

Seafont Traders Association

Additional Document – Seaway Car Park Capacity

Dear Mr Fox

Unfortunately there is a significant difference between the number of parking spaces that SBC are claiming are in Seaway car park (478 spaces) and the number of spaces the seafont traders/ RPS have counted to be in the car park (661 spaces). Unfortunately, and disappointingly this difference seems to be irreconcilable.

History

In 2014 & 2015 the makeup of Seaway car park consisted of 489 car spaces and 36 coach bays. Due to the decline of coach trips to Southend the coach bays were rarely occupied and rarely full. From 2014 on busy days after 1pm SBC began to allow cars to park in vacant coach bays to meet the shortfall in supply of parking spaces. This worked well and in 2015 on busy days SBC employed car park attendants to manage this process.

In 2016, SBC in cooperation with seafont businesses agreed to remove the coach bays from the car park and reline these as permanent car parking spaces. This created an additional 172 marked car bays, taking the total number of marked car parking bays to 661.

In Spring 2017 SBC remodelled part of Southchurch Avenue to fit in 5 coach drop off bays to access the seafont. It also changed a loading bay to a permanent coach drop off bay on Marine Parade. Coaches now park at the Arriva bus garage where they have coach washing facilities etc.

The seafont traders association worked in conjunction with SBC director of Tourism Scott Dolling, the highways portfolio holder from 2015, Cllr Martin Terry, and the current highways portfolio holder, Cllr Tony Cox to implement these changes.

The annual revenue from coaches for 5 years prior to this in Seaway only averaged out at £14k. As there was a major shortage of car spaces on busy days and minimal coach revenue the business case to permanently remove the coaches and replace them with car spaces was justified. Further to this the 2016 gross revenue for Seaway car park with the additional car spaces reached £578k, up £129k from 2 years before.

At this point it is crucial to note that under the terms of the pre contract agreement SBC signed with Turnstone Estates in 2014, SBC is under a contractual obligation to permanently remove the coach bays out of Seaway car park so that vacant possession can be given.

SBC

SBC is now stating that there are only 478 spaces in Seaway car park as 172 of the 661 spaces are temporary. This statement is incorrect, dishonest and I believe fairly embarrassing.

The reason SBC are doing this is in my opinion so Turnstone Estates can provide 540 spaces in their new development and still be within the 'no net loss' policy.

Both Highways portfolio holders have confirmed the removal of the coach bays and change to car bays was permanent.

If you require documentary evidence please contact me as I am happy to provide this.

(Now included)

From: [CllrCox](#)
Sent: 21 June 2017 20:44
To: [Mick Thwaites](#)
Subject: RE: Seaway Car Park

Hi Mick,

I consider the baseline to be 661 and do not recall it as being temporary from my discussions.

Kind Regards

Tony

Cllr Tony Cox | Conservative Councillor West Shoebury Ward
Portfolio Holder for Transport, Waste and Regulatory Services
Flat D Mill Lodge | 10 West Road | Shoeburyness | Essex | SS3 9DP
Phone: 01702 298 576 | Mobile: 07944 519011 | Email: cllrcox@southend.gov.uk |
Web: cllrcox.com | Twitter: www.twitter.com/shoeburyblogger
Facebook: www.facebook.com/pages/shoeburytony

From: Mick Thwaites [mick.thwaites@hotmail.co.uk]
Sent: 21 June 2017 20:20
To: CllrCox
Subject: Seaway Car Park

Dear Tony

Thank you for speaking to me earlier and clarifying your position re both the baseline numbers for parking spaces currently(as of todays date) in Seaway carpark and the decision re converting both HGV bays and Coach bays into permanent parking spaces.

It is our position that the current number of spaces in Seaway carpark is 661, which was the previous number of 489 and the additional 172 spaces when the HGV and Coach bays were converted (there was a temporary measure which moved the coach bays into lucy road before the final solution Aviva was actioned) Also other discussions about Southchurch park east, warrior Square and Garons all of which showed a desire to permanently move the coaches away from seaway!

