuing discussions with the bus operators to review performance of the current bus route network and work in partnership, with both bus operators and neighbouring authorities to improve and/or change wherever possible, through the bus strategy.

Access to London Southend Airport

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 railway station for local residents, passengers and employees.
▪ Work to ensure an improved bus network 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.

5.40 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.

5.41 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)

Freight Distribution

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.

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> - 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.

5.42   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.

5.43   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 4 shows the principal areas of employment and shopping.

Support for Business and Tourism

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.

5.44   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.

5.45   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.

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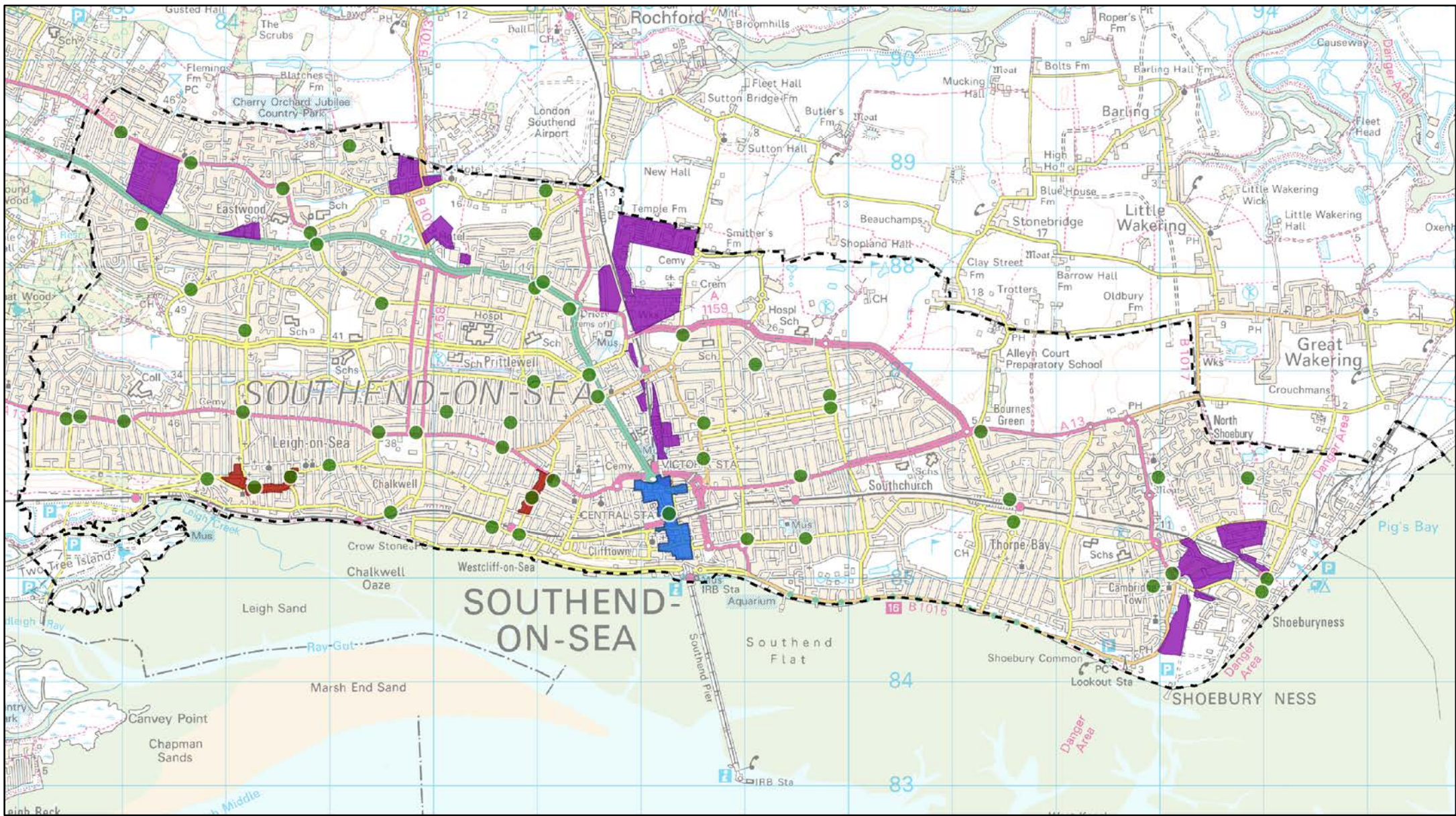
Map 4 - Employment and Shopping Areas

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

0   1,000   2,000 Meters

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Development Strategy

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 Manual.   - 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 2[5].   - Identify and understand revenue implications to ensure development can be maintained.   - Ensure that materials are sustainable.

5.46   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.

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

5.48   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.

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[5] 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

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

Introduction

6.1 The importance of climate change as an environmental issue of global significance has increased enormously in the past few years. 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. Our vision is to reduce the carbon emissions, congestion and air pollution that are associated with transport throughout the Borough.

Vitality Index

6.2 Southend has been rated the equal second 'greenest' place to live in the UK, ahead of major cities like Hull, Gloucester and Exeter. It scored 28 out of a maximum of 30 points based on per capita indicators measuring recycling statistics, energy consumption and carbon emissions in the UK Vitality Index – a national 'health check' of every large town and city outside London.

Key Achievements and Challenges

6.3 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.

