



# Southend on Sea Borough Council

**Cabinet  
Digest**

**Proposal**

**Report of Director of Leisure Services  
to  
Special Environment Scrutiny Committee  
On  
6<sup>th</sup> December 2000**

Report prepared by : Nick Harris

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## **Pier and Foreshore Scrutiny**

**Environment Scrutiny Committee – Portfolio Holder:- Councillor A S North  
A Part II Private Agenda Item**

***Not for Publication by virtue of paragraphs 7 & 9 of Part 1 of Schedule 12A of the Local Government Act 1972***

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### **1. Purpose of Report**

- 1.1 This report sets out the Environmental Scrutiny Committee's consideration of the management, operations and future development of Southend Pier and the adjoining foreshore.

### **2. Recommendations**

- 2.1 **Members consider the option plans set out in the report and make recommendations to Cabinet for further development after the matter has been considered by Council.**
- 2.2 **Members recommend to Cabinet that consultants are commissioned to further develop the preferred option and to assist the Council in its successful delivery.**

### **3. Background**

- 3.1 The Pier and Foreshore plays a vital role in Leisure and Tourism in Southend. The Environmental Scrutiny Committee has selected the Pier and Foreshore as the first area to be subjected to detailed consideration.
- 3.2 The Environmental Scrutiny Committee recognises the need for further investment in the Town's infrastructure to promote regeneration. The Pier and Foreshore form part of an overall vision to create an integrated 'Tourism experience' intended to attract and engage visitors to Southend and improve the quality of the leisure time experience.
- 3.3 The Committee subsequently created the Pier and Foreshore Working Party to define the scope of the review and develop the terms of reference (see **Appendix 1**).
- 3.4 A series of meetings have been held since March 2000 to enable the Environmental Scrutiny Committee members to be briefed on the current provision of facilities and services; these have included:
- Evidence in the form of presentations from public and private organisations, individuals and staff employed on the Pier and Foreshore.
  - Consideration of sources of funding.
  - Consideration of examples of good practice.
  - Site visits within the Borough.

#### 4. Current Position

- 4.1 The scope of the review extends from the Corporation loading pier in the East to the Westcliff Leisure Centre to the West, and North to include the associated Cliff Gardens, Pier Hill, amusement arcades, Seaway car park, Kursaal and Southend Pier to the South (**Appendix 2**).

##### **Southend Pier**

- 4.2 The original wooden pier was built in approximately 1830 and a new iron pier constructed in 1877 took its place. The Pier was further extended to accommodate the increased number of steam boats wishing to visit the Pier in 1897. The final addition to the length of the Pier was the Prince George Extension, which was opened on 8<sup>th</sup> July 1929 by HRH Prince George, Duke of Kent. This brought the total length to 2360 yards (2158 metres) or 1.34 miles.
- 4.3 In its heyday the Pier was very popular. At the height of its success, in the late 1940's/early 1950's, visitor numbers peaked at 5 million, declining to less than a million in 1976. The pier currently attracts over 350,000 visitors with numbers increasing in recent years.
- 4.4 A railway service is provided on the Pier and limited amusements, bar, café and shops are provided by leaseholders at the Pier Head.
- 4.5 The Pier Head decking remains damaged from a fire in 1976, which destroyed a theatre, amusement arcades and the lifeboat station.
- 4.6 The Pier and Foreshore is currently managed by the Leisure Services Department and employs 30 staff.
- 4.7 The Pier requires significant investment to ensure its future.

##### **Capital Programme**

- 4.8 The Royal National Lifeboat Institution are currently building a replacement lifeboat station at the Pier Head and the Authority is currently undertaking a number of significant projects, all of which are intended to improve the Pier infrastructure. Together these projects represent over £2 million worth of investment currently being expended on the Pier:

###### **4.8.1 Council Investment**

● Replacement Sundeck	£230,000
● Sewage Treatment System	}
● Firemain Enhancements	
● Electrical Works	
● Pier Illuminations	£60,000
	£970,000

###### **4.8.2 RNLI Investment**

● Lifeboat Station	<u>£750,000</u>
	<u>£2,010,00</u>

##### **Foreshore**

- 4.9 The Foreshore and hinterland are managed and owned by both the private and public sector, and includes the highway carriageway, promenade, shelters, cafes, deck chairs, Cliff Lift, hotels, public houses, restaurants and amusement parks.
- 4.10 The west of the Pier provides a more genteel aspect of the resort, being generally less commercialised, providing Southend Cliffs Gardens, the Cliff Lift, sailing clubs provision, cafes and the Three Shells Beach. The area immediately adjacent (East and West) to the Pier forms Adventure Island, which has, in recent years, developed into a major visitor attraction.
- 4.11 The East of the Pier provides the traditional seaside arcades, cafes/restaurants and the recently rejuvenated Kursaal. The resort is busy and attracts in the region of 3 million visitors a year.
- 4.12 Considerable private sector investment representing several millions of pounds have been made in the recent past, including the construction of the Sea Life Centre, the extension of Adventure Island, the reopening of the Kursaal, the refurbishment of Westcliff Leisure Centre, investment

into night clubs and amusement arcades, and Seafront Illuminations. However, further work is required to improve the infrastructure, landscaping and links to the High Street.

- 4.13 The resort beaches are managed by the Council's Pier and Foreshore Service and are a major attraction in their own right. The prestigious Tidy Britain Seaside Awards have been awarded to four beaches in Southend including the Three Shells Beach, which falls within the scope of the review.

## **5. Local and National Context**

### *'Improving Residents' Quality of Life in Southend'*

- 5.1 A MORI poll undertaken in early 1999 clearly indicated the importance of both the Pier and Tourism to the residents of Southend. The Pier was considered second (11%) only to crime prevention (14%) as the 'most important issue to be addressed in Southend' with the need to attract more tourism third (8%).
- 5.2 The Council's Corporate Strategy objectives clearly relate to the provision of the Pier and Foreshore; a summary of the appropriate section can be found in **Appendix 3**.
- 5.3 The Current Pier and Foreshore Services is also being subjected to a 'Best Value' review, which is being undertaken concurrently with the Environmental Scrutiny process.
- 5.4 Southend Leisure Services are also a pilot authority for preparing a 'Cultural Strategy' and the draft strategy document will reflect and highlight the importance of the Pier, Seafront and Foreshore to both the local community and economy.
- 5.5 The South East Essex Economic Strategy 'SEE the Future', and the East of England Tourist Board's 'A Strategy for Developing Tourism in the East of England' strongly supports the regeneration of the Tourist infrastructure within Southend.
- 5.6 The Department of Culture, Media and Sport's document 'Tomorrow's Tourism' identifies:
- Encourages the regeneration of tradition resorts.
  - Initiatives to widen access to Tourism.
  - Encourages provision of alternative transport i.e. cycle paths.

## **6. Scrutiny Process**

- 6.1 During the process the Committee Members have considered detailed constraints, which have been presented in a number of reports with a summary of these reports outlined below:

### ***Pier Structural Condition***

- 6.1.1 **Pier Bridge.** Structural condition is generally satisfactory; however, the low headroom spanning the Western Esplanade is of concern.
- 6.1.2 **North Station.** A recent investigation below the platform has revealed major loss of sections of supporting piles; although this is not a dangerous situation, works will need to be carried out in the near future.
- 6.1.3 **Pier Walkway.** The timber decking is subject to continual inspection, but increased investment is needed in this area.
- 6.1.4 **Pier Railway.** The present rolling stock was introduced in 1986 and had a design life of 15 years, which will expire in 2001. Although in reasonable condition, the maintenance costs can be expected to rise and consideration will need to be given to replacement in the near future.
- 6.2 The introduction of a planned maintenance regime for the Pier will also need to include:
- sub-structure painting
  - railway fixed equipment
  - electrical installations
  - concrete repairs on Prince George Extension
  - monitoring of the internal condition of the piles

## ***Planning and Legal Restraints***

### **6.3 Planning and legal restraints on the development of the Pier and Foreshore:**

- The seafront is a local Nature Reserve (excluding the first 400m of foreshore) a Site of Special Scientific Interest and a Ramsar site.
- Area of international importance for bird life and estuarine flora and fauna.
- Significant development affecting the foreshore will require environmental impact analysis.
- The Pier is a Grade II listed building. Any works will require appropriate consents.
- Developments close to the Pier have to have regard to its character and setting.
- The Shrubbery (Never Never Land) is within the Clifftown Conservation Area. The area being considered by the Scrutiny Committee also adjoins Clifftown, Eastern Esplanade and Kursaal Conservation Areas.
- Area west of Pier, development south of seafront road will be limited to the replacement of kiosks and to the provision of water-based recreation facilities (C16).
- The Council will encourage proposals to provide new or improved tourist facilities (L1).
- Central seafront area – indicates that visitor orientated developments will be encouraged in this area.
- The development of Southend Pier will be promoted (subject to consideration of its listed building status) in order to safeguard its future as a unique leisure facility.

### **6.4 Planning policy details are set out in **Appendix 4**.**

## ***Financial Background***

### **6.5 The current revenue budget is set out in **Appendix 5**.**

## ***Potential Sources of Capital Funding***

- 6.5.1 Private Sector Investment.** By offering the future management of the Pier on a long leasehold arrangement, in return for significant capital investment, is likely to be the most beneficial and favoured option for securing investment into the Pier. This would probably have to be in conjunction with Council pump-priming resources and also securing funds from a range of the most appropriate external funding sources described below.
- 6.5.2 Partnerships.** Consideration of joint venture companies, or private sector partnership to providing investment and management in conjunction with the Authority.
- 6.5.3 Private Finance Initiative (PFI).** Central Government scheme – local authority specify service in terms of output. The facilities provided are designed, built, financed and operated by the private sector.
- 6.5.4 Lottery Funds.** The purpose of funding from the National Lottery is to make important and lasting difference to the quality of life for the people of the United Kingdom. Applying for Lottery Funds can be a lengthy process and are rarely available to profit-making organisations.
- 6.5.5 European Funding.** Objective 2 funding is available to specific wards within Southend for dealing with areas of industrial decline, high unemployment and deprivation. The first phase of the Sshape Bid includes funding for Pier infrastructure: the outcome of the bid should be known in January 2001.
- 6.5.6 Cory Environmental Trust.** The Trust involves itself in the restoration, preservation, repair of buildings of historical importance and conservation of the natural environment. The Trust may be able to provide funding for small projects or match funding partnership for larger bids.

