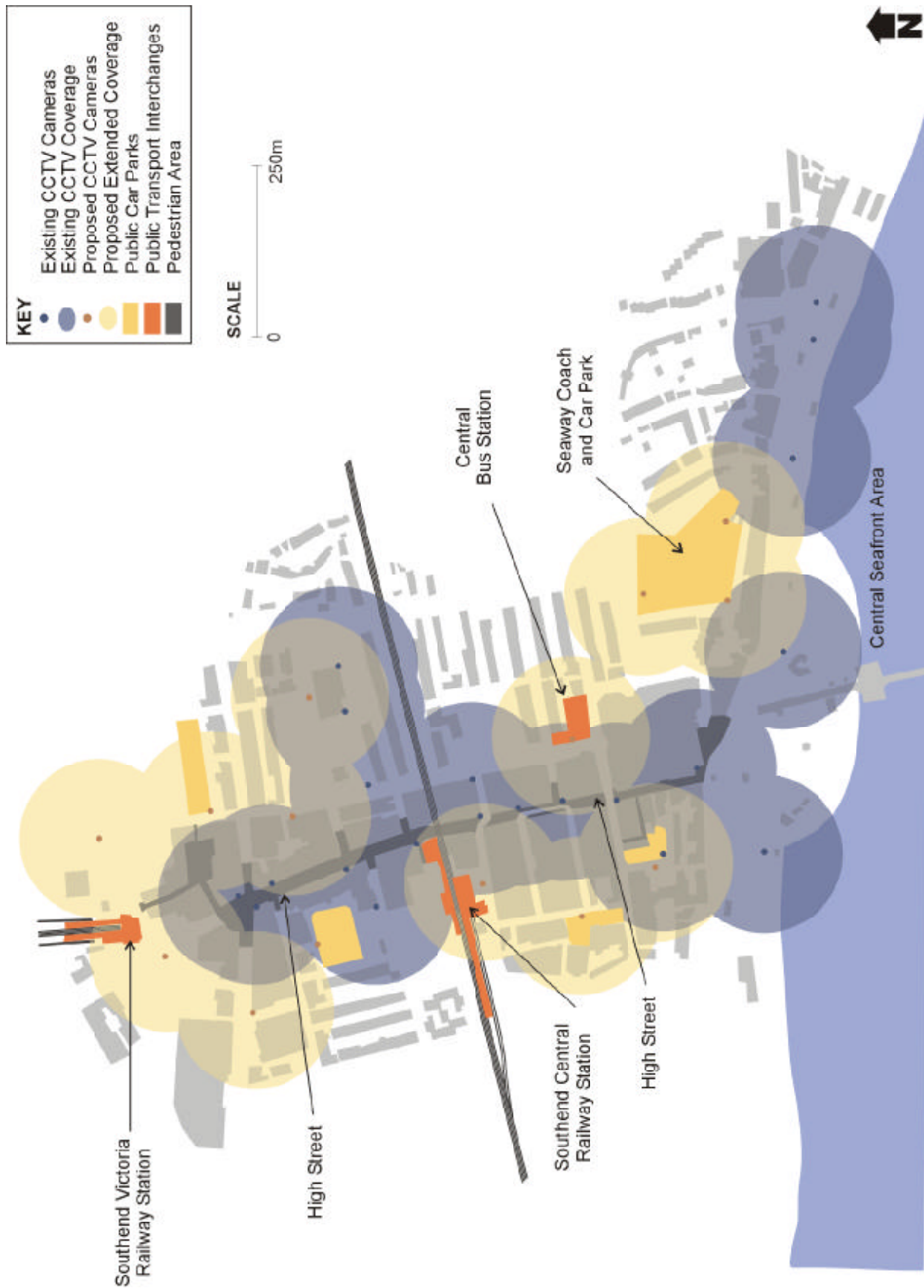


D5 Integrated Transport

Interchange Facilities

- D5.1 In order to effectively widen travel choice, the Partnership recognises that public transport must operate as an integrated network providing for quality, safe and secure, seamless travel. A number of initiatives are already being pursued by partners to achieve this. Significant further opportunities exist for providing for quality integrated passenger facilities, particularly as part of development proposals and regeneration schemes.
- D5.2 Taken with the predominantly east-west transportation links, the development opportunity sites (see paragraph C3.14 to C3.31) located at London-Southend Airport in the north of the Borough and within the town centre and Central Seafront Area to the south and Shoeburyness to the east, a 'crossbow' effect is created. The Borough Council is committed to developing and implementing a regeneration strategy in partnership for this area and to seeking improvements to the transportation facilities within it as part of the '*Crossbow Regeneration Initiative*'. A successful bid for Objective 2 European funding and SRB (Round 5) funding relating to 'Crossbow' initiatives has recently been announced by the Government.
- D5.3 As part of this initiative there is the ***potential to develop the area's transport nodes as quality integrated transport passenger facilities***. Not all of these can be linked to all desirable destinations. This Local Transport Plan therefore identifies a hierarchy of the key point to point accesses having regard to their location, established facilities, linkages, and opportunities. This hierarchy comprises;
- *key interchange sites, at*
 - Leigh Railway Station;
 - London-Southend Airport;
 - Town Centre (Southend Victoria Railway Station, Southend Central Railway Station, and Central Bus Station)
 - Central Seafront Area (Seaway Coach and Car Park and Proposed Hovercraft Terminal)
 - Shoeburyness Railway Station
 - *supporting rail interchange sites; at*
 - Chalkwell, Westcliff, Southend East, Thorpe Bay and Prittlewell
 - *interchange sites at the intersection of major bus corridors; and*
 - *individual bus stops.*
- D5.4 A preliminary audit of these sites has been undertaken in liaison with the operators and bus/rail users groups utilising a set of defined criteria formulated having regard to best practice. This sets out the type of facilities that would be expected to be found at a quality interchange site dependant on its hierarchical status to provide for a level of service capable of significantly contributing to an improvement in public transport patronage. This will be used as a bench mark to monitor improvements in the facilities offered (see accompanying Technical Paper).
- D5.5 The establishment of the key interchange sites is supported by the operators and Railtrack and their strategic location will enable them to take advantage of the development opportunities within these areas, and potential for increased passenger throughput. In particular, the development proposals for the relocation of the College adjacent the Central Railway Station and a new railway station and terminal facilities at London Southend Airport offer significant opportunities for improving facilities at these interchange sites. The Southend Victoria Railway Station also offers opportunities for improving direct pedestrian links to the town centre and other key interchange sites via direct and covered links to the Victoria Plaza Shopping Centre.
- D5.6 There is also the opportunity to provide quality safe and secure pedestrian links between the key interchange sites located in the town centre. All these links will be covered by CCTV coverage (**see Map 12**) and could be enhanced by improved signage, covered walkways and visual connections such as high quality surfacing as part of the *Town Centre Enhancement Scheme*. Recent passenger profile surveys undertaken by c2c Rail indicate that some 80% of rail users using the Central Railway Station travel to and from the station by foot (see also paragraphs D5.60 to D5.67).



