

## 1. Executive Summary

LTP's must be rooted in a sound and robust evidence base and analysis in order to effectively inform strategy development and Southend's LTP3 Evidence Base was therefore completed in February 2010.

Analysis of evidence and data from the Southend LTP3 evidence base resulted in the identification of strengths, weaknesses, opportunities and threats (SWOT) currently related to transport in Southend. As a result of the SWOT analysis, key local issues related to transport in Southend were identified. These are presented in Section 2 below and are categorised under each of the five national DaSTS<sup>1</sup> goals.

Once goals and issues were identified, the generation of policy options for addressing those issues were required. As a result, options have therefore been identified as possible policy interventions for addressing the LTP3 issues under each DaSTS goal. These options are presented in Section 3 below as possible policy interventions that can be packaged together to formulate an effective LTP3 strategy for addressing local Southend issues, as well as delivering against the national DaSTS goals.

Following on from consultation on the LTP3 issues and options presented in this report during spring and summer 2010, preferred options will be selected for development into Southend's LTP3 strategy and Implementation Plan.

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<sup>1</sup> Delivering a Sustainable Transport System, DfT, 2008

## 2. LTP3 Issues

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Analysis of evidence and data from the Southend LTP3 evidence base resulted in the identification of strengths, weaknesses, opportunities and threats (SWOT) currently related to transport in Southend. As a result of the SWOT analysis, key local issues which are related to transport in Southend were identified. These are presented in the following sections below, categorised under each of the five national DaSTS goals.

### 2.1 Supporting Economic Growth and Regeneration

- **Issue 1:** Level of congestion on key radial routes to the town centre, particularly the A13 / A127, which may get worse with jobs and housing growth, threatening the Borough-wide economy and regeneration of the town centre.
- **Issue 2:** Declining bus patronage in the Borough as well as the need to improve bus punctuality.
- **Issue 3:** Under use of rail for Borough wide travel, especially given that the Borough has nine rail stations.
- **Issue 4:** Opportunities for enabling more people who are commuting or who are going to the town centre and to areas of employment to travel by sustainable modes, helping the regeneration of the town centre and other areas of employment.
- **Issue 5:** Threats to the resilience of key parts of the transport network caused by incidents, especially on the A127 and A13.
- **Issue 6:** The level of supply of car parking could be detrimental to town centre regeneration in terms of the attractiveness of the streetscape, use of public space, and redevelopment sites.
- **Issue 7:** Access to Shoeburyness (Public transport from Shoeburyness to the town centre takes over 30 minutes).

### 2.2 Tackling Climate Change & Air Quality

- **Issue 8:** The majority of road transport emissions arise from cars and traffic using non-principal roads. Also, an increase in traffic and thus congestion and queues especially on the A13 and A127, could lead to a further increase in CO<sub>2</sub> emissions.
- **Issue 9:** Increasing the resilience of the Southend transport network to climate change impacts, particularly from flooding and severe weather events and responding to increased maintenance costs as a result of climate change impacts.

## 2.3 Promoting Equality of Opportunity

- **Issue 10:** There is poor accessibility (over 30 minutes by walk or public transport) to the hospital from the east of the Borough (Shoeburyness) and there is a threat that a reduced number of GP surgeries may have an adverse impact on accessibility to healthcare.
- **Issue 11:** The need to improve the proportion of buses and boarding points that are fully accessible.
- **Issue 12:** Many rail stations are not fully accessible (such as step free access).

## 2.4 Contributing to Better Safety and Security

- **Issue 13:** The need to reduce cyclist and pedestrian casualties.
- **Issue 14:** The need to reduce motorcyclist and young car driver/passenger casualties.
- **Issue 15:** The clustering of injury accidents, especially on key routes into Southend and around Southend town centre.
- **Issue 16:** The need to improve personal safety within the Borough but particularly focusing on transport interchanges and in key wards.