It was my understanding that this decision to convert the bays into permanent parking spaces was taken under delegated powers by you(the portfolio holder) and Andy lewis.

It was my view that this was a permanent solution/decision to move the coach parking from

Seaway, which ultimately ended up with them being repositioned into short street and Aviva bus garage. As a consequence the coach drop off bays were positioned on Southchurch Avenue and the road widened to allow this to happen.

You also made it clear that you did not see this decision being changed, because at some point Seaway was likely to be developed and to put the coach bays back would have not made any sense at all!

I would like your understanding (as you relayed to me earlier) as to if the decision was permanent and what you consider to be the baseline numbers in Seaway(you clearly agreed 661) and if there is an audit trail of how and who made that decision(presume and Andy lewis?) and the decision making process behind it and if that decision has/had been documented?

Best Wishes
Mick Thwaites

Scott Dolling is Head of Tourism at SBC

From: Scott Dolling <ScottDolling@southend.gov.uk>
Date: 1 June 2016 at 17:48:57 BST
To: "Mick Thwaites" <mick.thwaites@hotmail.co.uk>
Cc: Rob Tinlin <RobTinlin@southend.gov.uk>, "philip.miller@stockvale.co.uk" <philip.miller@stockvale.co.uk>, Paul Thompson <paul456thompson@btinternet.com>
Subject: RE: Seaway Car Park

Dear Mick

Further to your email, I have now met with colleagues in our parking management team including Cheryl to resolve the issues raised. From everyone's perspective at the Council the bays should have been released and we can't see any instruction that could have been interpreted to the contrary. There was some difference regarding 12.00 or 1.00 for the time to introduce the release but the fact that the bays should have been available to cars was the instruction.

We are today confirming to our security team Chargecrest and our parking enforcement company APCOA that ALL coach and lorry bays in Seaway to be released EVERY day for use by cars from 12.30. This means that there should be no ambiguous instruction about when and what time. I will provide copies of our communication for you, Philip and Paul to keep on record.

In addition, the coach bays in the central area will be removed and replaced permanently with marked spaces for cars. These bays are rarely now used and we believe unnecessary. Once this is concluded we can adjust the car capacity at Seaway accordingly but anticipate at least an additional 30 spaces and the markings to be done in the next few weeks.

Longer term we are reviewing where we might relocate lorry parking which could free up seafront car spaces. We are also assessing if we can move the other coach bays as well which would make Seaway car only and have the added benefit of being able to put the height barrier in permanently which would protect the seafront from traveller incursions. We need to undertake some research with this but if possible we could try to get in place before the summer holidays. I must stress that we have to do some consultation to protect against any unintended consequences before we can deliver this idea but hopefully shows we are considering improved options.

Philip also sent images of a loading bay and a taxi rank on Lucy Road to me over the weekend. We are considering if the taxi rank can be converted to dual use so indeed we can use the space for car parking during the daytime as the taxis tend to only wait here for the night-club trade. The loading

Peter Geraghty is head of planning and highways at SBC

From: Peter Geraghty <PeterGeraghty@southend.gov.uk>
Date: 2 December 2016 at 17:12:14 GMT
To: "paul456thompson@btinternet.com" <paul456thompson@btinternet.com>
Cc: Rob Tinlin <RobTinlin@southend.gov.uk>, Andrew Lewis <AndrewLewis@southend.gov.uk>
Subject: RE: Integrity

Dear Mr Thompson,
I refer to your email of the 22 November 2016 enclosing an earlier email of the 18th October 2016 headed "integrity" addressed to Rob Tinlin and Andy Lewis. This email is a response on their behalf. The substantive point in that email is you take issue with a footnote in a draft version (September) of the parking study. The footnote states (page 29):

"At Seaway car park on 8th May 2016 (a busy and warm Sunday for a seaside town), a trial was conducted and the number of spaces were increased for cars by using some of the coach parking bays as car parking spaces, this increased the available spaces from 475 to 531. Since 6th June 2016 this has become a permanent change and Seaway car park now has a total number of 531 car parking spaces, which will be taken into account of in the VMS."