6.4 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.

6.5 Southend is a signatory of the Nottingham Declaration, although since, this has been superseded by Climate Local, which offers a framework that can reflect local priorities and opportunities for action. It supports councils' efforts both to reduce carbon emissions and to improve their resilience to the anticipated changes in the climate.

6.6 Although data shows that 17% of CO_2 emissions in the Borough are from transport, the Borough's per capita road transport CO_2 emissions are significantly lower than both the regional and national averages.

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6.7 The key challenges are:
- Majority of road transport CO_2 emissions arise from personal travel, namely petrol cars on minor roads. Therefore, this is where the greatest opportunities lie for reducing transport CO_2 emissions.
- To promote more sustainable travel and reduce the need to travel through planning for growth and development policies.
- 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 CO_2 emissions and pollution from transport.
- Protecting the Borough's natural and built environment alongside securing economic prosperity.

Addressing Climate Change

Mitigation

Policy 10: Reduce carbon dioxide emissions from transport
- Transport improvements aimed at reducing CO_2 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.

6.8 Climate change is an environmental issue of global significance, which may also have severe repercussions on a local level. CO_2 is the most abundant greenhouse gas and has therefore become the main focus of climate change mitigation activity. The majority of CO_2 emissions from transport in Southend arise from petrol vehicles travelling on local roads. The Borough has relatively low per capita transport CO_2 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.

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Carbon Modelling

The Southend Transport Model has been used to assess the impact of a number of different measures on transport CO_2 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 CO_2 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 CO_2 emissions.

However, the implementation of a Borough network of 20 mph residential limits suggests CO_2 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.

6.9   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 Management[6] 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.
- Promotion of car-sharing schemes.

6.10 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.

6.11 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 CO_2 emissions, particularly along the A13 and A127. This could include the consideration of carbon

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[6] Smarter choices are techniques for influencing people's travel behaviour towards more sustainable options

efficient speed limits, maximising inter-urban rail usage and developing interurban bus routes.

Low Carbon Energy Strategy

6.12 In 2012 Southend on Sea Borough Council became the first local authority in Essex to adopt a Low Carbon Energy Strategy, which set out how it would support Central Government to meet its carbon reduction targets. The Strategy aimed to make a real contribution in delivering local objectives around health, fuel poverty, housing, air quality, transport, education, economic development and social inclusion. A second Low Carbon Energy Strategy will be launched by the Council in January 2015.

6.13 It is envisioned that the second Low Carbon Energy Strategy - which will run between 2015 and 2020 – will establish a series of Low Carbon Zones (LCZ) throughout Southend on Sea. Each LCZ will target a specific geographical area and help Southend residents, businesses and communities become more sustainable. The LCZs will be linked strategically via sustainable transport links and hubs.

6.14 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

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.

6.15 In 2010 a Local Climate Impacts Profile (LCLIP) was commissioned by the Council, which aimed to highlight the various risks and opportunities that would result from a

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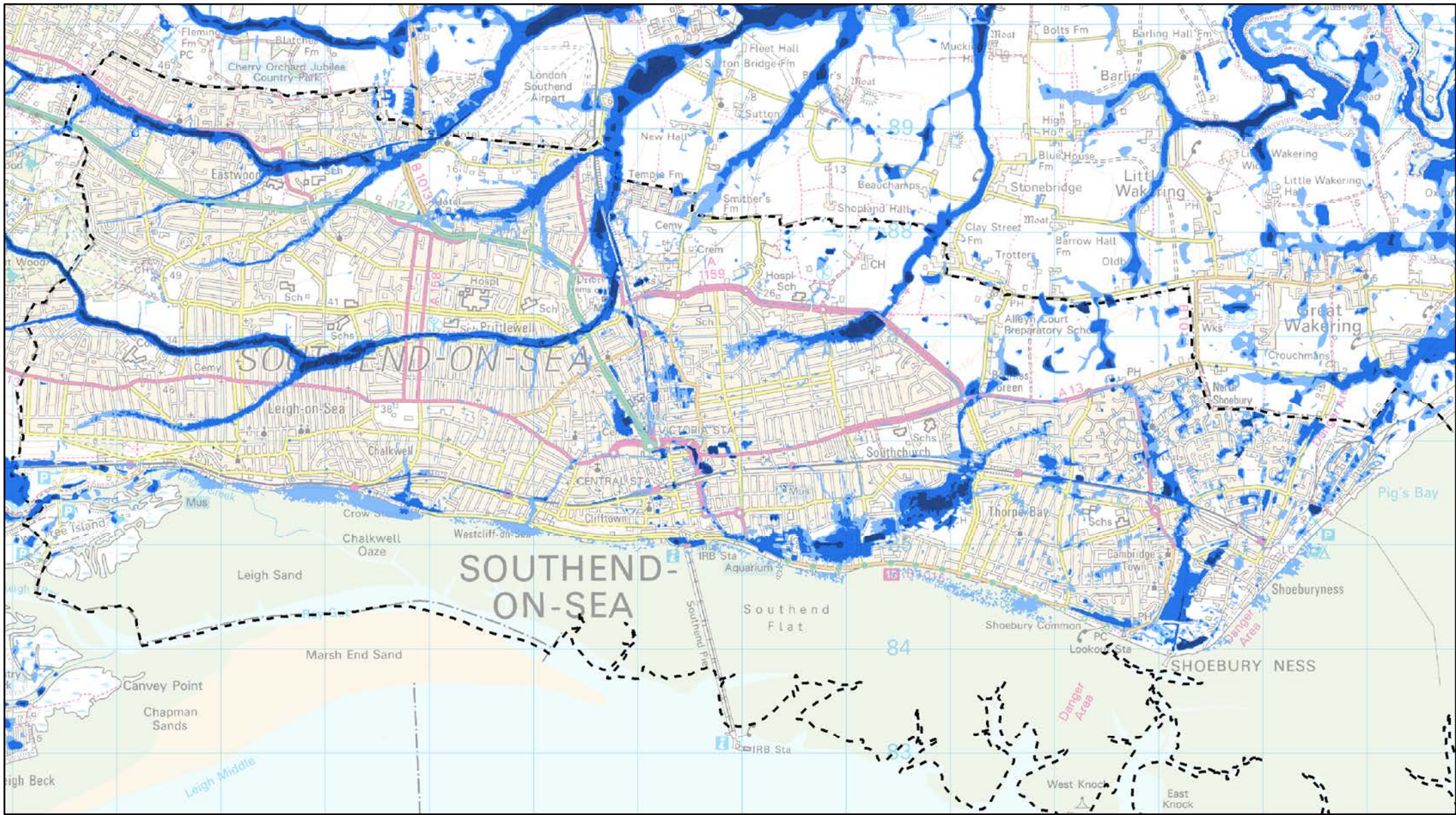Our Strategy for Transport 2011/12 – 2025/26 **updated November 2014**
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changing climate to local residents, communities and businesses within the Borough. The LCLIP was based upon the UK Climate Projections 2009, which predicted that Southend will experience changes to its moderate climate during this century (see table below for additional information). In turn this is likely to result in water shortages, heat stress to buildings and transport infrastructure and increased flood risk throughout the Borough.