## 2.5 Improving Quality of Life and Health

- **Issue 17:** High proportions of obese and overweight children, particularly in Year 6.
- **Issue 18:** Increasing the number of people who walk or cycle to work and retail areas or to the town centre in order to improve health and increase physical activity within the Borough.
- **Issue 19:** Tranquillity is very low, partly as a result of noise and light.
- **Issue 20:** Improving the condition of principal roads.
- **Issue 21:** The need to improve the quality of public space and the streetscape.
- **Issue 22:** Equality problems between wards. Problems of deprivation, low life expectancy and health issues in the Kursaal, Victoria and Milton wards.
- **Issue 23:** The Borough has an ageing population.

### 3. Options

Guidance on the development of Local Transport Plans (DfT, 2009) recommends that once goals and issues have been identified the next step is the generation of options for addressing those issues. As a result, options have therefore been identified as possible policy interventions for addressing the LTP3 issues under each DaSTS goal. Options are not mutually exclusive; instead they are presented as possible policy interventions that can be packaged together to formulate an effective LTP3 strategy for addressing local transport issues in Southend, as well as delivering against the national DaSTS goals and challenges. Those policy options developed for addressing Southend’s LTP3 issues, as outlined in above, are presented below.

#### 3.1 Supporting Economic Growth and Regeneration

<b>Issue 1: Level of congestion on key radial routes to the town centre, particularly the A13 / A127, which may get worse with jobs and housing growth, threatening the Borough-wide economy and regeneration of the town centre.</b>	
Option 1A	Encourage travel behavioural change to encourage use of sustainable travel modes, through tourism / event management / workplace / school / station travel plans / personalised travel plans.
Option 1B	Encourage behavioural change through a wider and more intensive programme of Smarter Choices across the Borough, for example, car share schemes and travel plans, personalised travel planning, improved information and marketing of sustainable travel options and events to promote sustainable travel.
Option 1C	Improve traffic management and information provision on those routes with the worst congestion, such as the A13, for example, using Intelligent Transport Systems, Urban Traffic Control and Variable Messaging Signs.
Option 1D	Improve traffic management on those routes that are more important for economic reasons, such as the A127, for example, junction improvements and other low-cost, high-value interventions.
Option 1E	Focus improvements on key routes such as the A13 and A127 on bus priority measures, for example, <i>sert</i> (South Essex Rapid Transit).
Option 1F	Work with other organisations, such as the Highways Agency, for a consistent approach to managing the A13, and to ensure that unnecessary trips are managed down.

<b>Issue 2: Declining bus patronage in the Borough as well as the need to improve bus punctuality.</b>	
Option 2A	Focus improvements to key routes such as the A13 and A127 on bus priority measures, for example, <i>sert</i> (South Essex Rapid Transit), personalised travel

<b>Issue 2: Declining bus patronage in the Borough as well as the need to improve bus punctuality.</b>	
	plans.
Option 2B	Encourage travel behavioural change to encourage use of sustainable travel modes, through tourism / event management / workplace / school / station travel plans.
Option 2C	Encourage and promote behavioural change through a wider and more intensive programme of Smarter Choices across the Borough, with a focus on bus use.
Option 2D	Where reasonable to target residents and those commuting into Southend for Smarter Choices interventions, especially if the daily commute is less than 10km.
Option 2E	Develop high quality bus supporting infrastructure on key routes, such as shelters, bus priority, active bus management, Smart Cards and integrated ticketing, and real time passenger information.
Option 2F	Improve bus / rail integration.
Option 2G	To work in partnership with the bus operators to market and promote the bus as a viable and sustainable mode of travel.