6.5.7 **Thames Gateway.** An area of development opportunity, urban renewal and environmental enhancement, the regeneration of which is identified by the Government as a regional and national priority. The area originally covered parts of East London, Kent and Thurrock but has been extended to include Basildon town, Castle Point, Southend-on-Sea, and London Southend Airport. As such it forms the largest regeneration project in Europe and reflects the needs, opportunities and linkages which extend across this area to the east of London, both north and south of the Thames. Considerable funding opportunities for the Pier and Seafront are envisaged to be available for the future from Thames Gateway.

6.5.8 **Council Funding.** To pump-prime private development or to provide match funding for lottery funds or other external public funding.

## **7. Consultation Process**

7.1 A considerable number of comments, suggestions and proposals were presented to the Environmental Scrutiny Committee during the consultation process. A table setting out the list of submissions can be found in **Appendix 6**.

7.2 All the submissions have been considered in detail by Scrutiny Committee Members.

7.3 Scrutiny Members have identified, through the process, that the Pier should be retained and with the Seafront developed as a catalyst for further economic regeneration within the town.

7.4 The proposals considered worthy of further investigation and possible inclusion within the development options are set out as follows.

### **Southend Pier**

- **Improve entrances.** The existing Pier Hill and seafront entrances are poor and not considered to be appropriate for 'The World's Longest Pleasure Pier'. Access is difficult for people with disabilities and improvements are necessary to improve the attractiveness of the Pier. A bid for funding design and construction costs is included within the current Objective 2 bid.
- **Resurface walkway (North).** The walkway provides the roof to the North Station. Due to the installation of wind shields, rainwater penetrates to the Station. Improvements to this area are included within the current Objective 2 bid.
- **Pier Museum.** The Pier Museum is currently located below the North Station and access is severely restricted. The relocation of the existing Pier Museum to a more appropriate and prominent location on the Pier is suggested; alternatively, the extension of the existing facilities, with the provision of a lift to improve access is considered a high priority. The Pier Museum Trust would wish to bid for Heritage Lottery Funds to improve the facilities; however, additional works would be required to be undertaken by the Council as structural problems with the North Station platform exist. The Pier Museum Trust are currently giving consideration to the establishment of a National Pier Museum, and if this should be ultimately successful then consideration will need to be given to its future accommodation needs within the overall plan.
- **Ticket Shop/Entrance.** To improve customer care and increase secondary spend from visitors, access to the Pier ticketing would be provided within a shop; funding from Objective 2 is currently being sought.
- **Wind Breaks/Covered Seating.** At the North end of the Pier restoration in the style of the former seating and wind breaks is proposed up to the AMF deck. To enhance the experience at the Pier Head similar provision is required.
- **AMF Platform.** Construction of a pavilion in an Edwardian style similar to that previously provided prior to the AMF Bowling Pavilion. It is inevitable that private sector investment will be required to fund the building, and therefore consideration would need to be given to any developer's proposals to enable the facility to be financially sustainable.
- **Pier Stem Shelters.** The existing shelters are in need of repair or reinstatement where previously destroyed/removed. Kiosk provision at the ½ mile mark is also suggested. Objective 2 funding is being sought to undertake these works.

- **Bandstand.** Possible entertainment space at the Pier Head, suggested as a short term solution prior to the construction of alternative facilities.
- **Pier Illuminations.** Millennium lighting has been installed by the Authority. Further enhancement would increase the attractiveness of the Pier and would provide the opportunity to extend the opening hours.
- **Pier Head Pavilion.** The cost of constructing a multipurpose Pavilion would be a significant improvement and be widely welcomed. Two designs for pavilions have previously been considered by the Authority and granted planning permission, but their validity has now expired. The earlier application reflected a Victorian design and the more recent application was of a modern contemporary style. It is suggested that the design of the new pavilion is complimentary to the new RNLI Lifeboat Station currently under construction. Concerns have been raised that the development on the Pier does not replicate amusement arcades provided on the Golden Mile. If private sector investment is attracted to construct a pavilion, full consideration would need to be given to the developer's views to enable the building to be financially sustainable. However, it is clear that a multi-use performance events area, cyber café, restaurant and educational heritage space would be appropriate uses.
- **Pier Head Boat Facilities.** The provision for 10 – 15 boat moorings in the lee on the east side of the Pier Head could provide deep water facilities for visiting yachtsmen not currently available within the Town. The sight of sailing boats and their associated activity would be an added attraction of the Pier Head. (The significant costs are set out in **Appendix 11**.)
- **Re-deck Fire Damaged Pier Head.** The reinstatement of deck is considered to be essential to demonstrate the Authority's commitment to the Pier. The space created would provide a potential site for redevelopment. The reinstatement of the decking would need to be funded directly by the Council. It may be possible to attract Heritage Lottery funding to assist; however, the bidding process is likely to be long and tortuous and may compromise the future use of the area. The estimated cost of the work is £2 million
- **Upgrade Toilets (Pier Head).** With increased Pier visitors it will be necessary to provide modern quality toilets. Objective 2 funding is currently being sought.
- **Pier Railway.** The current railway is in need of upgrading. Existing rolling stock and track will require significant investment within the next five years. An upgraded service with attractive carriages and engines would enhance a visit to the Pier (**Appendix 7**).
- **Dance Hall/Restaurant.** These facilities could be provided as part use within a multi-purpose pavilion building.
- **Cable Car/Alternative Transport Provision to Pier Head.** A modern cable car provision to link the High Street to Pier Station North and the Pier Head would provide a further dimension to a visit to Southend and help to increase the physical links to the High Street. The initial suggestion is that a Service could run from Pier Hill to the east of the Pier parallel with the walkway to the Pier Head. **Appendix 8** illustrates a possible cable car route.

The provision of a scheme of this significance would require a considerable level of capital investment, and inevitably would be built and operated by the private sector. Further private investment at the Pier Head is likely to be dependant on the control of access to the Pier by an appropriate transport system. To assist the development of the Pier Head and the investment in a cable car or alternative transport system, it may be necessary for the Authority to offer this opportunity as a single package.

The provision of a cable car would enable the existing railway to be removed and the walkway to be widened to provide opportunities for a range of activities, children's play area, kiosks and a Land Train.

Initial feasibility investigations have been undertaken to assess this proposal: the likely costs are in the region of £11 million, and detailed feasibility study needs to be undertaken by consultants if Members wish to pursue this option.

- **Pier Entertainments.** Beyond physical features and infrastructure investment, a number of practical suggestions were made to attract visitors to the Pier and add to their experience. These include:

- ◆ increasing the number of boat trips operating from the Pier Head
- ◆ more visiting boats e.g. SS Sedov
- ◆ exhibitions
- ◆ live music/bands
- ◆ deck games
- ◆ craft markets
- ◆ Victorian and Edwardian days
- ◆ deck chairs at Pier Head
- ◆ angling facilities
- ◆ weddings
- ◆ information on passing ships
- ◆ interpretation of the local nature reserve

The following proposals were considered inappropriate:

- ◆ **Permanent mooring of Naval vessel.** The cost of maintaining a large ship is unlikely to be offset by additional revenue. A large ship would severely restrict access to the Pier from other visiting boats.
- ◆ **Ice/Roller Skating.** The size of these facilities precludes them from being constructed on the Pier. The financial viability of roller/ice skating is unlikely to be sustainable.
- ◆ **Oceanarium/Aquarium.** Provision would conflict with the SeaLife Centre, which is currently being enhanced.
- ◆ **Leisure/Fun Pool.** Due to the size and weight restrictions on the Pier structure, pool provision is considered inappropriate.
- ◆ **Film and Theatrical Productions Museums.** Not considered to be an appropriate use for any Pier Head development. The scale of the development may restrict other more appropriate use.

### **Seafront**

- **Demolition of Old Pier & Foreshore Office (Pier Hill).** This building currently restricts the visual links between the High Street and the foreshore, and its removal will increase the quality of the townscape.
- **Escalator Link with High Street.** Improved access between the Pier/Seafront and the High Street is recognised as a high priority. The design and installation of a moving pavement would be fully supported.
- **Enhancement of Pier Entrance Forecourt.** Hard landscape improvements to the forecourt by the Pier entrance are required to improve this area which is currently tired tarmac.
- **Single Carriageway East and West of Pier.** To widen and improve the seafront promenade, adjacent to the seafront amusements, providing opportunities for the development of street cafes providing a continental ambience. The introduction of a single carriageway may resolve the 'cruisers' issue by withdrawing the circular route. These proposals will have to be considered as part of the overall development of the Local Transport Plan.
- **Cycle Route.** The inclusion of a cycle route linking the east and west of the Pier should be considered along with other proposed carriageway changes described above.
- **Car Parking.** Requests for additional car parking facilities close to the seafront were frequently raised at the consultation meetings. It is suggested that the feasibility of providing additional car parking in Seaway and other seafront locations is investigated.

- **Car Park Access.** Pedestrian access to and from Seaway car park is currently poor and visits to the seafront are frustrated by the distance walked. It is proposed that additional access is considered by compulsory purchase of a property on Marine Parade, to allow direct access to the seafront.
- **Toilets.** Investment is required to improve seafront toilet provision, and improvements in designs to enhance the townscape are also required.
- **Promenade East of the Pier.** The seawall running north of Adventure Island under the Pier is poorly sign-posted and in need of renovation. The walk could provide a pleasant continuous link along the foreshore.
- **Foreshore Landscaping and Furniture.** The installation of co-ordinated seating, bins, lamp posts and landscaped areas would immediately make a highly visible impact and contribute to raising the quality of the seafront. It is suggested that an appropriate landscape enhancement plan is developed.
- **Cliff Gardens.** A Heritage Lottery bid submission is currently being further considered by the Heritage Lottery Board, which is intended to enhance the gardens, deal with the reinstatement of paths, and steps to link the seafront and conservation area. The scheme also includes uplighting of landscape features.
- **Cliff Lift.** This is currently operated privately on behalf of the Council; consideration to its future management and opening hours is currently being evaluated. The enhancement of the station buildings forms part of the Heritage Lottery fund bid.
- **Never Never Land.** The future provision of this facility on Trust land needs consideration. If Never Never Land cannot financially sustain itself, it is proposed that the area should be enhanced with appropriate landscaping features and lighting and returned to public open space: funding for planting works and renovation have been included in the Heritage Lottery bid for the Southend Cliffs Gardens.

7.5 It should be noted that similar suggestions/proposals have been grouped together for ease of reference.

7.6 Photographs of the Pier and former Pier & Foreshore office are set out in **Appendix 9**.

## 8. Future Proposals

8.1 The future development of the Pier and adjacent Seafront are considered vital to the future well being of Southend. This has been confirmed in the MORI poll previously completed and has been consistently confirmed in the consultation undertaken as part of this scrutiny process. The future vision of the Council for these important services needs to recognise and reinforce the significance to the local economy that development can bring to the Town. Developments in the past have tended to be more on a piecemeal basis without an overall vision or plan of what is seeking to be achieved. The Council now has the opportunity to take an holistic view of these services, develop a realistic 'plan' and move forward to secure a sustainable future.