Increase in average summer temperature	Decrease in summer rainfall	Increased winter rainfall	Sea level rise
• Increased heat stress • Heat related deaths • Risks to infrastructure of buildings, utilities and the transport system • Risk to biodiversity and natural environment • Risk to water security	• Reduced stream flow and water quality • Increased drought • Decrease in water resources exacerbated by potential increase in demand • Subsidence • Decreased crop yields	• Increased risk to people, property and the environment from flooding • Risk to urban drainage • Severe disruption to transport and the national infrastructure	• Greater risk of coastal erosion and flooding, affecting coastal communities and infrastructure

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Map 5 - 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

N

6.16   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.

6.17   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.

6.18   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.

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

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Maintaining Air Quality

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 CO_2 and other pollutants.
▪ Develop an Air Quality Strategy for the Borough.

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

6.21 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.

Make use of technology

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.

6.22   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.

6.23   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.

6.24   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.
   ▪ 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.

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

6.26   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.

6.27   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

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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

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.

6.28 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 opens 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.

6.29 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.

6.30 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.

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6.31 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.

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7.   Our Transport Strategy to Create a Safer Borough

Introduction

7.1   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.

7.2   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

7.3   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.

7.4   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 was the coordinator of the European project, Safer Mobility for Elderly Road Users (SaMERU) which examined 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 ran until 2013 and supported the development of a Strategy to improve road safety and mobility for older people.

7.5   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 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

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delivered through an increase in bikeability and pedestrian training to support modal shift, particularly for children travelling to and from school.

7.6   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.

7.7   Closed Circuit Television (CCTV) coverage is good within rail stations, which should enhance feelings of personal safety. 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.

7.8   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.

Strategy

Support safety partnerships and promote safer communities

Policy 15: Support safety partnerships and promote safer communities
- The Council will continue to be active in the Essex Casualty Reduction Board. 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

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> 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.

7.9 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.

7.10 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 Safer Essex Roads Partnership.

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

7.12 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.

7.13 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 CO_2 emissions.

Safety Modelling

The Southend Transport Model was used to assess the impact of a number of different measures on transport CO_2 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.

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

7.14 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.

7.15 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.

Road Safety Engineering and Enforcement

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.

7.16 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.

7.17 Engineering measures will continue to be used to support the general safety of school children, and other areas of high levels of mobility impaired users.

7.18 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.

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Not only does this improve road safety, it also targets driving behaviour that is a criminal offence.

7.19 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

7.20 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. ▪ A result of the 'SAMERU' project means we continue 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).

7.21 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

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aimed at 15 to 18 year olds. We will deliver Bikeability and adult cycle training as part of the Cycle Southend scheme.

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

7.23 Working with partners in the UK, France, Spain and Germany, researchers have examined 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

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.

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

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7.25   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

7.26   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.   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.

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

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

Introduction

8.1   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.

8.2   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.

8.3   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

8.4   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. There are also north / south accessibility issues in the west of the Borough.

8.5   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 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.

8.6   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.

8.7   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

Policy 19: Improve accessibility to Southend Hospital particularly from the East of the Borough by public transport
Key priorities will be:

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.
- An improved bus network access to the Hospital.

8.8   Research has shown that residents have good access to a GP by walking, cycling or public transport. Access to Southend Hospital is generally good, however from the east of the Borough 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.

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8.9 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.

8.10 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 Ideas in Motion brand to support staff and visitors in travelling sustainably.