<b>Issue 3: Under use of rail for Borough wide travel, especially given that the Borough has nine rail stations.</b>	
Option 3A	Make the use of peak and off-peak rail travel an integral part of an intensive programme of Smarter Choices across the Borough and improve information about peak and off-peak train travel.
Option 3B	Work in partnership with the train operators to target off-peak travelling groups, such as offering reduced fares and promoting the 'Southend Metro' system.
Option 3C	Work with the rail operator to develop Station Travel Plans at all nine stations.
Option 3D	Improve bus / rail integration e.g. provide real time passenger information for nearby bus stops near to the train station.
Option 3E	Improve cycle / rail and pedestrian / rail integration, for example, further develop a network of high quality cycle routes up to 5km from the town centre, particularly to access rail stations for on-going journeys.
Option 3F	Influence the refranchising of the Essex Thameside rail franchise to seek, amongst other things, increased peak time capacity especially into London.

<b>Issue 4: Opportunities for enabling more people who are commuting or who are going to the town centre and to areas of employment to travel by sustainable modes, helping the regeneration of the town centre and other areas of employment.</b>	
Option 4A	Improved safety and priority for pedestrians and cyclists, with a focus in and

**Issue 4: Opportunities for enabling more people who are commuting or who are going to the town centre and to areas of employment to travel by sustainable modes, helping the regeneration of the town centre and other areas of employment.**

	around the town centre.
Option 4B	To further enhance Southend's status as a Cycling Town a network of high quality cycle routes up to 5km from the town centre, particularly to access rail stations for on-going journeys could be further developed.
Option 4C	Encourage behavioural change through workplace / school / rail station travel plans, marketing and promotion, especially in Southend town centre, the A13 and rail corridors.
Option 4D	Encourage behavioural change through a wider and more intensive programme of Smarter Choices across the Borough, with a focus on walking and cycling, for example, <i>Cycle Southend</i> measures.

**Issue 5: Threats to the resilience of key parts of the transport network caused by incidents, especially on the A127 and A13.**

Option 5A	Work in partnership with emergency services, public transport operators, freight operators, and neighbouring districts to consider vehicle re-routing options, for example, using Variable Messaging Signs, Urban Traffic Control, and the Traffic Control Centre.
Option 5B	Target accident reduction on key routes such as the A13 and A127.

**Issue 6. The level of supply of car parking could be detrimental to town centre regeneration in terms of the attractiveness of the streetscape, use of public space, and redevelopment sites.**

Option 6A	Make better use of existing off-street parking over-capacity to enable a reduction in on-street parking.
Option 6B	Make better use of existing off-street parking over-capacity to enable a reduction in on-street parking in those areas earmarked for streetscape improvements.
Option 6C	Link reductions of on-street parking capacity to the provision of Park and Ride or other additional parking capacity.
Option 6D	Provide parking management, such as, Variable Messaging Signs, phone texts for information and paying, a website and specific information for visitors and tourists.
Option 6E	Maintain the on-street parking capacity, but make streetscape improvements that aim to soften the adverse visual impact.

**Issue 6. The level of supply of car parking could be detrimental to town centre regeneration in terms of the attractiveness of the streetscape, use of public space, and redevelopment sites.**

Option 6F	Use parking sites as a means to promote regeneration.
Option 6G	Provide parking bays for car club vehicles and car sharers and / or through the provision of bays with electric vehicle charging points.

**Issue 7: Access to Shoeburyness (Public transport from Shoeburyness to the town centre takes over 30 minutes).**

Option 7A	Improve public transport connections to the east of the Borough, for example shuttle services and bus priority measures.
Option 7B	Focus on cycling improvements to the town centre from Shoeburyness.
Option 7C	Selective highway improvements to improve access to and from Shoeburyness.

**Issue 8: Access to the airport and new employment areas at the airport, for both air passengers and employees**

Option 8A	Progressively implement set to serve the airport and the new employment areas
Option 8B	Improve access to the airport, its new rail station and new employment areas by bus, walking and cycling.
Option 8C	To provide a number of electric vehicle charging points at key locations around the Borough in order to promote the use of alternative fuels.