* The trial referred to was in respect of a known day when coach bays were used prior to what previously was the adhoc informal arrangement becoming formalised. At all times, the total number of cars parked in Seaway has been recorded for the video surveys including any parking that occurred in the coach bays (if used). This data has then been cross-checked against the corresponding VMS data, which also includes the total accumulated vehicles.

In any event, the numbers of extra cars parked on those days has been recorded and is presented graphically in the report as being 85-100% full, for example as shown in fig 3.5 (page 25) or in table 3.8 where it states that Seaways Car Park is 100%+ (page 28). It is not practical to override the capacity settings on the VMS on an hourly basis therefore, the 'FULL' sign will operate when the car parks are at the pre-set limit. The analysis of the Variable Messaging System (VMS) database is explained in paragraphs 3.33 onwards. It is worth noting that for the purpose of the report, for

Andrew Lewis is Deputy Chief Executive of SBC

From: Andrew Lewis [<mailto:AndrewLewis@southend.gov.uk>]
Sent: 09 December 2016 20:08
To: Philip Miller
Cc: Rob Tinlin; Scott Dolling; CllrLamb; CllrCox; CllrHolland; CllrTerry; CllrAyling; CllrWexham; CllrVanLooy; CllrDNorman; CllrJarvis; CllrMoyies; CllrMcMahon; CllrGilbert
Subject: RE: Parking Proposals

Dear Phillip

Thank you for your email and for your reminder to me earlier this week.

I have to say that it is with some trepidation that I reply – at the meeting which you refer to below I apologised to you for the lack of response to the proposals Steve Kearney had sketched out; you asked for timeframe for a reply which I gave you and which I complied with.

I have to say that I'm disappointed that you have copied the email I sent you to so many Council members who were not on my original circulation – you will know why that disappoints me.

My colleagues have laid out a significant number of additional car parking spaces at Seaway during this past summer, to assist with pressure on the seafront and support seafront businesses, and have relocated coach parking to support this.

I said in my response (below) that the highways team had been asked to consider the proposals you made with the intention of implementing some of these before the next summer season - I thought I was saying that yes we will implement some of your suggestions but they do need to be properly considered – some also require changes to traffic regulation orders and there is a statutory process around making those changes; I don't think that's unreasonable and I thought that's what you would have wished to hear.

NO MENTION OF "TEMPORARY"

I'm sorry my previous reply disappointed, no doubt this will too – the offer for further discussion though is always an open one and I'd be happy to talk this through further if you felt that would be helpful.

Kind regards

Andy

From: Philip Miller [<mailto:Philip.Miller@stockvale.co.uk>]
Sent: 29 November 2016 14:20
To: Andrew Lewis <AndrewLewis@southend.gov.uk>
Cc: Rob Tinlin <RobTinlin@southend.gov.uk>; Scott Dolling <ScottDolling@southend.gov.uk>; CllrLamb <CllrLamb@southend.gov.uk>; CllrCox <CllrCox@southend.gov.uk>; CllrHolland <CllrHolland@southend.gov.uk>; CllrTerry <CllrTerry@southend.gov.uk>; CllrAyling <CllrAyling@southend.gov.uk>; CllrWexham <CllrWexham@southend.gov.uk>; CllrVanLooy <CllrVanLooy@southend.gov.uk>; CllrDNorman <CllrDNorman@southend.gov.uk>; CllrJarvis <CllrJarvis@southend.gov.uk>; CllrMoyies <CllrMoyies@southend.gov.uk>; CllrMcMahon <CllrMcMahon@southend.gov.uk>; CllrGilbert <CllrGilbert@southend.gov.uk>
Subject: RE: Parking Proposals

Southend-on-Sea Borough Council

Department for Corporate Services

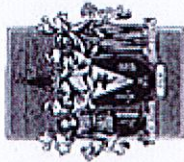
Joe Chesterton, Head of Finance and Resources