North / South 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 General Practitioners.   - Work with bus operators to ensure bus timetables are best aligned where possible with train arrival / departure times at the railway stations.   - Ensure walking and cycling routes are marked clearly and maintained to an acceptable standard.

8.11 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.

8.12 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.

Walking Cycling and Physical Activity

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

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8.13 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.

8.14 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.

8.15 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.

8.16 The Borough was awarded Cycle Town status in 2008 which 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 finished in March 2011 we continue with the good progress made over the past three years, through the LSTF programme.

8.17 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.

8.18 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.

8.19 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

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.

8.20 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.

8.21 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.

8.22 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.

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Quality of "Door to Door" Travel

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.

8.23   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.

8.24   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 taxis users.

8.25   In accordance with the Equality Act 2010 which has superseded 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. 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.

8.26   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.

8.27   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?

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9.   Area and Corridor Strategies

Introduction

9.1   An Area Action Plan (AAP) is an optional Development Plan Document (DPD) that forms part of the Local Development Framework (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.

9.2   Both the Southend Central Area Action Plan (SCAAP) and Joint Airport Area Action Plan (JAAP) are soon to be adopted. A detailed plan for the Shoeburyness area is also scheduled and should address the issue of how sustainable transport can support the growth and regeneration that is planned for this area.

Southend Central Area AAP

9.3   The AAP covers the areas of The Victorias, London Road, High Street, Queensway and Southchurch Road, Elmer Square, Warrior Square, Clifftown, Tylers, Central Seafront and Eastern Esplanade, Western Esplanade and The Cliffs, and Victoria and Sutton Gateway Neighbourhoods. Its purpose is to provide details of how and where regeneration and growth can sustainably be accommodated in the town centre, central seafront area and surrounding neighbourhoods. The SCAAP makes provision for 2,000 dwellings and 6,500 jobs between 2001 and 2021.

9.4   The key transport challenges identified in the SCAAP 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.
- Enhanced pedestrian and cycling connections and upgrade of the public realm

9.5   The SCAAP contains the following transport related objectives:
- Balance the need to keep traffic flowing on the main road network to minimise congestion, especially delays to buses, with greater opportunities for pedestrians, cyclists and people with disabilities.
- Encourage the use of sustainable travel modes through smarter choices techniques and mobility management measures.

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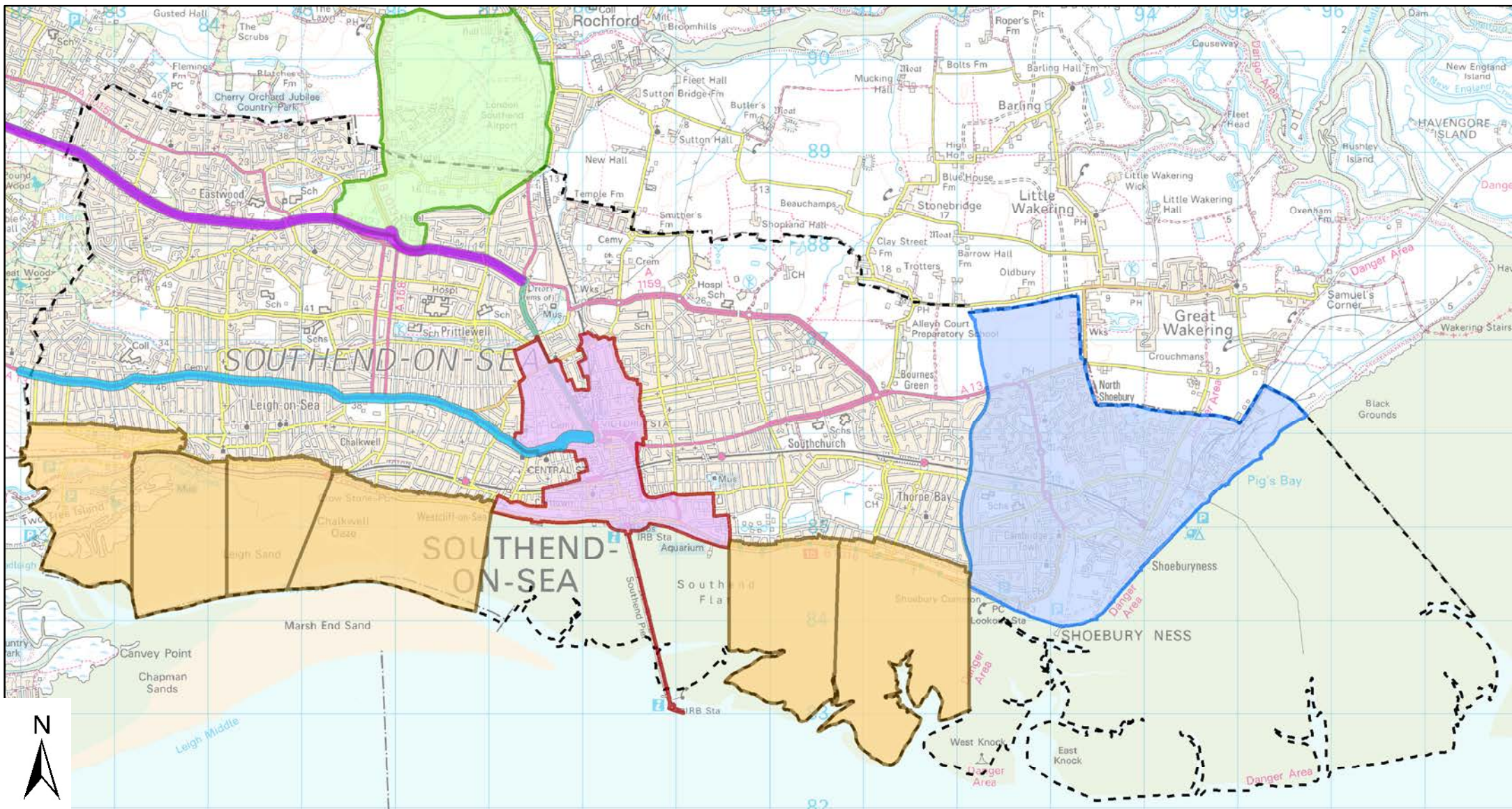Our Strategy for Transport 2011/12 – 2025/26 **updated November 2014**
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- Further improve public transport especially late night transport to help with the night time economy.
- Continue the programme of pedestrian improvements and encourage development that supports complimentary public realm and access improvements, including at Queensway, Victoria Gateway, and London Road, and improving access from the surrounding gateway neighbourhoods to the town centre.
- Continue to develop and support the cycle route network, including the provision of secure cycle parking and work with Cycle Southend in terms of promotion, marketing and the creation of cycle hubs.
- Improve the provision for taxis to support access, especially at night.
- Implement a quality signage and wayfinding scheme for pedestrian and ensure that vehicle electronic displays for car parks and travel information better relay details to road and public transport users
- Take forward the relocation proposals for the Town Centre car parks to ensure that appropriate balanced provision is made between the capacity of the identified strategic locations (arrival points) and demand from the various quarters.
- Ensure the relocated car parks are located close to 'feeder' highways (i.e. Queensway) with short direct access and egress routes to that highway
- Capitalise on the reduction in general traffic circulation in the Town Centre to establish strong connecting routes for pedestrians to and from the car parks to the retail and leisure circuits in the Town Centre, including better lighting and public realm features.
- Work in partnership with bus operators to improve journey times, punctuality, frequency as well as improving customer satisfaction.