## 3.2 Tackling Climate Change

**Issue 9: The majority of road transport emissions arise from cars and traffic using non-principal roads. Also, an increase in traffic and thus congestion and queues especially on the A13 and A127, could lead to a further increase in CO<sub>2</sub> emissions.**

Option 9A	Focus modal shift / Smarter Choices measures in the vicinity of non principal roads where there is over capacity to reduce CO <sub>2</sub> emissions.
Option 9B	Encourage modal shift / Smarter Choices measures, for example increased cycling, bus patronage, walking, train travel and car share based on congestion / economic issues rather than CO <sub>2</sub> emissions.
Option 9C	Reduce CO <sub>2</sub> emissions from transport at source by promoting measures that would improve the efficiency of all vehicles (car, HGV, bus etc.) through awareness raising as well as improving driving skills.
Option	Reduce CO <sub>2</sub> emissions from transport at source by promoting alternative fuels

**Issue 9: The majority of road transport emissions arise from cars and traffic using non-principal roads. Also, an increase in traffic and thus congestion and queues especially on the A13 and A127, could lead to a further increase in CO<sub>2</sub> emissions.**

9D	and alternatively fuelled vehicles, including electric vehicles.
Option 9E	Neutralise transport CO <sub>2</sub> emissions from growth by requiring that development offset these emissions on site.
Option 9F	Reduce the energy used by street lighting.
Option 9G	To provide a number of electric vehicle charging points at key locations around the Borough in order to promote the use of alternative fuels.

**Issue 10: Increasing the resilience of the Southend transport network to climate change impacts, particularly from flooding and severe weather events and responding to increased maintenance costs as a result of climate change impacts.**

Option 10A	To proactively deliver resilience improvements through all transport schemes.
Option 10B	To proactively deliver specific resilience improvements, but only in those areas which have the highest risks of flooding and / or along routes of economic importance.
Option 10C	Proactively support the delivery of specific resilience improvements to protect the railway track, including the erosion and slippage of the clay slopes.
Option 10D	To integrate resilience measures with ongoing maintenance.
Option 10E	To design schemes to mitigate and reduce the impact of climate change by using innovative technologies, such as, sustainable urban drainage (SUD's) and using materials which when made and used have no / small impact on climate change.
Option 10F	Incorporate resilience measures only into larger schemes (£200k+).

### 3.3 Promoting Equality of Opportunity

**Issue 11: There is poor accessibility (over 30 minutes by walking or public transport) to the hospital from the east of the Borough (Shoeburyness) and there is a threat that a reduced number of GP surgeries may have an adverse impact on accessibility to healthcare.**

Option 11A	Work in partnership with hospitals to promote visitor travel plans.
Option	Make better use of community transport and council vehicles to improve access



**Issue 11: There is poor accessibility (over 30 minutes by walking or public transport) to the hospital from the east of the Borough (Shoeburyness) and there is a threat that a reduced number of GP surgeries may have an adverse impact on accessibility to healthcare.**

11B	to hospital and GP surgeries.
Option 11C	Work in partnership with public transport operators to better coordinate routes and timetables from the east of the Borough to hospital locations.
Option 11D	Work in partnership with the Primary Care Trust to ensure that access to strategic healthcare facilities is maintained or improved.
Option 11E	Focus on how accessibility to healthcare can be improved for older people in particular.

**Issue 12: The need to improve the proportion of buses and boarding points that are fully accessible.**

Option 12A	Work in partnership with public transport operators to encourage more accessible vehicles Borough wide, with priority on the most used routes.
Option 12B	Work in partnership with public transport operators to encourage more accessible vehicles serving those wards with a high proportion of older people, such as Belfairs, Chalkwell and Thorpe wards.
Option 12C	Work in partnership with public transport operators to encourage better driver training and improved information for people with disabilities when using public transport.
Option 12D	The priority for public transport improvements will be ensuring all boarding points are fully accessible.
Option 12E	Improve boarding points as part of highway maintenance or other improvements.