Your ref: ATL/Asset Management Telephone: 01702 215000 Ext 3540

Date: 24 November 2014 E-mail: abnncor@southend.gov.uk

Contact Name: Alan Richards MBECS DX 2812 Southend

Councillor R Woodley
91 Tyrone Road
Southend-on-Sea
Essex
SS1 3HD



NOT FOR PUBLICATION BY VIRTUE OF PARAGRAPH 3 OF PART 1 OF SCHEDULE 12A OF THE LOCAL GOVERNMENT ACT 1972

Dear Councillor Woodley,

Standing Order 46 - Seaway Development Contract and Lease

On 8 January 2013, Cabinet approved heads of terms between the Council and Turnstone Southend Limited for the development of the Seaway Car Park into a substantial new leisure-led development incorporating a multi-screen cinema complex anchored by Cineworld with supporting retail (restaurants), car parking and enabling residential development (minute 637 of Cabinet refers). This decision was subsequently endorsed by Economic and Environmental Scrutiny Committee on 31 January 2013 (minute 744 refers) and Council on 28 February 2013 (minutes 790 and 816 refer).

A number of all-member briefings have been held as matters have progressed, including a Portfolio Holder and Group Leader briefing on 19 July 2013 endorsing the final terms in accordance with the Cabinet decision. I enclose these final heads of terms around which the agreements have been constructed.

Further authority to progress is not strictly required. However, as the matter is of such significance and having regard to the change of administration since the decision was taken, using SQ.46 to endorse the completion of documentation is appropriate.

The transaction has been formally certified for best consideration in accordance with s.123 Local Government Act by Savills, advising the Council on commercial property elements of the negotiations.

Essex Legal Services (ELS), advising the Council on the legal elements, have confirmed that in their opinion, the risks are within the range of reasonably acceptable risks for a project of this value and nature and that the project remains within the scope of Minute 637.

The arrangement is structured for the leisure scheme to commence ahead of the residential elements and for the leisure elements to be completed (save for fit out) before the residential land can be occupied for residential purposes.



Corporate Director for Corporate Services: Sally Holland
 Civic Centre, Victoria Avenue, Southend-on-Sea, Essex S22 4ET
 Customer Contact Centre: 01702 215000 - www.southend.gov.uk



The contracts for the development have now been finalised and engrossed and are ready for signature. Once contracts are executed, the developer will move ahead with a view to submitting a full detailed planning application in spring of 2015.

You are aware of the requirements on the Council to relocate the Coach Parking and the Litter Collection Facility as part of delivering vacant possession of the site once planning is in place. These will become contractual obligations on signing the agreements.

The development also includes the Rossi Factory and 29 Herbert Grove which will need to be delivered to the developer with vacant possession.

The purchase of the Rossi Factory and 29 Herbert Grove were funded by the East of England Development Agency (now HCA) which requires these assets to be included in the major redevelopment. As part of the agreement with the HCA, the Council needs to pay the HCA £166k to discharge the clawback provisions and surrender the funding agreement.

Accordingly, I propose to authorise the execution of the documents so that the scheme can progress. I should be grateful if you would confirm, that you concur with my proposed action by signing the endorsement at the foot of this letter.

Yours sincerely,



Sally Holland
Corporate Director for Corporate Services

I concur with the proposed action set out above.