9.6   The SCAAP currently contains draft policies on the following subject matters:
- Town Centre and Central Area Highway Network
- 'The Victoria' Phases 2, 3, and 4 Traffic and Public Realm Scheme
- 'City Beach' Phase 2 – Traffic and Public Realm Schemes
- Public Transport
- Walking and Cycling
- Town Centre Parking Management
- Other Measures to Improve Accessibility

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Map 6 - 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
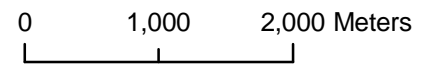
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Southend-on-Sea Borough Council.
100019680, 2010

Joint Airport Area Action Plan (JAAP)

9.7   The JAAP, prepared by Rochford District Council and Southend-on-Sea Borough Council, seeks to integrate land use, transport, environmental and regeneration proposals with clear mechanisms for delivery.

9.8   The following key principles outlined below will be applied in relation to all development within the JAAP area:
- direct development to sustainable locations;
- minimise travel demand (through the implementation of travel plans);
- manage residual demand to constrain flows within the existing capacity of the highway network;
- traffic generated by JAAP development will be directed to the principal routes and discouraged from using local access roads; and
- implement capacity enhancement only as a final measure, delivered through the Plan-making process.

9.9   The JAAP also identifies the following network capacity improvements. In the longer term it may be necessary to build more capacity into the network with an east-west link.
- The Bell (A127/Hobleythick Lane/Rochford Road;
- Kent Elms Corner (A127/A1015; and
- Tesco's roundabout (A127/B1013).
- Southend/Sutton Road (The Ann Boleyn roundabout);
- The Sutton Ford bridge scheme requires further capacity to cope with forecast PM peak demand;
- Ashingdon Road/West Street Roundabout;
- Minor improvements will be required to the Hall Road / Cherry Orchard Way junction to accommodate forecast flows; and
- Further work is required to confirm the layout and control of the JAAP
- site access junction.

Development Management DPD

9.10   The emerging Development Management DPD also contains a borough-wide sustainable transport policy, which all new development proposals will need to have regard to. The document also contains a number of character zones to guide development within the seafront area.

A127 Corridor Study

9.11   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

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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.

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

9.13   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.

9.14   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.

9.15   Consideration should be given to traffic management at the Bell intersection to determine whether it is possible to change the flow pattern to reduce idling, including the introduction of speed restrictions and monitor those changes.

9.16   Ensure that an air quality assessment be carried out on the plans for the highway development for The Bell intersection through the London Southend Airport and ENVIRONS Joint Area Action Plan (JAAP) to ensure these plans would have a positive effect on the levels of nitrogen dioxide.

9.17   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 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.

9.18   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 draft A127 Corridor Management Strategy, adopted by the Council 18th march 2014.

9.19   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 town centre with an improved bus network.

A13 Corridor

9.20 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.

9.21 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.

9.22 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.

9.23 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.

