

Part A: Introduction

SOUTHEND-ON-SEA
Moving forward together



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A1 An Integrated Approach

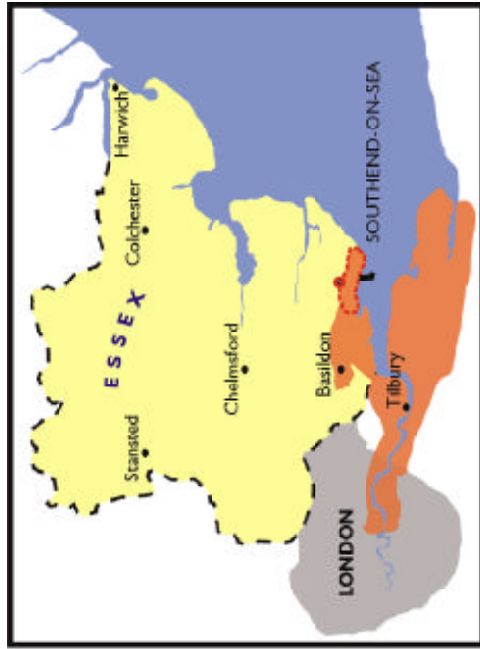
- A1.1 The Borough Council became a Unitary Authority on 1st April 1998 and is now the Highway, Traffic and Passenger Transport Authority for Southend on Sea. This *Local Transport Plan* (LTP) sets out the transportation strategy for Southend and bid to Central Government for resources for the five year period from 2001/2 to 2005/6 to enable the Borough Council to carry out its highway and transportation responsibilities in an integrated manner internally, with the community served, and with all other parties involved. It builds upon an outline strategy developed in partnership as part of the preparation of a Provisional Local Transport Plan prepared in July 1999.
- A1.2 This is the *first* Local Transport Plan to be produced for Southend following the introduction of a new funding process by the Government. The Local Transport Plan supersedes the previous Transport Policies and Programme (TPP) process that required a bid for resources to be made to Government on an annual basis. This tended to negate effective long term planning and led to uncertainty as to whether schemes would continue to be resourced in future years. It also earmarked money for specific projects precluding any flexibility in responding to changing circumstances. The Local Transport Plan seeks to overcome these problems by providing for a five year implementation programme of schemes set within the context of a long-term strategy looking 15 or 20 years ahead, and by allocating a single block grant.
- A1.3 The Local Transport Plan will be monitored on a yearly basis against a set of performance indicators to gauge its success and justification for continued funding.
- A1.4 This Local Transport Plan:
- *is fully consistent with national and regional policy guidance;*
 - *builds on and adds value to those projects and schemes of the South East Essex Package approved under previous years TPP submissions and those funded by Provisional Local Transport Plan funding;*
 - *complements the proposals for the adjoining area contained in the Essex Local Transport Plan prepared by Essex County Council (see Map 1); and*
 - *has at its core the work of the Partnership formed to prepare an Integrated Transportation Plan for Southend.*