Signed 

Date 26.11.2014

Councillor Ron Woodley, Leader of the Council

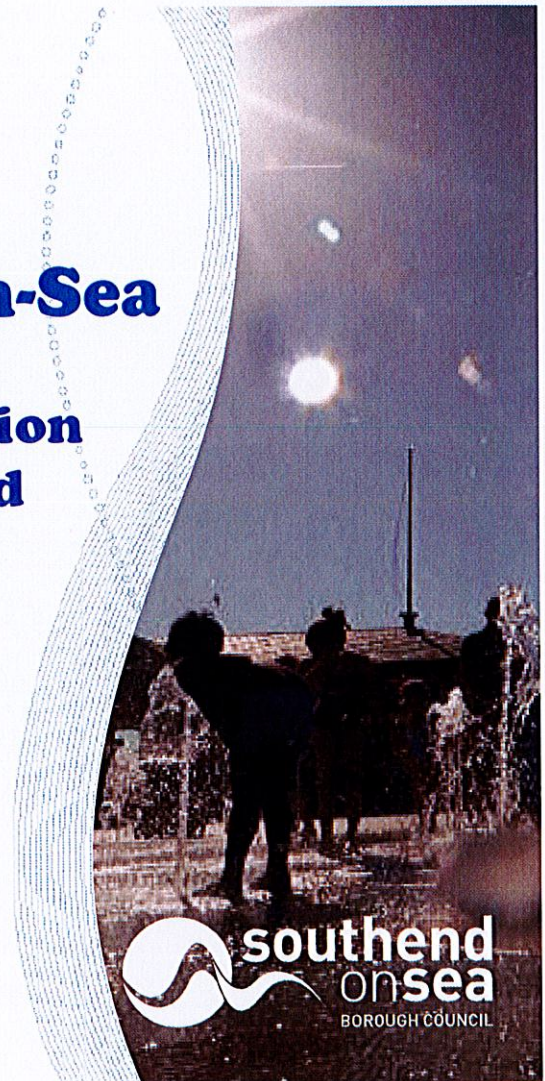
Enclosed: Final Heads of Terms (endorsed in Group Leader briefing 19/11/2014)

Destination Southend-on-Sea

A Tourism Strategy and destination plan for the Borough of Southend

Draft Version

**SOUTHEND
TOURISM
PARTNERSHIP**



**southend
on sea**
BOROUGH COUNCIL

4. Key Themes/ Objectives

Whilst there are multiple projects that impact upon the tourism sector across Southend, five key themes will feature as necessary components for success of this strategy.

i) Communications & Marketing

External communication

By 2027 the external communication and marketing of Southend's tourism offer will be streamlined to provide a coherent and targeted message to segmented consumer groups. A single delivery team will coordinate the activity across a range of partnerships and agendas recognising the collective value of encouraging visitors to the wider local economy.

The annual destination plan will include events and tactical opportunities planned in advance and used to reinforce messages of the offer being a year-round destination resort that needs more than one day to enjoy.

The day visitor market will continue to be reached through marketing channels reminding consumers of the offer at key times and in advance of major events and new developments.

Connecting the wider offer across the Borough and beyond will help position a 'resort' wide approach spreading the value and impact of tourism. Key propositions however such as the beaches, Pier, Adventure Island, nightlife will always factor strongly in messages as these have high consumer recall and resonance.

Linking retail, tourism, culture and the wider area's benefits will develop the two key strategic messages that

will significantly improve that value of tourism - attracting visitors to stay longer and to lengthen the season.

Southend residents

The significance of visiting friends and relatives in the mix of the visitor economy needs to be reflected in the communication strategy. Whilst the focus is to increase economic impact from tourists from outside the area, a clear means for all residents to be reached with targeted 'what's on' information and an understanding of the visitor offer will be in place. Social media links will reach at least 50% of households in the borough by 2027.

With 180,000 residents Southend offers a sustainable year-round destination able to support a varied cultural offer unlike many smaller coastal towns. Maximising the year round programme to grow off peak audiences will be communicated to targeted markets.

Trade communications

The travel trade and group operators will have quarterly updates and Southend will feature in tour programmes from operators in the south East of England.

Southend will work with appropriate partners such as visit Essex to maximise trade communications and build an Essex-wide profile that includes the Southend offer at its heart.

Within the tourism sector in Southend and wider Essex, a monthly newsletter of forthcoming events activities and highlights will increase awareness and enable businesses capable of reaching wider consumer groups through their own promotional routes.



ii) Infrastructure - Getting here and moving around by 2027

Road

Pre arrival information provided on the VisitSouthend website will help ensure visitors have the information needed to plan their stay. Partners across Southend will provide clear information on their own promotional material to assist with the best way to reach their particular destination. Partnership working between the Business Improvement District and the Council will ensure accurate and useful information is provided.

Variable Message System communication and smart city technology will communicate with mobile devices when in the borough so that drivers can be assisted to the optimum routes and find parking locations quickly.