Diagram 5: Importance of the A127 within the wider planning context
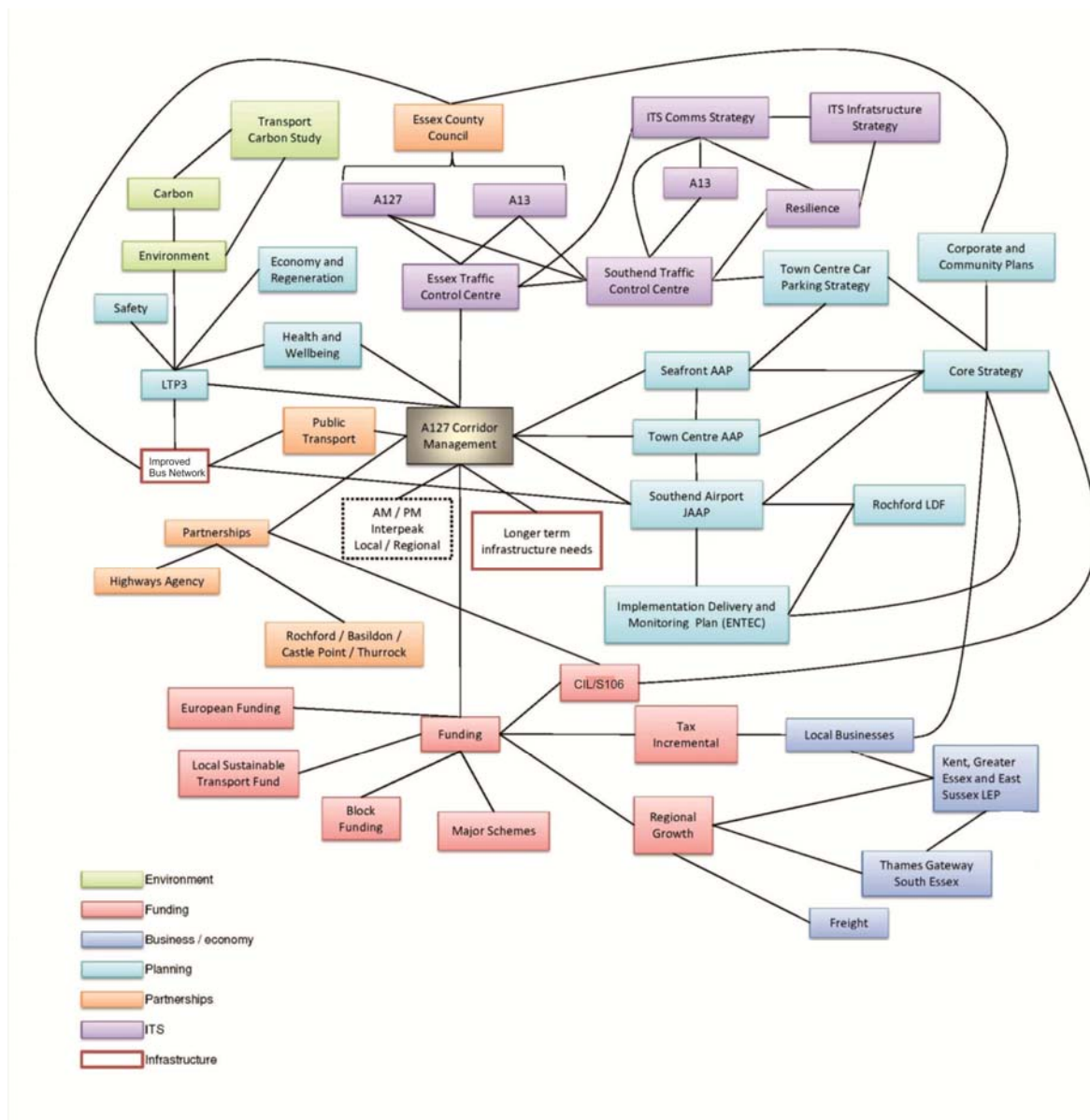
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10.   Implementation Plan

10.1   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)