Moving Forward Together

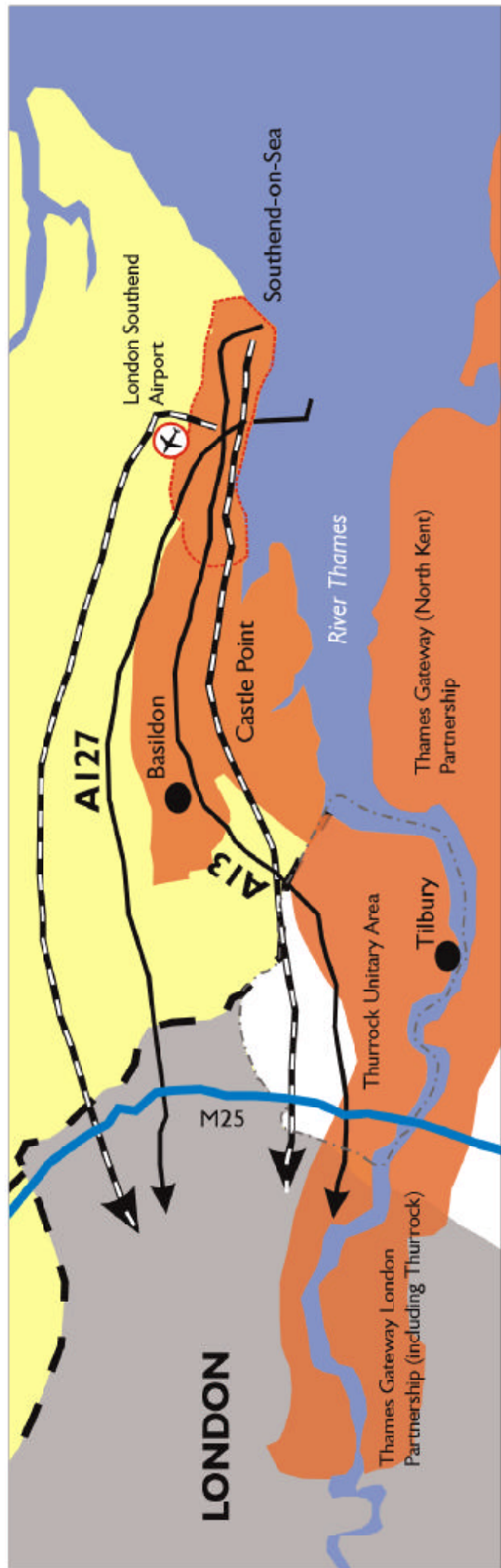
- A1.5 The Borough Council is working very closely with the local community, businesses and all other stakeholders at a strategic as well as local level to attract inward investment and develop initiatives to achieve sustained social and economic regeneration. Improved accessibility and investment in sustainable transportation are essential to fostering long term economic regeneration to improve the quality of life, both in Southend and South Essex as a whole.
- A1.6 ***Southend has been expressly identified as forming part of the Thames Gateway extension from Thurrock to Southend in Regional Planning Guidance for South East England (March 2000). The regeneration of the Thames Gateway is a national as well as a regional priority.*** The Guidance recognises that investment in the transportation infrastructure is a crucial ingredient to achieving this objective and ***identifies the importance of undertaking a study of transportation movement along the east-west corridor of the Thames Gateway from London to Southend.*** The ***Replacement Essex and Southend on Sea Joint Structure Plan*** (March 2000) ***and the Regional Economic Development Strategy for the East of England*** (October 1999) ***complement these provisions, the former by affording the highest priority for transportation investment to the Thames Gateway*** (see Part B). The need to regenerate Southend's economy has also been recognised in the European context with parts of the town now designated for Objective 2 funding.
- A1.7 To take forward these initiatives at the local level, in July 1998 the Borough Council took the innovative step of establishing ***a Partnership of local businesses, resident groups, transport providers, educational establishments and other organisations to prepare an Integrated***

Relationship Between Essex and Southend on Sea Local Transport Plans

Map 1



- Essex Full Local Transport Plan Area
- Southend Full Local Transport Plan Area
- Thames Gateway Priority for Transportation Investment (Policy T2 of Replacement Essex and Southend on Sea Structure Plan)



Transportation Plan for Southend. This included representation from neighbouring Local Authorities and organisations representing the disabled (**see accompanying Partnership and Public Involvement document for full list of partners**). The establishment of this partnership approach has opened up new opportunities to maximise resources, establish local consensus and ownership, and to provide for more effective implementation, monitoring and review of a more robust and durable transportation strategy.

- A1.8 **The work of the Partnership has formed a significant input into the development of this Local Transport Plan.**
- A1.9 **The Partnership** has completed an agreed three stage process leading to the development of the Plan and **is committed to taking its provisions forward through to implementation over the Plan's lifetime.**
- A1.10 This Local Transport Plan Document is also accompanied by:
- a document detailing the work of the Partnership and additional public involvement undertaken;
 - a checklist of criteria for assessing the quality of Local Transport Plans as set out in the DETR guidance;
 - the Southend on Sea 1999/2000 Transport Data Report and Road Traffic Reduction Report; and
 - a compendium of Technical Papers providing additional information and data in support of the proposed Local Transport Plan Strategy and schemes, namely;
 - bridge strengthening,
 - highways maintenance,
 - passenger transport,
 - road safety,
 - walking and cycling,
 - safer journeys to school, and
 - travel to work.
- A1.11 As part of the on-going Partnership Approach each aspect is being used to develop a series of more detailed topic based strategies.
- A1.12 A MORI Survey to establish baselines for public opinion on a number of issues was completed in the Borough during the Spring of 1999 on behalf of an innovative multi-agency partnership that includes the Borough Council, Essex Training and Enterprise Council, South East Essex College and South Essex Health Authority. This involved an attitude survey to identify perceptions regarding quality of life in Southend and the impact of public services. The survey has been complemented by a *Travel Diary and Attitude Survey* undertaken by private consultants on behalf of the Borough Council in the Spring of 2000.
- A1.13 The findings of these surveys have highlighted valuable data and suggestions for the way forward with respect to public transport usage and road traffic reduction in relation to quality of life and environment issues. The MORI survey revealed that 40% of residents **never** use public transport and that the same applies to 20% of those residents without a car. The survey also revealed significant opportunity to influence this situation if services were cheaper, more reliable and frequent. The key findings of these surveys, will be updated on a regular basis, and have been incorporated into the Local Transport Plan.