### Short Term Proposals

8.2 It is inevitable that the successful delivery of the agreed medium to long-term proposals will take a considerable amount of time. It is possible that a number of suggested common proposals and infrastructure works could be completed in a relatively shorter time scale, dependent upon a successful outcome to the current Objective 2 bid and capital investment by the Authority. The completion of the short-term proposals listed below would enhance any medium to long-term aspirations that Members develop and agree for the Pier. These proposals include theming the north end of the Pier in a possible Edwardian style, new entrance arch and improvements, North Station infrastructure works, the provision of covered walkways from the entrance, and re-decking the fire damaged area at the Pier Head.

#### 8.3 Pier – Capital

	<u>Cost</u>	<u>Completion</u>
● CCTV and Public Address System	£309,000	December 2001 *
● Pier Entrance Design	£16,000	March 2002 *
● Pier Entrance Refurbishment	£154,000	June 2002 *
● Maintenance Shop/Information Centre	£106,000	March 2003 *



● Access Improvements/Installation of Lift	£80,000	March 2003 *
● North Station Infrastructure Works	£159,000	March 2003 *
● Refurbish Toilets, Pier Head	£73,000	June 2003 *
● Re-deck Fire Damaged Pier Head	£2,000,000	December 2002
● Renovation & Building of Walkway Shelters/Kiosk	£92,000	December 2002 *
● Enhance Illuminations	£60,000	November 2001

\* Capital funding identified within Objective 2 bid, match funded from current works being undertaken on the Pier. The outcome of Objective 2 bid will not be known until early in the new year; the outcome may include adjustments to the level of match funding required from the Authority.

- 8.4 If these short-term proposals were to be acceptable then the Scrutiny Committee would need to request the Cabinet to consider an allocation of £2.06 million in the capital programme over 2001/2 and 2002/3

8.5 *Revenue*

	<u>Cost</u>	<u>Completion</u>
● Condition survey of Buildings	(in-house)	December 2001
● Establishment of planned maintenance regime	£242,000	On-going
● Enhanced events programme/promotion	£30,000	On-going
● Review existing signage	(in-house)	April 2001

- 8.6 The current revenue budget for Pier Maintenance is approximately £60,000; a realistic programme of works and costs is set out in **Appendix 10**. Adoption of this proposal would increase the Pier's Revenue Budget by £212,000.

***Medium to Long-Term Development Options***

- 8.7 The Environmental Scrutiny Committee need to be mindful that the main objective is to recommend a preferred achievable outcome to Cabinet for consideration. It should be noted that any of the selected options will require considerable financial input beyond that currently available directly from the Authority. It is almost inevitable that the future success of the Pier will only be achieved by the Council being able to work in harmony with the private sector and other agencies. In doing so, Members will need to appreciate the needs of the private sector to balance their investment risk with the ability to achieve a realistic return on any future investment. As well as Members needing to take a realistic view of future investment input from the private sector and other agencies, it will be important to retain flexibility and avoid being over-prescriptive with recommendations regarding details of facilities and activities that they wish to see provided. It may also require Members to revisit the Council's planning policies regarding the Pier, Foreshore and adjacent Seafront with the opportunity currently presented with the need to develop a replacement Borough Local Plan. The future will see the need for important and difficult decisions to be made that are able to resolve conflicting interests and take forward a balanced and achievable outcome.

- 8.8 Due to the on-going dispute between the Authority and AMF, detailed proposals for the platform can be considered but it would be inappropriate to highlight these in the final resolution at this stage to avoid compromising the Authority's position with AMF.

- 8.9 It will be necessary to commission suitable consultants initially to appraise, and then to develop and assist in the successful delivery of the agreed actions, proposals and timetable. A bid for funding towards the appraisal aspect has been included in the current Objective 2 bid. Three main proposals for the Pier have been prepared for Members consideration:-

8.10 *Option A*

- **Pier Train Service.** The train service is enhanced with replacement track and rolling stock.
- **Pier Walkway Widened.** The Pier walkway is widened by moving the existing railway to the east on the existing redundant Pier structure piles. An additional loop extension would be required to achieve this; entertainment and kiosks could be provided on the Pier stem.
- **The World War II Experience.** The Block House building at the Pier Head is developed to provide museum facilities, possibly operated by the Pier Museum Trust.

- **Pier Head Mooring.** Provision is made for a mini marina at the Pier Head.
- **Development of Buildings.** The Pier Head and AMF platform are identified for development opportunities for the private sector; there could possibly be new pavilions with multi-purpose facilities. This is likely only to be a viable option at the Pier Head if the fire damaged decking area has been reinstated as set out within the Short Term Proposals.
- **The Pier Museum.** Existing facilities are extended and improved access provided.
- **Development of an Events, Entertainment and Activity Programme.**

8.11 In order to attract the significant levels of investment required it may be necessary for the Authority to enter into a management and investment agreement for the Pier with private sector partners, with the Council seeking to secure other resources from future Objective 2 bids, Thames Gateway and any appropriate lottery funds.

#### 8.12 *Option B*

- **Cable Car to Pier Head.** The Pier Railway is closed and a cable car or alternative method of transport is provided to the Pier Head. A cable car would be an additional modern attraction and provide the opportunity to link Southend High Street, the seafront and the Pier. (Illustration **Appendix 8.**)
- **Pier Walkway Widened.** The Pier walkway is extended to its full width to the current redundant Pier structure piles. This would provide the opportunity to provide street style entertainment, children's play area, retail space and designated angling space. A Land style train could also provide additional transport along the Pier stem.
- **Pier Museum.** The Pier Museum is relocated into the North Station, providing better access, additional space and the opportunity to display railway rolling stock in the original surroundings. This option would require significant investment and Heritage Lottery funding would be required.
- **World War II Experience.** As Option A.
- **Pier Head Moorings.** As Option A.
- **Development of Buildings.** As Option A.
- **Development of an Extensive Event, Entertainment and Activity Programme.** As Option A.

8.13 Capital Investment as Option A.

#### 8.14 *Option C*

- **Pier and Railway Managed In-House.** The railway is managed and operated by the Authority requiring significant capital investment from the Council within the next five years.
- **Integrated Improvements.** Undertaking Pier improvements when opportunities exist from external funding i.e. Objective 2, Thames Gateway and lottery funds; although match funding will be required from the Council.
- **Re-Investment.** Additional income generated is invested directly into the Pier facilities. The approach is unlikely to provide significant levels of funding.
- **Development of Buildings.** The Pier Head and other prime space is identified for development opportunities for the private sector. Previous experience indicates that little interest exists within the private sector for major investment without the control and management of access to the Pier.

8.15 The adoption of this approach will require significant on-going funding from the Authority and investment from the private sector is likely to be limited.

## 9. Foreshore/Seafront

### *Short Term Plan*

- **Demolish old Pier and Foreshore Office, Pier Hill.**
- **Review signage and street furniture.**
- **Draft a landscape enhancement scheme.**
- **Investigate the replacement of Eurobins.** To provide a user-friendly bin facility
- **Investigate carriageway changes.** A scheme is developed to reconfigure the road layout, increasing cycle track provision, east and west of the Pier. To be considered in the context of the Local Transport Plan.

### *Medium/Long Term Plan*

- **Enhance Pier Forecourt.** Pier Hill.
- **Escalator link with High Street.** Improvement of access between seafront and high street
- **Car Park Provision.** Investigate feasibility of providing additional car parking in Seaway and other seafront locations.
- **Car Park Access from Seaway.** Improve pedestrian access from Seaway Car Park by purchasing appropriate property in Marine Parade.
- **Demolish Loading Jetty.** Consider the provision of a new Jetty for the local fishing industry.
- **Installation of new Road Layout.**
- **Undertake Landscape Enhancement.**
- **Toilet Improvements.**

## 10. Background Papers

## 11. Appendices

11.7 The following appendices are included in this report.

11.7.1 **Appendix 1 – Pier & Foreshore Scrutiny Undertaking (Minute 792)**

11.7.2 **Appendix 2 – Pier & Foreshore Review Area (Map)**

11.7.3 **Appendix 3 – Corporate Strategy Objectives**

11.7.4 **Appendix 4 – Planning Policy Restraints**

11.7.5 **Appendix 5 – Estimate for General Fund 2000/2001**

11.7.6 **Appendix 6 – Pier Scrutiny Suggestions**

11.7.7 **Appendix 7 – Photographs of Pier Trains**

11.7.8 **Appendix 8 – Cable Car Plan and Photograph**

11.7.9 **Appendix 9 – Photographs of Southend Pier & Foreshore**

11.7.10 **Appendix 10 – Pier Maintenance Estimate**

11.7.11 **Appendix 11 – Broad Costs Estimate (Capital)**

# Appendix 1

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Environmental Scrutiny Committee – 2 March 2000

## 792 PIER & FORESHORE UNDERTAKING - SCRUTINY

**Resolved:** That the following report of the Pier & Foreshore Working Party setting out proposals for carrying out the scrutiny be agreed. In so doing the Committee agreed that it would facilitate the submission of a minority report if required.