**Issue 13: Many railway stations are not fully accessible (such as step free access).**

Option 13A	Work with the rail operator to deliver <i>access for all</i> improvements at stations as an integral part of the roll out of station travel plans.
Option 13B	Work with the rail operator to deliver <i>access for all</i> as the priority intervention at all rail stations.
Option 13C	Work with the rail operator to prioritise <i>access for all</i> improvements at stations in wards with a high proportion of older people, such as Chalkwell and Thorpe wards, with a focus also on improving their safety.
Option 13D	Improve information on station accessibility.

### 3.4 Contributing to Better Safety and Security

<b>Issue 14: The need to reduce cyclist and pedestrian casualties.</b>	
Option 14A	Priority will be given to addressing those routes that have a higher rate of road traffic accidents and where many of those accidents involve injury to cyclists and pedestrians, such as the A13.
Option 14B	Priority will be given to improving road safety at those accident cluster sites where there are pedestrian and cyclist casualties.
Option 14C	Priority will be given to road safety campaigns and training that promote the safety of walking and cycling.
Option 14D	Area wide lowering of traffic speeds, such as to 20mph, in and around the town centre, such as in the Kursaal ward, in order to reduce the large numbers of scattered accidents involving pedestrians and cyclists.

<b>Issue 15: The need to reduce motorcyclist and young car driver/passenger casualties.</b>	
Option 15A	Priority will be given to improving road safety at those accident cluster sites (also called blackspots) where there are motorcyclist casualties.
Option 15B	Priority will be given to road safety campaigns and training that promote the safety of motorcycling.
Option 15C	Provide an education programme for road safety and driver skill.

<b>Issue 16: The clustering of injury accidents, especially on key routes into Southend and around Southend town centre.</b>	
Option 16A	Priority will be given to addressing those routes that have a higher rate of road traffic accidents, such as the A127, A13 and areas near to hospitals and schools.
Option 16B	Priority will be given to addressing those routes that have a higher rate of road traffic accidents and where many of those accidents involve injury to cyclists, pedestrians and motorcyclists, such as the A13.
Option 16C	Improve area wide road safety in Southend by lowering traffic speed in order to reduce the large number of scattered accidents evident in and around the town centre, such as Milton / Victoria wards.
Option 16D	Focus school / workplace travel planning and related transport improvements where there are high levels of injury accidents

**Issue 17: The need to improve personal safety within the Borough but particularly focusing on transport interchanges and in key wards.**

Option 17A	Work with the police and other agencies to identify transport measures that will improve community safety and personal security, especially in those areas where people feel unsafe at night. St Lukes, Southchurch and particularly Kursaal wards will be prioritised by this option.
Option 17B	Where concerns about personal safety are an issue during the day, all transport interventions will be developed in a way that gives the need to 'design to reduce crime' a high priority. Kursaal ward will be prioritised by this option.
Option 17C	Work with the rail and bus industry to improve actual and perceived personal safety when using public transport. Priority will be given to where crime is a proven issue, although the aim will be to support all railway stations gaining secure stations accreditation.
Option 17D	To improve actual and perceived personal safety when cycling and walking. Priority will be given to areas where crime is a proven issue. Sufficient amounts of safe and secure cycle parking.

### 3.5 Improving Quality of Life and Health

**Issue 18: High proportions of obese and overweight children, particularly in Year 6.**

Option 18A	Ensure that every school adopts and implements a School Travel Plan.
Option 18B	Focus walking and cycling improvements at schools in health deprived wards.
Option 18C	Focus school travel planning and related transport improvements such as, improved walking, cycling and road safety interventions on those schools where combined obesity and overweight levels are highest.
Option 18D	Deliver school travel planning and related improvements on an ad hoc basis, i.e. as and when School Travel Plans are completed and funding available for measures, rather than based on children's health and/or safety data.
Option 18E	Encourage schools to participate in schemes such as, Bike It and Bike Club and to set up walking buses.

