

Package of measures	Scheme or Initiative	Lead	Support	Funding source	Delivery					Funding requirement										
					'22/23	'23/24	'24/25	'25/26	'26/27	Capital (£000)					Revenue (£000)					Total
										'22/23	'23/24	'24/25	'25/26	'26/27	'22/23	'23/24	'24/25	'25/26	'26/27	
<b>Southend Town Centre to Hadleigh Corridor</b>																				
	Bus priority signalling at major junctions	Southend-on-Sea Borough Council	Essex County Council	National Bus Strategy						60									60	
	Bus stop upgrades and maintenance	Southend-on-Sea Borough Council	Essex County Council	National Bus Strategy						200	200	200	200	200					1,000	
	Mobility Hub - Leigh-on-Sea	Southend-on-Sea Borough Council	Operators	National Bus Strategy							500				100				600	
	Mini Hub - Chalkwell	Southend-on-Sea Borough Council	Operators	National Bus Strategy								350				75			425	
	Major Corridor Project Phase 1 - Feasibility and Business Case	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy											750				750	
	Major Corridor Project Phase 2 - Delivery of recommendations												2,500	2,500						
<b>Southend Town Centre to Shoeburyness Corridor</b>																				
	Bus priority signalling at major junctions	Southend-on-Sea Borough Council	Essex County Council	National Bus Strategy						20	20								40	
	Bus stop upgrades and maintenance	Southend-on-Sea Borough Council		National Bus Strategy						100	100	100	100	100					500	
	Mobility Hub - Shoeburyness Town Centre	Southend-on-Sea Borough Council	Operators	National Bus Strategy							500				100				600	
	Mobility Hub - Thorpe Bay	Southend-on-Sea Borough Council	Operators	National Bus Strategy								500				100			600	
	Major Corridor Project Phase 1 - Feasibility and Business Case	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy													750		750	
	Major Corridor Project Phase 2 - Delivery of recommendations														2,000	6,000				
<b>Southend Town Centre to Southend Airport Corridor</b>																				
	Bus priority signalling at major junctions	Southend-on-Sea Borough Council	Essex County Council	National Bus Strategy						60									60	
	Bus stop upgrades and maintenance	Southend-on-Sea Borough Council	Essex County Council	National Bus Strategy						100	100	100	100	100					500	

Improving our key bus corridors



Improving cross-t connectivity	New service: Southend Airport - Eastwood - Leigh-on-Sea	Bus operators	Southend-on-Sea Borough Council	National Bus Strategy														325	300	300	300	300	<b>1,525</b>	
	New service: Southend Airport - Thorpe Bay / Shoeburyness	Bus operators	Southend-on-Sea Borough Council	National Bus Strategy															475	450	450	450	450	<b>2,275</b>
	New service: Chalkwell Station - Southend Hospital - Southend Airport	Bus operators	Southend-on-Sea Borough Council	National Bus Strategy															325	300	150	150	150	<b>1,075</b>
Improving ticketing and fares	Upgrade Octopus ticket to contactless and mobile payment accepted on all operators	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															50					<b>50</b>
	Upgrade Octopus ticket to be accepted on local rail services	Southend-on-Sea Borough Council	C2C	National Bus Strategy																200				<b>200</b>
	£1.50 flat single fare on all buses - trial	Southend-on-Sea Borough Council	Operators	National Bus Strategy															100	1,500	0			<b>1,600</b>
Marketing and promoting local buses	Develop and delivery a 'Get back on the bus' joint marketing campaign	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															100					<b>100</b>
	Develop and deliver a joint marketing and comms plan	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															150	50	50	50	50	<b>350</b>
	Establish a single network identity for Southend and South Essex that complements existing branding initiatives	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															10					<b>10</b>
	Include links to Southend operator websites on a shared web portal with Essex	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															5	5	5	5	5	<b>25</b>
Improving buses	Retrofitting existing fleet with Euro Vi standards	Bus operators	Southend-on-Sea Borough Council	National Bus Strategy						500	1,500	1,000												<b>3,000</b>
	Retrofitting existing buses with audio and visual announcements	Bus operators	Southend-on-Sea Borough Council	National Bus Strategy						200	600													<b>800</b>
	All new vehicles in the Borough to have Euro VI engines	Bus operators	Southend-on-Sea Borough Council	National Bus Strategy						0														<b>0</b>
works	Standardisation of timetable changes	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															10	10	10	10	10	<b>50</b>
	Maintaining roadside information to an acceptable and accessible standard	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy															50	50	50	50	50	<b>250</b>

<b>Other</b>	Maintaining services and standards at all Mobility Hubs	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy						75	75	75	75	75						<b>375</b>	
	Staffing (Public Transport, Highways Team, Support and Admin)	Southend-on-Sea Borough Council	Bus operators, Essex County Council	National Bus Strategy											500	500	500	500	500	<b>2,500</b>	
										Totals:	<b>£1,575</b>	<b>£9,945</b>	<b>£6,425</b>	<b>£5,075</b>	<b>£8,575</b>	<b>£8,785</b>	<b>£8,200</b>	<b>£7,625</b>	<b>£6,278</b>	<b>£6,281</b>	<b>£68,764</b>

 Feasibility  
 Deliver