*Held 29 February 2000*

**Present:** Councillor Mrs Dunn (Chairman)  
Councillors Briggs and Wexham

**In attendance:** J K M Krawiec, J Dallaway, D Watts, N Harris, R Childs, A Wallace

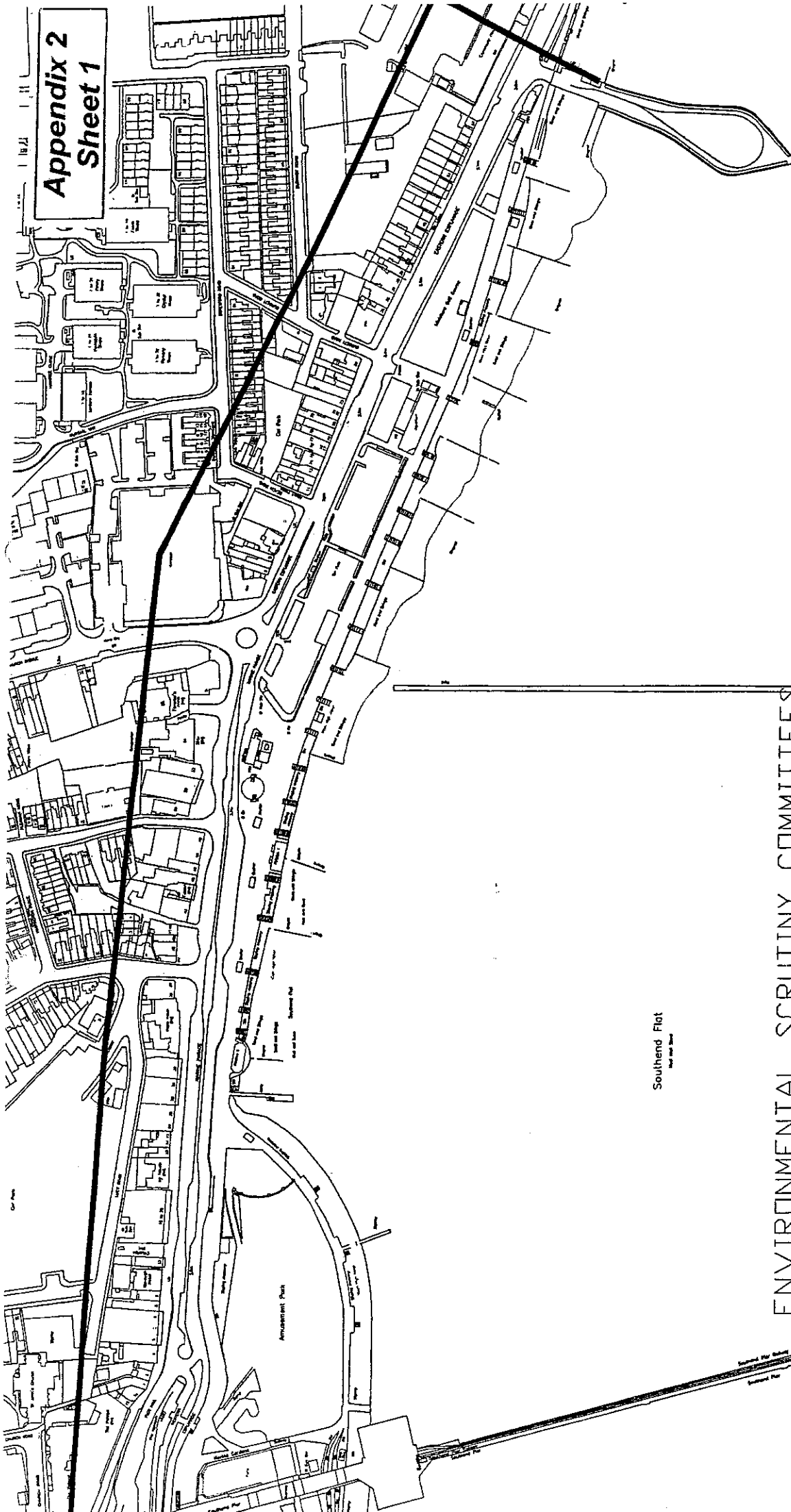
*Meeting started at 4.00pm*

*The Working Party met to consider the terms and reference and programme for the Scrutiny of the Pier and immediate adjacent foreshore requested by the Environmental Scrutiny Committee Minute 709.*

**Resolved:** (1) That the Environmental Scrutiny Committee be recommended to adopt the following Terms of Reference for the Scrutiny:-

(i) To undertake a detailed review of the management operations and future development of Southend Pier and the adjoining seafront foreshore area. The review should include all policy, financial, legal and property considerations, and will, in particular, focus on the need to attract new investment and leisure opportunities to the Pier and the adjoining seafront and foreshore. To evolve an ongoing policy for the regeneration of the Pier and Foreshore. For the purpose of the review the term foreshore means the area between the Loading Pier and Westcliff Leisure Centre incorporating Pier Hill.

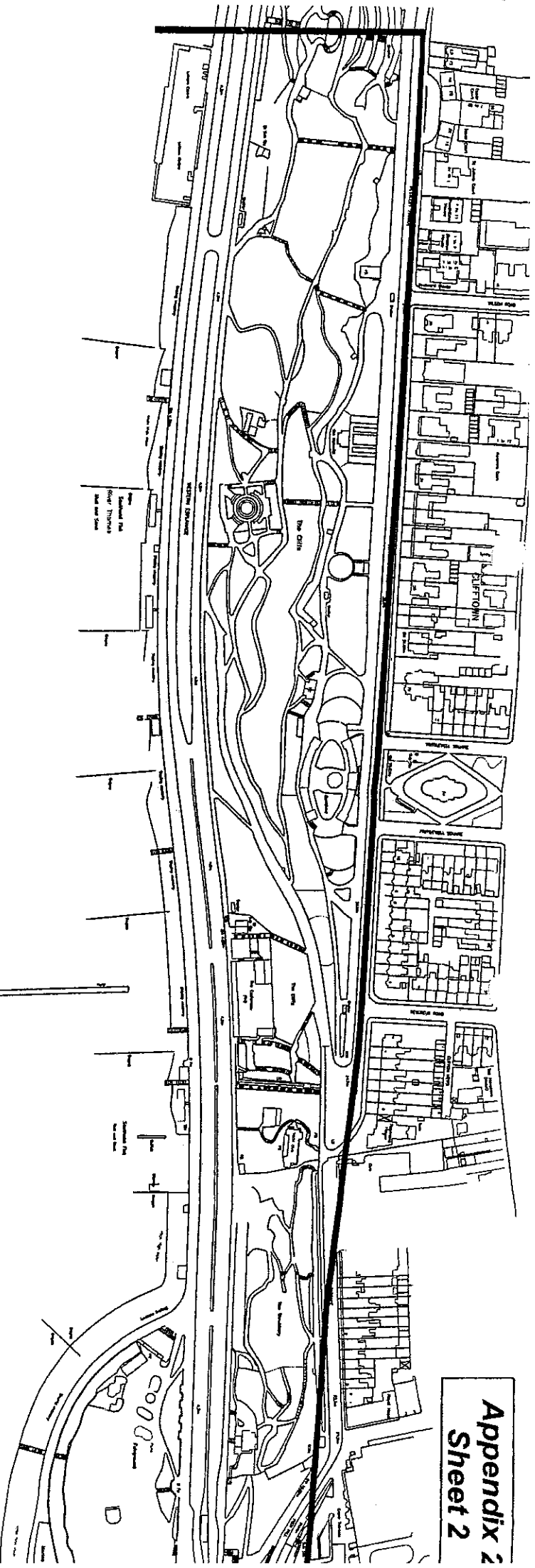
# Appendix 2 Sheet 1



Soulhead Flat  
and other areas

## ENVIRONMENTAL SCRUTINY COMMITTEES PIER & FORESHORE REVIEW AREA

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# ENVIRONMENTAL SCRUTINY COMMITTEES PIER & FORESHORE REVIEW AREA

Southend Flat

Map and Scale

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# Appendix 3

## Corporate Strategy Objectives

1. To encourage appropriate **DEVELOPMENT** and **ECONOMIC REGENERATION**:
  - To build upon and enhance Southend's strengths as a seaside resort (including the Pier) whilst at the same time promoting a broad-based local economy to provide diverse employment and inward investment opportunity.
2. To maintain and upgrade the quality of **INFRASTRUCTURE** and **ENVIRONMENT**:
  - Achieve a high quality and attractive environment.
  - Maintain and enhance the Town's open spaces and Seafront.
5. To provide and maintain appropriate **LEISURE, CULTURAL** and **TOURISM** facilities:
  - To promote the cultural well-being of Southend by developing and implementing, in conjunction with others (both private and public sector) a cultural strategy for Southend which includes policies and actions for the arts, heritage, sport and recreation, parks and open spaces, Pier and foreshore and community development.
  - To ensure the widest possible range of good quality leisure and cultural facilities and activities available to all.
  - To protect and enhance the various environments within Southend as a resource for leisure.
  - To develop, enable, encourage and provide leisure, cultural and tourist opportunities that will positively maintain, promote and raise Southend's status as a resort of national importance and that will contribute to the local economy.

# Appendix 4

## Planning Policy Restraints

The following Borough Local Plan policies are the most detailed that relate to development on the Pier and Foreshore:

- Policy G6 – Nature Conservation: indicates that development will not be permitted in the areas identified as a Nature Reserve or Site of Special Scientific Interest.
- Policy C2 – Historic Buildings: which states that development proposals will be required to pay special regard to the preservation and restoration of such buildings.
- Policy C4 – Conservation Areas: which reflects national policy that development in and adjoining conservation areas should respect the character and amenities of those areas.
- Policy C16 – Foreshore Views: indicates that outside the Central Sea Front Area (i.e. only the area West of the Pier so far as the study is concerned) development south of the seafront road will be limited to the replacement of kiosks and to the provision of new water-based recreation facilities.
- Policy L1 – Facilities for Tourism: states that the Council will encourage proposals to provide new or improved tourist facilities.
- Policy L2 – Central Sea Front Area: indicates that visitor orientated developments will be encouraged in this area which includes most of the study area.
- Policy L3 – Southend Pier: states that development will be promoted on it (subject to consideration of its Listed Building status) in order to safeguard its future as a unique leisure facility.
- Policy L4 – Water Recreation: states that new facilities for water recreation will be encouraged in appropriate locations where they do not reduce the amount of beach or restrict views from the seafront.
- Policy L6 – Hotels and Guest Houses: encourages the creation of new hotels and guest houses in the Central Sea Front Area and Visitor Accommodation Areas.
- Policy L7 – Retention of Hotel and Guest House Uses: seeks to discourage the loss of Visitor Accommodation in the Central Sea Front Area and Visitor Accommodation Areas.
- Policy L10 – Sea Front Visitor Parking: indicates that normal parking standards may be relaxed within the Southend Sea Front Area for proposals involving desirable improvements to the resort's facilities and where alternative public parking is available close at hand.
- Policy T7 – Sea Front Access: identifies the need to review the highway network in the light of possible new leisure developments on the Sea Front
- Policy T11 – Parking Standards: indicates that the Council will set standards for parking and will not normally give permission for developments which will cause additional on-street parking or loss of existing public parking.

There are also a number of proposal sites within or adjacent to the Study area:

- Proposal P3A – Former Gas Works Site: the proposals for this site are now largely superseded by the Council's more recent thoughts.
- Proposal P3B – Land at Burnaby Road: which the Local Plan proposes could be developed for residential development



## Appendix 4

- Proposal P6A – Corporation Loading Jetty: recognises the environmentally damaging condition of the present structure and proposes part demolition and new slipway etc. for more uses. This proposal has also now been partly superseded by the Council's current thoughts for the jetty.
- Proposal P6C – Southchurch Avenue/Marine Parade: potential leisure site 0.09 hectares.