Clear signage will help drivers to find all areas and optimum parking routes efficiently whether seeking the central seafront, blue flag beaches at Shoeburyness and Thorpe Bay or Leigh.

Investment already made in road improvements help to improve access to the central seafront at peak times will be supplemented by park and ride options development and traffic management arrangements to ensure as efficient a journey as possible is achieved.

Council investment planned in 2017/18/19 will have secured additional parking provision in the central area of Southend.

Public parking will be clearly signposted with long stay and short stay locations with pricing tariffs to match expectations and competitive with other destinations of similar demand. Parking provision will have been reviewed and refreshed through a comprehensive parking strategy

to address needs of the visitor economy and to support the growth agenda.

Coaches will be welcomed in Southend with dedicated parking facilities away from the central area but with ample drop off and pick up points at the key seafront and popular locations. Coach operators will be able to make short break tours as part of their programme providing coach groups with itineraries to match needs including history, activities, seaside fun, theatre etc. These overnight packages will enhance the value of tourism from this sector from the traditional day visitors only. Coach group itineraries will be prepared to assist organisers with finding new ways to explore the wider Borough throughout the year.

Disabled groups will be welcomed on our beaches with dedicated facilities at City Beach, Three Shells beach and its lagoon and at Thorpe Bay (Tram Stop shelter). Mobi-chairs supported by Southend Dial will be in place. Disabled drop off bays on City Beach will assist at this busy location where also ramp access to the beach and disabled toilet facilities ensure a welcome for all.

Public transport

Rail partners on both routes to Southend will be key to providing promotional and marketing messages of the destination. They will add value to the travel planning by visitors to the area and moving them around with minimal impact on the road network. A modern fleet of trains running on a reliable network will make travel by train an easy choice. Rail operators will play a key and regular part of the Tourism Partnership.

Promotional offers to reach Southend outside of the peak will deliver our strategic objectives of extending the season throughout the year. Ticket deals will develop to



From: Adam Keating
Sent: 28 April 2017 17:19
To: Scott Dolling <ScottDolling@southend.gov.uk>
Subject: coach release



New coach parking with free lunch in Southend

Wednesday 26th April 2017

Southend-on-Sea Borough Council is advising coach operators of new arrangements for coach parking.

With immediate effect, coaches can park from 9am-5pm Monday to Sunday for £22 at the Arriva Short Street depot. Drivers are required to book a space in advance by calling 01702 442407 between 9am and 12 noon Monday to Friday.

Included with coach parking bookings is a voucher to be redeemed for a free lunch at Pebbles Café on the seafront (10-15 minute walk), details of which will be printed on booking confirmation vouchers. Further information is available at www.visitsouthend.co.uk/visitor-information/coaches-groups.aspx

On the day of their visit, coach drivers should follow the blue route on the map below to drop off your group at one of the great attractions or drop off points*. Then park at Arriva depot following the orange route. The depot also has coach vehicle washing facilities for £10 per vehicle.

Scott Dolling, Director of Culture, Tourism and Property at Southend-on-Sea Borough Council, said: "Southend-on-Sea is a great destination for coaches and groups. Its famous seaside stretches seven miles and boasts great attractions, including the world's longest pleasure pier, and many have special rates for groups."

"With several drop-off points along the seafront, drivers will still be able to drop off passengers close to the beach and main attractions, park up securely and then walk back to the seafront for a free lunch."

Andy Warrender of CPT UK, the body that represents bus and coach operators, said: "We have been working closely with Southend-on-Sea Borough Council and our members over the past few months to ensure that suitable coach parking and set-down/pick-up points were provided in Southend following the recent withdrawal of coach parking at the Seaway car park."

"We are pleased to learn that the new facility on Short Street, provided by one of our bus operator members, Arriva, allows coaches to park safely and securely in a location close to many of the town's main attractions."

Anthony Comber from Arriva said: "We are delighted to be working in partnership with Southend-on-Sea Borough Council to provide new coach parking facilities. The coach trade plays a vital role in supporting Southend's economy, enabling thousands of visitors every year to make happy memories at the town's famous beaches and attractions."