10.2   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

10.3   Following Spending Round 2013, £2.75bn has been allocated to ITB funding over the 6 year period from 2015/16 to 2020/21. This equates to £458m per year. Each year £200m of this funding will be top sliced and put into the Local Growth Fund (LGF). From 1 April 2015 the current formula used to distribute ITB funding will be replaced by a new formula. Allocations for 2015/16 to 2017/18 are confirmed allocations. However, although the Spending Review allocated funding over a six year period, the allocations for 2018/19 to 2020/21 are indicative and are subject to review. DfT intend to refresh the data used in the formula in April 2017. DfT will then announce confirmed allocations from 2018/19 to 2020/21.
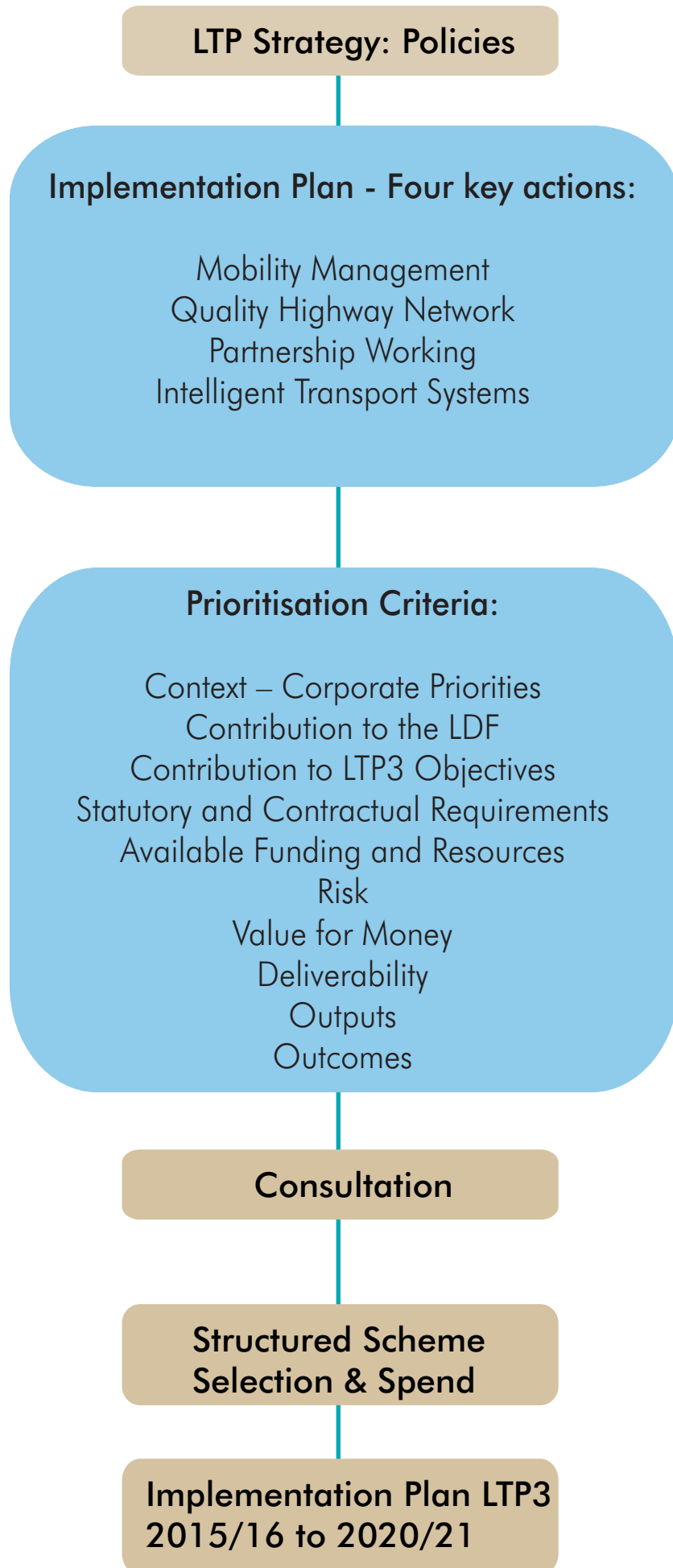
	Confirmed (£m)			Indicative Allocation (£m)		
	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
Maintenance	tbc	tbc	tbc	tbc	tbc	tbc
Integrated Transport	1,401	1,401	1,401	1,401	1,401	1,401
Totals	tbc	tbc	tbc	tbc	tbc	tbc

10.4   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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Diagram 6 - Policies & Implementation

LTP Strategy: Policies

Implementation Plan - Four key actions:

Mobility Management
Quality Highway Network
Partnership Working
Intelligent Transport Systems

Prioritisation Criteria:

Context – Corporate Priorities
Contribution to the LDF
Contribution to LTP3 Objectives
Statutory and Contractual Requirements
Available Funding and Resources
Risk
Value for Money
Deliverability
Outputs
Outcomes

Consultation

**Structured Scheme
Selection & Spend**

**Implementation Plan LTP3
2015/16 to 2020/21**

Programme and Project Management

10.5   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.

10.6   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

10.7   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.

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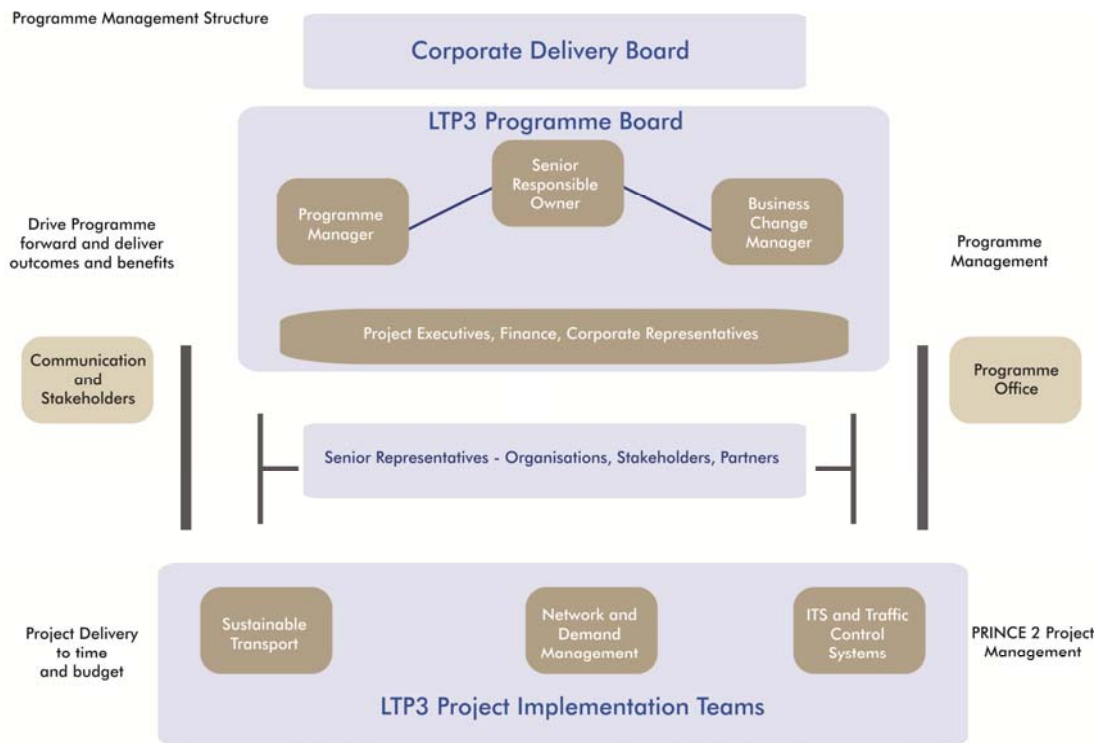
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stakeholders and other organisations will play in shaping the LTP3 Implementation Plan. The Programme Board`s role will focus on the following:-