### General Constraints

There are a number of general issues which need to be borne in mind for any development of the Sea Front area. Most of these feature in or arise from the policies in the Local Plan. They include:

- Parking, access and servicing.
- Residential amenities of areas adjacent to the Sea Front (considerations of noise, hours of use, vehicular activities etc).
- Site assembly.
- Contamination.
- Quality of life and sustainability.

### Legal Constraints

The legal constraints on foreshore and pier development are:

- The Essex Act 1987 deals with the piers. This means both the Corporation Loading Pier as well as Southend Pier (and, in more restricted application, to Bell Wharf).
- S60 authorises the continuation and maintenance of the piers; this includes power to improve, alter, widen and to build warehouses, offices, workshops, landing stages.
- S61 authorises maintenance, improvement, alteration and construction of buildings on the piers including pavilions, shops, toilets, restaurants etc.
- S68 contains power to lease the piers or any parts thereof.
- S69 contains power to demolish.
- S76 requires consultation with and/or the consents of the PLA.
- S80 authorises the provision of moorings.
- S83 authorises the construction of groynes on the Council-owned foreshore.

In relation to the Council-owned foreshore, the following constraints will apply:

- The Council must comply with any restrictive covenants etc. in the conveyances.
- The Council's title in the foreshore is subject to the right of navigation: that means that the Council can do nothing on the foreshore that obstructs the right unless it can establish lawful authority. The Essex Act is valid authority for the obstructions represented by the pier, groynes and moorings referred to above. Other developments etc. must seek alternative authority. This will probably take the form of a River Works licence issued by the Port of London Authority (PLA). The SWINE is an example requiring a PLA licence.

# Appendix 5

## SOUTHEND ON SEA BOROUGH COUNCIL ESTIMATE FOR THE GENERAL FUND YEAR ENDING 31st MARCH 2001

Actual 1998/1999 £	Ref No	Details	Estimate for 1999/2000		Estimate 2000/2001 £
			Original £	Revised £	
		<b>Leisure, Culture &amp; Sport Portfolio Pier &amp; Foreshore Management</b>			
		<b>Expenditure</b>			
667,869	1	Employees	594,350	637,100	617,450
208,543	2	Premises	199,200	197,050	212,200
34,060	3	Transport	44,350	40,900	45,550
275,754	4	Supplies & Services	319,200	287,250	296,800
0	5	Transfer Payments	0	0	0
139,629	6	Third Party Payments	152,500	141,600	144,000
199,108	7	Management Admin Tech Services	181,150	219,600	224,500
180,950	8	Capital Financing Charges	167,000	167,800	171,050
0	9	Special Items	0	15,000	0
<b>1,705,913</b>	<b>10</b>	<b>Gross Expenditure</b>	<b>1,657,750</b>	<b>1,706,300</b>	<b>1,711,550</b>
		<b>Income</b>			
0	11	Government Grants	0	0	0
0	12	Other Grants & Reimbursements	0	0	0
587	13	Sales	650	500	600
420,741	14	Fees & Charges	441,000	461,600	431,750
470,452	15	Rents	492,850	513,950	509,000
0	16	Interest	0	0	0
0	17	Other	0	0	0
0	18	Recharges	0	0	0
<b>891,780</b>	<b>19</b>	<b>Total Income</b>	<b>934,500</b>	<b>976,050</b>	<b>941,350</b>
<b>814,133</b>	<b>20</b>	<b>Net Expenditure/(Income)</b>	<b>723,250</b>	<b>730,250</b>	<b>770,200</b>

## Pier Scrutiny

	SUGGESTIONS	MANAGEMENT CHANGES/OPTIONS
Paul Gilson (Fisherman)	Old destroyer at Pier Head Alter road layout Multi-storey Car Park Remove road humps Roller Skating – AMF site Water Park New jetty – near SeaLife Centre Increase security behind wall – Adventure Island	
John Barber (Chairman – SSIBA)	Pier to be themed – possibly Edwardian Train could become an experience in itself 'People Mover' to connect High Street with seafront Landscaping of trees and flower beds Traditional lighting columns – linked to Pier theme Refurbishment of toilets & increase numbers on Foreshore Initiative to encourage visits to Southend on public transport Improve layout of Seaway Car Park – possible additional storey High tech road signs Extension of CCTV to west of Pier Increase marketing budget for resort	Privatise Pier trains Pier should remain property of the Council – responsible for maintenance, structure, to deck level Refurbishment programme to be undertaken prior to privatisation Continued partnership working with the Authority
Peggy Dowle (Pier Museum Trust & Foundation)	Improve number of front line staff at North Station Improve entrance Resurface Pier walkway Restoration of burnt out structure at Pier Head Victorian style structure to be constructed on AMF site Pier should have the National Pier Museum Pier Head building – to be used for events/exhibitions  Block house should be further developed for a 'World War II' experience Pier railway – second track should be restored – new trains should be based on the 1949 rolling stock Pier Museum extension – on existing site or AMF site Cease fireworks on Pier – provide alternative solution Improve facilities for the disabled	Go for Lottery funding  Pier Head building should be funded by the Council/EU Funds/Arts Lottery  Guidelines should be set for design & quality of buildings on the Pier for potential developers  Pier should not be privatised.
Tony Gamer (SWINE)	Council, following consultants' report, no longer proceeding with this project.	
Editor of Evening Echo Tim Gillett (BBC Essex)	Outlined comments by readers published in the 'Echo'. Listeners Views: Music/Bands – deck games on the Pier Remain burnt out timbers at the Pier Head Three storey modern building – Theatre/restaurant Observation level – glass lifts Sun deck with glass partitions Visiting ships Shore end for the young – wet end for older people Shopping outlets from one end to the other Ice skating rink and Old Tyme Music Hall Craft markets Restoration of Edwardian grandeur Dance hall/restaurant Observation platform Ice & roller skating facility Museum of the Thames	Partnership with private ownership  Lottery application
Ayshford & Sansome	High Street area requires landscaping University/College – fundamental	
Mr Thomas (Lewis Harris Partnership)	Marina for seafront between the Pier and corporation loading jetty Hotel	
Ian Knowles & Mary Ann Connolly (PinPoint Productions)	Pier Head – building combining a museum of film and theatrical productions 'James Bond' museum Cars and Stars museum Theatre 90 – 150 seats Cyber Café – digital workshop Art house cinema	

SUGGESTIONS	MANAGEMENT CHANGES/OPTIONS
-------------	----------------------------

Alan Stack (Kursaal)	<p>Pier:</p> <ul style="list-style-type: none"> <li>Greek style open air theatre/events</li> <li>Carousel</li> <li>Smart low-cost Edwardian theatre</li> <li>Roller skating</li> </ul> <p>Foreshore:</p> <ul style="list-style-type: none"> <li>Car park provision</li> </ul>	Pier Head difficult for commercial developer AMF site commercially more interesting. Needs to be Council led, funded and supported.
Roger Coombs (Moss Prime Coombs)	<p>Pavilion building for Pier Head (planning permission and listed building consent 1997)</p> <p>Permanent mooring of a major ship</p> <p>Stem-flat bottomed boats</p> <p>Marina</p>	
Caroline Davis (Thames Estuary Partnership Co-ordinator)		Principles for action document to be included in the consultation process
Alistair Harman (InterClub – Association of Yacht Clubs, Southend on Sea and Area)	<p>Provision of jetty and marina – 10 boats at Pier Head</p> <p>Facilities for visiting yachtsmen – water, fuel, rubbish disposal</p>	
Francis McGinty (Kerry Doyland – World Happy Services)	<p>Develop an overall theme for Pier and adjacent seafront</p> <p>Upgrade entrance</p> <p>Move Pier Museum to a more prominent position</p> <p>Pier Head theatre – in two storey building</p> <p>'Thames Educational Experience'</p>	<p>Combine the best that the private and civic sectors can offer</p> <p>Lease out the Pier, Council to continue to maintain the structure</p> <p>Review pricing policy – seek a million visits per annum</p> <p>Form a new company to run the Pier</p>
Philip Miller, Jim Wilson, Neville Moss, Mr Harrington (Adventure Island)	<p>Introduction of cleaning patrols on Foreshore</p> <p>Introduce customer friendly bins</p> <p>Remove Euro bins</p> <p>Improved provision of illuminations</p> <p>Increase investment in marketing by the Authority</p> <p>Foreshore/High Street:</p> <ul style="list-style-type: none"> <li>Tree planting similar to the Embankment in London</li> <li>Seating areas</li> <li>Extension of sunken gardens into the sea.</li> <li>Adventure Island is now full.</li> <li>More car park provision.</li> </ul> <p>Pier (Southend's Eiffel Tower):</p> <ul style="list-style-type: none"> <li>Cut the bridge off over the Esplanade. One entrance for trains and walkers.</li> <li>AMF – Oceanium – Aquarium.</li> <li>The stem fencing improved.</li> </ul>	<p>An assessment of the management implications total cost £5.67 million for first five years, £7 million over next ten years, and annual maintenance investment programme of £580,000</p> <p>Suggest £1 million budget increase</p> <p>Needs to be a 12 months operation.</p> <p>A range of options needs to be provided on the seafront – families, the 'grey pound', weekend breaks.</p> <p>Privatise the Pier – operation not the maintenance of the structure. Renegotiating existing leases.</p> <p>Council's transport policy needs to be in tune with the seafront.</p>
Sir Teddy Taylor (MP for Rochford and Southend East)	<p>Improve publicity for Pier</p> <p>Increase the number of visiting ships and sailing from Pier Head</p> <p>Ice skating rink</p> <p>Theme park/games</p>	<p>Objective II funding available</p> <p>Invite successful seaside businessmen to take responsibility for the Pier</p>
Andrew Circus (Southend Society)	<p>Commercial development at the Pier Head</p> <p>A series of regular, themed events, folk music, Morris Dancers, Victorian day, band concerts, antiques fairs</p> <p>Appointment of promotions manager</p> <p>Expand the use of the Pier in the town marketing</p>	
Southend Police	<p>High quality provision should be the aim.</p> <p>Improve management of traffic flow.</p>	
Gillian Artis (East of England Tourist Board)		Strategically the Pier & Foreshore should not be viewed in isolation but part of the whole of the tourism product.
Mr F.W. Collins (Chalkwell Lifeguards)	Issues relating to Chalkwell area only.	
Mr Goldbold (Leigh & Southend Joint Fishermen Association)	New Jetty by the Sea Life Centre.	
David Shepherd (RNLI)		Not to compromise RNLI access.

