

## Southend Central Area Action Plan Addendum to Additional Document 14 (EXSCAAP044)

This addendum to Additional Document 14 (EXSCAAP044) provides further clarification regarding the questionnaire survey locations within the SCAAP area in March and May 2016.

This addendum also provides a minor correction to the results that were presented for the survey undertaken Monday 30<sup>th</sup> May 2016 in Additional Document 14.

Vantage Surveys, who undertook the questionnaire, has confirmed the survey locations carried out on 23<sup>rd</sup>, 25<sup>th</sup>, 26<sup>th</sup> March and 30<sup>th</sup> May 2016. Survey locations included the town centre and seafront.

Town centre locations were broadly along the High Street from as far north as outside the Victoria's Shopping Centre, to as far south as outside the Royals Shopping Centre. Seafront locations were recorded as 'Adventure Island / Pier Entrance' and 'Marine Parade'.

On Monday 30<sup>th</sup> May 2016, 260 questionnaires were completed, 146 were completed south of the railway line that serves Southend Central Station, of which 102 were completed at seafront locations. Of the 260 respondents, 114 (44%) accessed the SCAAP area by car, 57 (22%) walked, 36 (14%) by bus, 35 (13%) by train, 5 (2%) by bike, 11 (4%) by other modes (e.g. taxi, motorcycle), and for 2 respondents data was not recorded. For respondents on the seafront, car mode share was higher at 57% (58 of the 102 respondents on the seafront).

Of the 114 respondents who travelled by car, 27 were surveyed in locations north of the railway line serving Southend Central Station; 76 were surveyed to the south of the railway line; and for 11 of the respondents the survey location was marked as "town centre" (which could be north or south of the railway line). The majority of those who were surveyed north of the railway line also parked north of the railway line (15 of 19), and vice versa to the south (50 of 61). The data does show that there is movement between different parts of the SCAAP area; 11 respondents of the 76 who were surveyed in the south had definitely parked in the north, and four of the respondents who were surveyed in the north had definitely parked in the south.

Additional Document 14 included details of survey locations and parking areas for Monday 30<sup>th</sup> May 2016, the survey day (a public holiday in Spring) that was closest to a "peak" day. For completeness, the same information is produced below for the other survey days. As per the footnote relating to Table 1, Table 5.9 of the CPS did not include unknown survey locations for the March survey days.

Table 1: Survey undertaken on Monday 30<sup>th</sup> May 2016<sup>[1]</sup>

Survey Location	Parked			TOTAL
	North	South	Unknown or "Town Centre" or dropped off	
North	15	4	8	<b>27</b>
South	11	50	15	<b>76</b>
"Town Centre"	4	1	6	<b>11</b>
<b>TOTAL</b>	<b>30</b>	<b>55</b>	<b>29</b>	<b>114</b>

<sup>[1]</sup> Table 5.9 of the CPS excluded responses marked as “unknown or town centre” or where it wasn’t possible to determine the parking locations or respondents were dropped off.

The initial version of Additional Document 14 included details of survey locations and parking areas for Monday 30<sup>th</sup> May 2016, the survey day (public holiday in Spring) that was closest to a “peak” day. For completeness, the same information is produced below for the other survey days.

As per the footnote relating to table 1 of this addendum, Table 5.9 of the CPS did not include unknown survey locations for the March survey days.

Table 2: Survey undertaken on Wednesday 23<sup>rd</sup> March 2016

Survey Location	Parked			TOTAL
	North	South	Unknown or “Town Centre” or dropped off	
North	4	7	1	12
South	6	8	12	26
“Town Centre”	3	2	2	7
<b>TOTAL</b>	<b>13</b>	<b>17</b>	<b>15</b>	<b>45</b>

Table 3: Survey undertaken on Friday 25<sup>th</sup> March 2016

Survey Location	Parked			TOTAL
	North	South	Unknown or “Town Centre” or dropped off	
North	13	6	6	25
South	11	8	9	28
“Town Centre”	2	2	1	5
<b>TOTAL</b>	<b>26</b>	<b>16</b>	<b>16</b>	<b>58</b>

Table 4: Survey undertaken on Saturday 26<sup>th</sup> March 2016

Survey Location	Parked			TOTAL
	North	South	Unknown or “Town Centre” or dropped off	
North	4	2		6
South	7	8	1	16
“Town Centre”	2	2	3	7
<b>TOTAL</b>	<b>13</b>	<b>12</b>	<b>4</b>	<b>29</b>