- 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: Programme Management Structure

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LTP Lifecycle

10.9   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
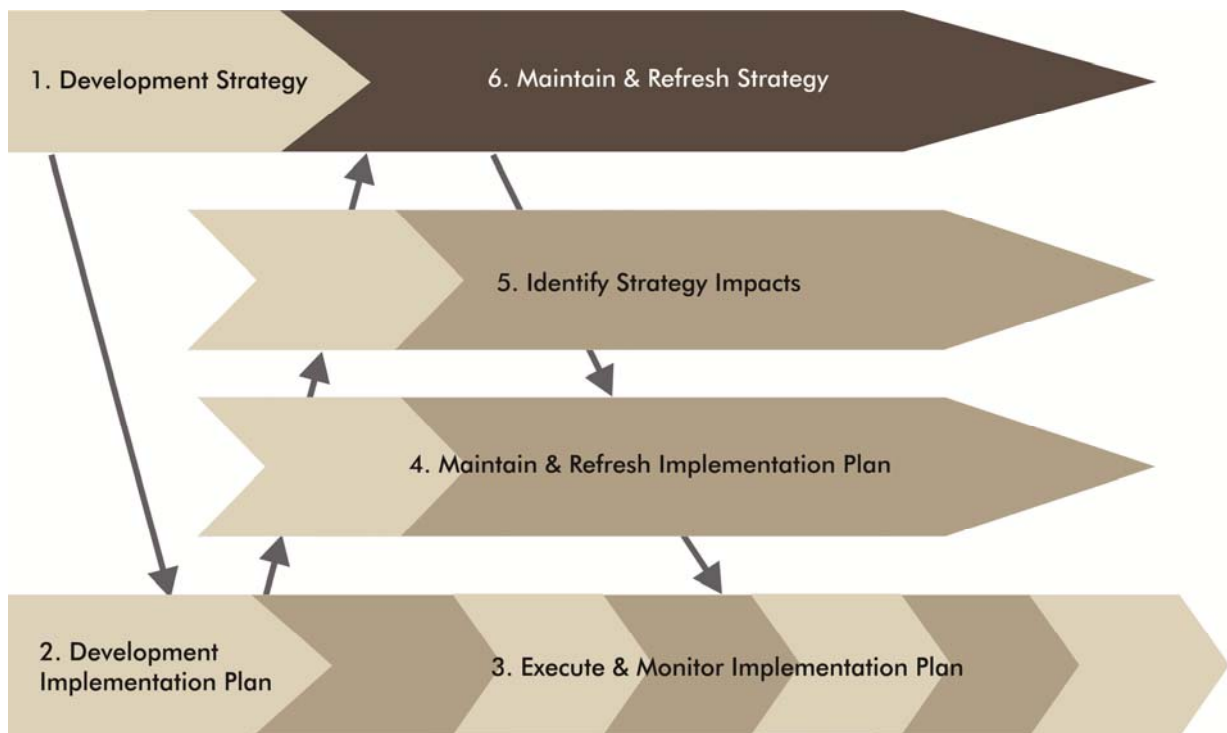
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11. Measuring Progress

11.1 Previous LTPs required a series of performance indicators used to monitor and report progress being made towards targets determined to help achieve our stated aims and objectives. Many of these were National Indicators and some were developed to directly address local issues.

11.2 Following the Comprehensive Spending Review, the Government announced that the National Indicator set was withdrawn and has now reduced the amount of data to be collected by Local Authority's.

11.3 There is a single data list that Local Authority's must submit to central Government. It the data requirement is not on the list, Councils will not have to collect and provide it without receiving extra funding.

Table 10.1 List of Central Government data requirements from Local Government 2014-15 for Department for Transport

Number	Requirement	Government Reference
1	Concessionary Travel Survey	121-00
2	Local Bus Punctuality	122-00
3	Taxi Survey	125-00
4	Blue Badge Parking Survey	127-00
5	Highway Inventory Data	129-00
6	Winter salt stock holdings	251-00
7	Road Condition Survey	130-00
8	Road Lengths Survey	132-00

11.4 However, it is essential that we continue to monitor and report on the delivery of the local transport plan. There will be a monitoring progress report every two years that will take into account the independent survey work that is carried out by the National Highways & Transport Public Satisfaction Survey.

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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
SUDS	Sustainable Urban Drainage Systems
VMS	Variable Messaging Signs

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