SUGGESTIONS	MANAGEMENT CHANGES/OPTIONS
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Marjory Hall (Pier & Foreshore Officer) & Staff	<p>Pier:</p> <ul style="list-style-type: none"> <li>Old fashioned 'penny' slot machines arcade</li> <li>Ice rink at Pier Head or on Bowling Alley site</li> <li>Edwardian/Victorian Bandstand</li> <li>Deck games</li> <li>Ice cream/refreshment kiosk, halfway along walkway</li> <li>North Station – ticket office/shop</li> <li>New Pier Hill entrance arch</li> <li>Additional deck chairs on new sun deck</li> <li>Pier Head distance marker</li> <li>Provide covered seating areas at Pier Head</li> <li>Rebuild shelter at ¼ mile point</li> <li>Rebuild fire damaged area (Pier Head)</li> <li>Traditional buildings externally – interactive visitor/education centre, cyber café, quality restaurant/ice cream parlour</li> <li>Southend Pier Museum/National</li> </ul> <p>Foreshore:</p> <ul style="list-style-type: none"> <li>Marina provision (Pier Head or foreshore)</li> </ul>	<p>Seek sponsorship for development of events/entertainment programme. Southend Borough Council to continue to own, manage and operate the Pier. Developers should be sought to develop, manager and operate individual attractions on the Pier.</p> <p>Produced a maintenance plan for shelters, seafront seating and street furniture. Prepare a beach management plan, for area east of Pier.</p> <p>Long term plan in place – consistent strategy.</p>
Peter Bosch (Southend Hotel & Catering Association)	<p>Increase parking facilities – a system of moving visitors around.</p> <p>Themed promenade, tasteful planting, lighting and soft landscaping.</p> <p>Marina adjacent to Pier, eastwards at Pier Head.</p> <p>Further park – westwards – ice skating.</p> <p>New Pier entrance.</p> <p>Trains or alternative transport system – need revamp.</p> <p>Facilities for fishermen, regular boat day trips.</p>	<p>Rolling programme of repairs and maintenance.</p> <p>Partnership necessary.</p>
Noel Kelleway (Southend Business and Tourism Partnership)	<p>High Street and seafront require linkage.</p> <p>CCTV.</p>	<p>Communication – a barrier to regeneration</p> <p>Increase police presence.</p> <p>Regeneration of the Pier and seafront should contribute to development of the whole town as part of an integrated project.</p>

#### Correspondence Received from Invitees

Waverley Excursions Ltd	Re-affirms a commitment to provide sailings to and from Southend Pier.	Support for the sensitive development to secure the future, socially, technically and historically of Southend Pier and Foreshore for the benefit of all.
AMF Bowling	Welcomes the Council's intention to produce a long term plan for the Pier.	
JBR Leisure	Sets out how the Council has dealt with the Crystal Pavilion proposals.	
Pier Leisure – Southend	New modern building at Pier Head (outline planning permission granted) constructed on the fire damaged area. Two storey building, second stage – house bandstand and linked to sun deck.	Council should construct the building and offer the private sector to manage it, or take on equal partner and contract to build and manage the building. Retain the running of the Railway.
Port of London Authority	Applauds the Council's consultation process. The PLA is not in a position to comment on proposed redevelopment of the Pier and Foreshore, apart from outlining constraints to navigation which any future redevelopment must accord.	
Southend Town Centre Business Group	Fully supports the views stated by the Southend Seafront Illuminations & Business Association Ltd (SSIBA).	

#### Public Meeting 19<sup>th</sup> July 2000

Mrs Gill/Mrs R Walker (Leigh-on-Sea/Sunningdale Court)	Multi purpose building Pier Head	Lottery funding.
Mr Reece	Sundeck – reception, licensed for weddings	
Geoff Rhodes	Seafront – open air pool/roller skating rink (winter).	Give Leisure Services a chance.
	How it was in the 60's – partitions.	
	Marina needed – dredge the Pier Head.	
	Make a greater use of the Thames – sailing marina off the Pier.	
	Information & education regarding ships passing	
	Ice skating/roller skating for the AMF site.	
Martin Wexham	Water park for the town.	
	Investigate fishing locations on the Pier.	

SUGGESTIONS	MANAGEMENT CHANGES/OPTIONS
-------------	----------------------------

Mr A F Tomassi Mrs J Tomassi Mr A D Tomassi	<p><b>Seafront:</b></p> <p>Seafront to become a modern family destination. Link the High Street and Pier – use of flags on High Street, seafront and Pier. Pier Hill area landscaped, water feature – on Pier car park illuminated at night. Promenade walkway from Westcliff Casino to the Kursaal information panels, telescopes en route. Close west bound carriageway to widen promenade. Tree planting programme. Discreet and upgraded toilets Demolish the Gas Work jetty.</p> <p><b>Pier:</b></p> <p>Remove Pier arch – replace with neon signs (tide times/temp ) Redecorate the Pier modern design (hardwood and stainless steel). Redesign shelters – modern theme. Modernise Pier station entrance. Bowling site (AMF) – exhibition of naval items. All railings in this area upgraded. Leave existing buildings on Pier Head and redeck burnt out area. Permit fishing from certain areas only. Pier to become a walking promenade.</p>	<p>Proposals achievable on relatively small financial outlay. Long term remedies – require financial commitment from the Council. Short term action must not compromise long term aims.</p> <p>Do not lose control of the Pier by securing aspects of it to outside parties. Do not do mock Victorian. Keep it simple/effective and easily maintainable. No further amusements/games on Pier Employ 'top' London architect/designer skilled in Leisure.</p>
Angela/Trevor Dobney	<p>Return Pier to Edwardian times Interest in penny amusements. Redeck burnt out area. Palace Hotel needs upgrading. Pontoons and amphibian vehicles to take sailors to their boats.</p>	
Bob Cheshire	<p>Plugs in the board/on the Pier &amp; bitumen wheelchair hire. Plans to include wheelchair access. Facilities for anglers. More visiting boats and ships. Improved links with the High Street.</p>	

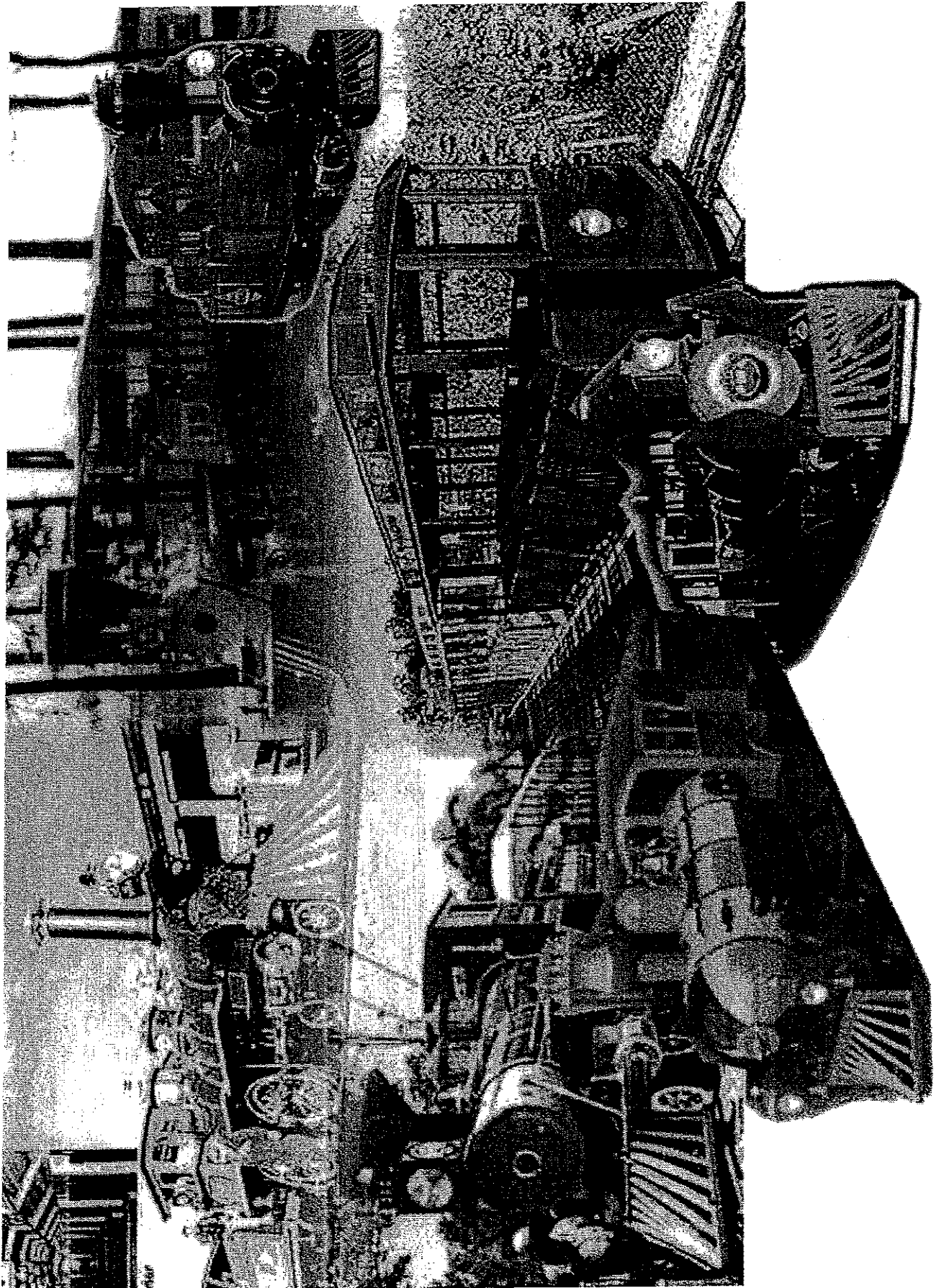
#### Councillors' Suggestions

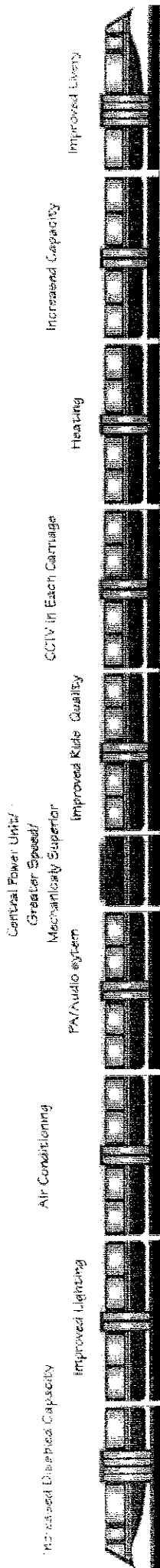
Councillor H Briggs	<p>Edwardian Theme. New entrance based on original design. Covered walkway to new Pier Pavilion. AMF site – new Pavilion – copy of earlier building – conference/banqueting suite Railway be closed – walkway to be widened from new Pavilion to Pier Head. Kiosks provided on walkway. Restored shelters. Pier Head to be restored. Block house restored to original state – anti-aircraft post – education centre. Burnt out platform restored. Provision of a funicular railway (from the cliffs, east of Pier to South Station).</p>	<p>Possibly managed by a restaurant chain.</p> <p>Lease out small sections to tenants, or ??? lease to an individual company.</p>
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# Appendix 7