**Issue 19: Increasing the number of people who walk or cycle to work and retail areas or to the town centre in order to improve health and increase physical activity within the Borough.**

Option 19A	Focus walking and cycling improvements in health deprived wards.
Option 19B	Focus walking and cycling improvements on improving access to employment areas.
Option 19C	To provide cycle parking at places of employment, retail areas and the town centre.
Option 19D	Focus walking and cycling improvements on leisure trips, particularly in areas attractive to tourists, such as, along the sea front and through parks and other green spaces.

**Issue 20: Tranquillity is very low, partly as a result of noise and light.**

Option 20A	Introduce low noise surfacing, particularly along the A13 and A127.
Option 20B	Introduce low noise surfacing on the higher order roads in the council's route hierarchy.
Option 20C	Introduce low noise surfacing as standard through all maintenance schemes.
Option 20D	Implement more efficient street lamps with lower light emissions, which will reduce CO <sub>2</sub> emissions as well as light pollution.
Option 20E	Consider selective reduction in street lighting at quiet times, particularly in the western section of the Borough, which will reduce CO <sub>2</sub> emissions as well as light pollution.
Option 20F	Invest in the streetscape along the A127 to give residents a 'sense of place'.
Option 20G	Ensure parks and open spaces stay tranquil by introducing stricter measures on lighting and road surfaces around them. This may include traffic calming measures around certain areas.
Option 20H	Continue to monitor air quality to ensure action is taken, if required, to prevent the occurrence of future AQMAs.

**Issue 21: Improving the condition of principal roads.**

Option 21A	Focus maintenance programme on all principal roads, footpaths and cycle routes requiring maintenance, as the condition of these roads is comparatively
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**Issue 21: Improving the condition of principal roads.**

	worse than national and regional averages.
Option 21B	Focus maintenance on principal roads requiring maintenance that are also economically important.
Option 21C	Focus maintenance on principal roads requiring maintenance that are also higher order roads in the council's route hierarchy.
Option 21D	Focus maintenance on principal roads requiring maintenance that have the highest traffic flows and/or suffer from congestion.
Option 21E	Focus maintenance on roads, footpaths and cycle routes which provide access to hospitals and schools.

**Issue 22: The need to improve the quality of public space and the streetscape.**

Option 22A	Improvements to public space and streetscapes should focus on retail areas and the town centre and its regeneration by giving greater priority to pedestrian infrastructure.
Option 22B	Improvements to public space and streetscapes should focus on retail areas across the Borough and the town centre, including better management of on-street car parking.
Option 22C	Improvements to public space and streetscapes should focus on the seafront so as to further improve the tourist and residents experience.
Option 22D	Improvements to public space and streetscapes should focus on deprived areas, such as, areas of the Kursaal, Victoria and Milton wards to support wider community action.

**Issue 23: Equality problems between wards. Problems of deprivation, low life expectancy and health issues in the Kursaal, Victoria and Milton wards.**

Option 23A	Investment to increase accessibility and mobility to employment opportunities in the Kursaal, Victoria and Milton wards.
Option 23B	Ensure good accessibility from the Kursaal, Victoria and Milton wards to GP surgeries and hospitals.
Option 23C	Encourage increased access to and participation in walking for health schemes within or immediately adjacent to the Kursaal, Victoria, and Milton wards.

**Issue 24: The Borough has an ageing population.**

Option 24A	To ensure that street furniture is kept to a minimum and is used consistently.
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Option 24B	To provide dropped kerbs along main routes and within areas where there are high proportions of older residents, such as, Chalkwell, Belfairs and Thorpe wards.
Option 24C	Ensure good quality street signs are provided, e.g. easy to read colours and good size fonts etc.
Option 24D	To ensure pedestrian green time at traffic signals provides enough time for people to cross.
Option 24E	To provide improved access to and improved information about public transport and community transport.