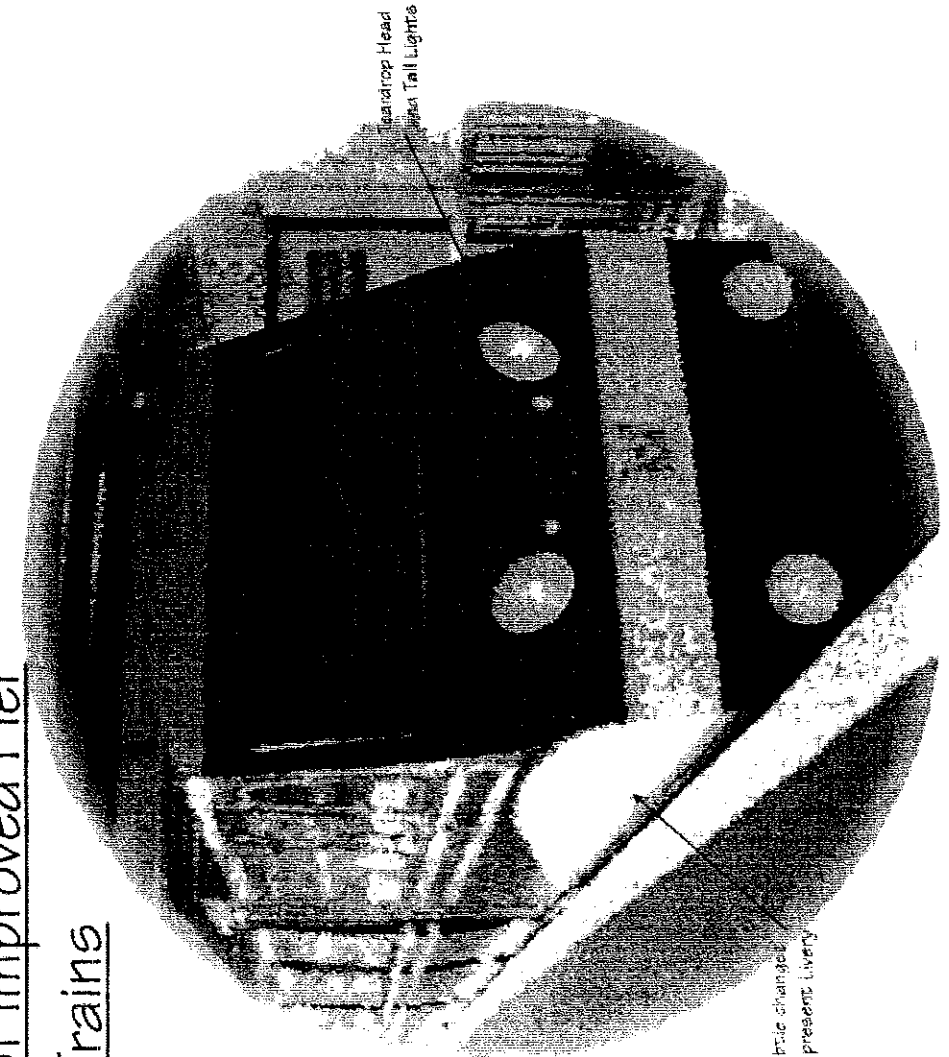
Sheet 1





## Proposed Modification to Pier Train

### Artistic Impression of Improved Pier Trains



### Existing Train

- Increased Capacity from 170 persons to 250 persons
- Doubled capacity for wheelchair use (presently 5 per train)
- Diesel-Electric Power Unit - More economical and mechanically superior
- Improved Suspension for greater ride quality
- Air Conditioning for greater comfort
- PA/Audio system improves Driver to Passenger communication and enhances ride experience
- Heating for winter running
- CCTV for Driver and Passenger security and vandalism deterrent
- Improved Lighting within carriages
- Improved frontal appearance and Livery



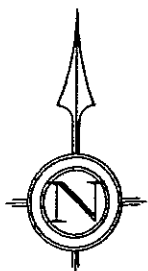
# Appendix 8

Sheet 1 of 3

Proposed Route of Cable Car

1800m - Level

Pier Head



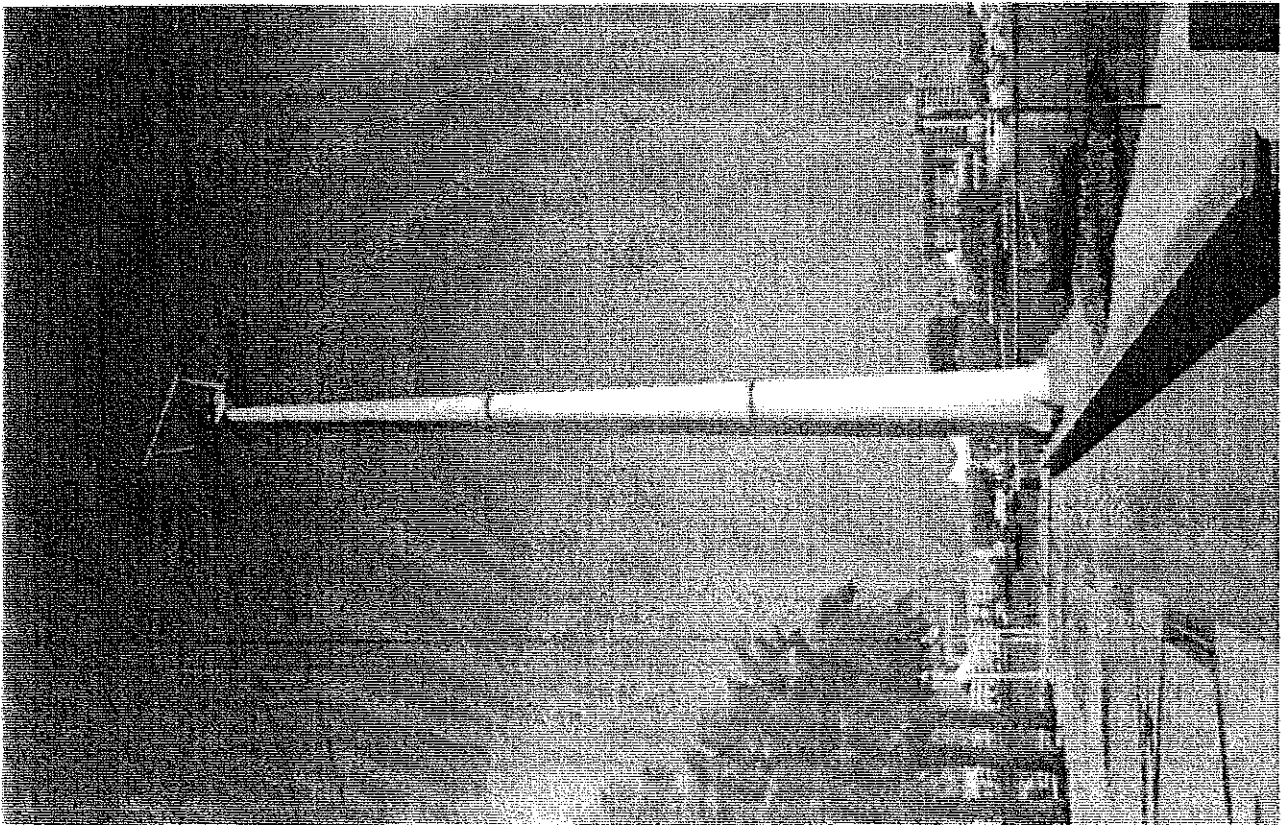
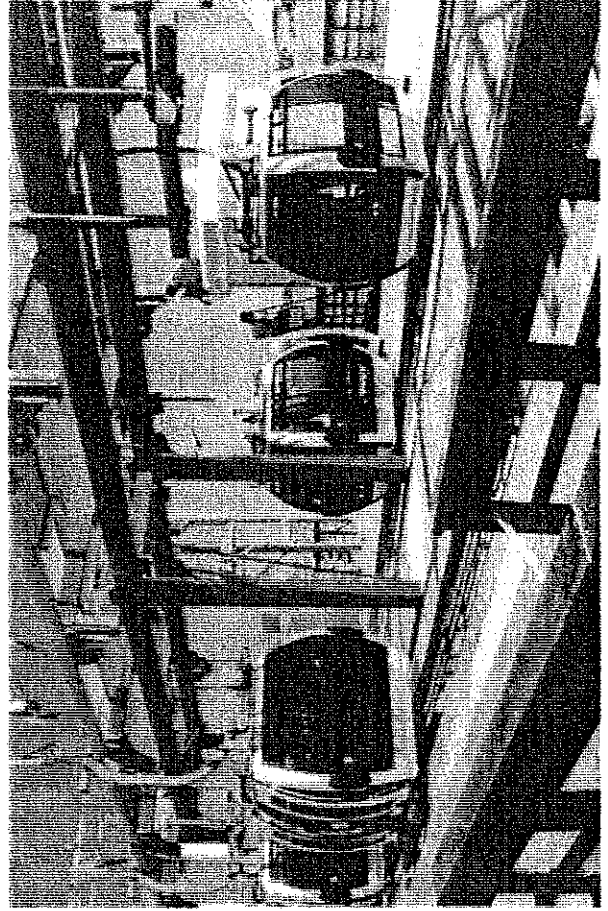
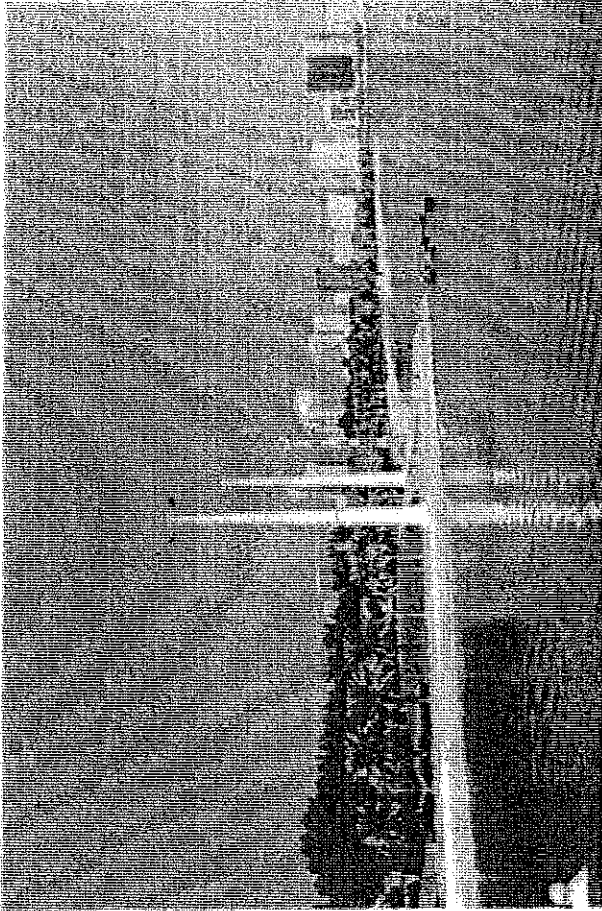
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## Southend Pier Cable Car Proposal

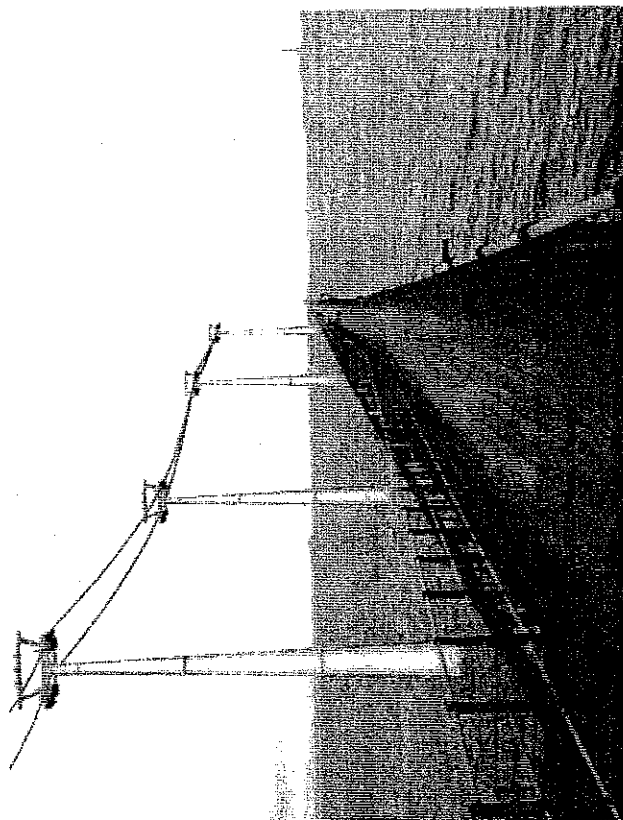
# Appendix 8

Sheet 2 of 3



# Appendix 8

Sheet 3 of 3



# Appendix 9

Sheet 1 of 2  
Pier Arch &  
Forecourt



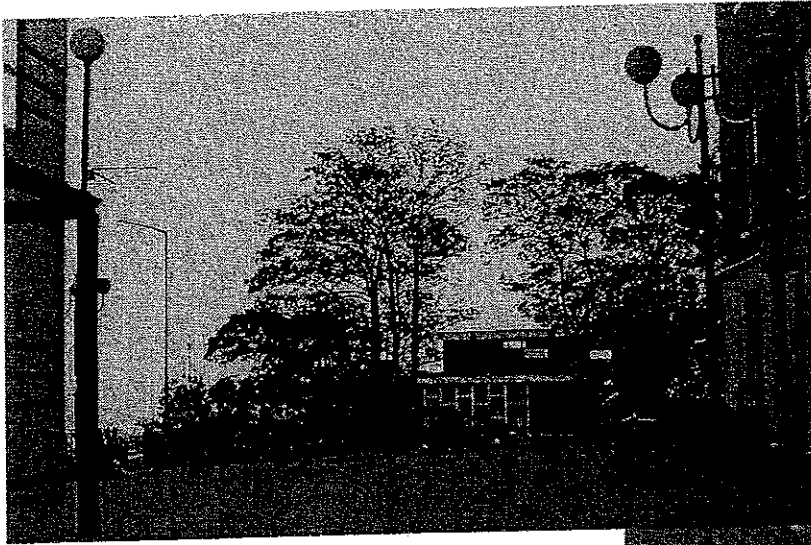
Pier Stem



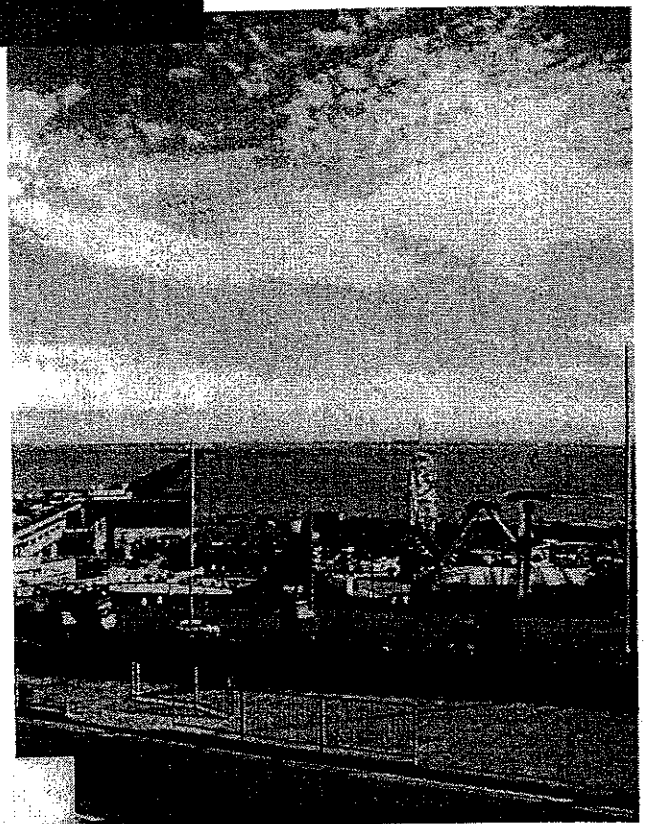
Seafront - east of Pier

# Appendix 9

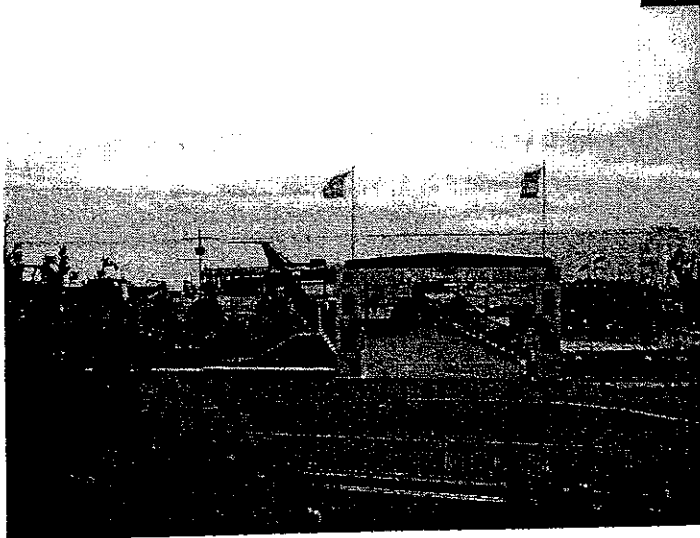
Sheet 2 of 2



Foreshore Office, Pier Hill (looking south)



View from Pier Hill to west side of Pier



View from Pier Hill (looking south)

# Appendix 10

## PIER MAINTENANCE ESTIMATE

DESCRIPTION	2001/02	1002/03	2003/04	2004/05	2005/06
<b>STRUCTURE</b>					
Inspection	27,500	8,500	8,500	8,500	8,500
Maintenance Works	100,000	100,000	100,000	100,000	100,000
Painting and steelwork renewal	20,000	50,000	50,000	50,000	50,000
Deck renewal					
<b>RAILWAY</b>					
Safety Inspections	4,000	4,000	4,000	4,000	4,000
Maintenance Works	9,000	3,000	3,000	3,000	3,000
Major maintenance fund (track & signalling renewal) (R&R)	40,000	40,000	40,000	40,000	40,000
<b>ELECTRICAL</b>					
Safety testing	2,500	2,500	10,000	2,500	2,500
Maintenance Works	5,000	5,000	5,000	5,000	5,000
Illuminations maintenance	6,000	6,000	6,000	6,000	6,000
HV supply and transformer	1,500	1,100	1,100	1,100	1,100
Lighting	3,000	3,000	3,000	3,000	3,000
Navigation aids	1,500	1,500	1,500	1,500	1,500
<b>WATER SUPPLY &amp; FIRE MAIN</b>					
Maintenance of frost protection & hydrants	2,000	2,000	2,000	2,000	2,000
Running, maintenance & testing for fire pumps	2,300	2,300	2,300	2,300	2,300
<b>DRAINAGE</b>					
Running and maintenance	4,200	4,200	4,200	4,200	4,200
Periodic maintenance (R&R)	5,000	5,000	5,000	5,000	5,000
<b>MISCELLANEOUS</b>					
Workshop plant	1,200	1,200	1,200	1,200	1,200
Handrail/barriers	3,000	3,000	3,000	3,000	3,000
Shelters	3,000	3,000	3,000	3,000	3,000
Maintenance of slipway and steps	1,000	1,000	1,000	1,000	1,000
<b>TOTALS</b>	<b>241,700</b>	<b>246,300</b>	<b>253,800</b>	<b>246,300</b>	<b>246,300</b>
<b>CURRENT MAINTENANCE BUDGET</b>	<b>60,000</b>	<b>60,000</b>	<b>60,000</b>	<b>60,000</b>	<b>60,000</b>
<b>ADDITIONAL REVENUE COST</b>	<b>181,700</b>	<b>186,300</b>	<b>193,800</b>	<b>186,300</b>	<b>186,300</b>

All at 2000/2001 prices

# Appendix 11

## Broad Costs Estimates – Capital

### Option A

	<u>Outline Cost</u>
Pier Railway Enhancement	£3,230,000
Pier Walkway Widened	£1,000,000
World War II Experience	£50,000
Pier Head Moorings	£4,000,000
Development of Buildings	Dependent on private investment
Pier Museum	At Museum Trust's Cost

### Option B

Cable Car to Pier Head	£10,000,000
Pier Walkway Widened	£2,000,000
Pier Moorings	£4,000,000
Development of buildings	Dependent on private investment
Pier Museum – North Station	£800,000 – possible lottery grant
World War II Experience	£50,000

### Option C

Pier Railway Enhancement on same track	£1,2000,000
Development of Buildings	£ unknown

Note: the estimates are a broad indication of likely costs. Detailed estimates will need to be prepared by Council ??? and external consultants.