- D5.7 A number of improvements have already been made at these interchange sites by the operators and the Borough Council utilising TPP monies. For example extensive redecoration, the provision of security measures and cycle storage and additional signage has been installed at the majority of the railway stations (see paragraph D3.18). At Leigh Railway Station integrated ticketing facilities have been introduced. The Borough's two bus companies, First Thamesway and Arriva, and c2c Rail have recently entered into a partnership to introduce 'Rail-Road' tickets for people living in the Leigh area of the Borough. The integrated ticket provides for seamless travel between bus and rail. Similar schemes are already operating in neighbouring Castle Point and the intention is to expand the facility to other areas of the Borough. The Borough Council is also seeking improvements to station frontages as part of its "Millennium Makeover" campaign.
- D5.8 Despite these improvements the audit highlights a number of significant deficiencies, particularly at the Central Bus Station and Seaway Coach/Car Park, where the facilities available are extremely poor. As part of the Major Scheme, the relocation and improvement of the Central Bus Station will be pursued (see paragraphs C3.16, D3.8 and D6.10). This will be a vital component in the A13 bus priority corridor measures, to widening travel choice and regenerating the town centre. Improvements to the facilities at Seaway Car Park will also be sought as part of the provisions of this Local Transport Plan – see Section E.
- D5.9 As part of the bus strategy a review of the bus network will be undertaken to reflect demand for services and to embrace social inclusion. It will be important as part of this review to ensure that appropriate facilities are provided at the intersection of major bus corridors and at individual bus stops.
- D5.10 Through the mechanisms of the Partnership and the commitment to establish Quality Bus and Rail Partnerships, the Borough Council will seek to achieve further improvements at these locations with the ultimate objective of satisfactorily meeting all the criteria contained in the audit together with improvements in integrated ticketing to promote seamless travel and marketing of the facilities available.

Park and Ride

- D5.11 The role of a Park and Ride facility was debated at some length by the Partnership in the form of a workshop and a questionnaire. The provision of Park and Ride facilities is one that has been identified by the Partnership as having the potential in theory to contribute to encouraging more sustainable patterns of travel and reducing congestion, particularly for tourism related traffic and the large one off tourist events such as the Airshow. A site on the A127 was favoured by the majority of Partners as a potential location. The success of Park and Ride is, however, dependant on a quality, reliable and cheap bus service; restrictions on town centre parking; and a safe and secure parking area.
- D5.12 Despite the potential benefits, Partners expressed reservations about how successful such a scheme would be in the Southend context having regard to its linear form internally, the geography of the area and implications for the viability of town centre businesses if restrictions were placed on town centre parking given the availability of free parking facilities at nearby competing centres (see paragraph D4.30). In addition, because of the town's limited land resources it was noted that there are few opportunities for achieving Park and Ride facilities in the Borough that are large enough to provide for appropriate numbers of car parking facilities in a quality setting; which is located at the intersection of radial routes; a suitable distance from the urban centre to encourage a change in transport mode; and offers the opportunity for introducing bus priority links. The majority of potential sites are also located in environmentally sensitive areas, including the Metropolitan Green Belt.
- D5.13 Having regard to the above considerations, the Borough Council is of the view that the best way forward is to consider the issue as part of a multi-modal study for the London to Southend corridor (see paragraphs B1.19, C3.4 and D1.6), especially as the majority of potential sites lie outside the Borough. This would allow for a comprehensive analysis of all the issues to be undertaken, particularly the viability and impact of such a scheme. If as a result of these deliberations a Park and Ride facility was considered feasible, the Partnership would wish to ensure that a number of facilities were provided (see accompanying Technical Paper – Interchange Facilities).

Integration with Development Plans

- D5.14 Through its planning policies the Borough Council has actively sought to protect the viability and vitality of the central areas of the town in the interests of the local economy by directing new development proposals towards them. The approved Borough Local Plan also seeks to influence the location, density and use of development in ways that abate the need to travel and reduce the length of journeys. This approach has provided residents and visitors with a wide choice of transportation mode to reach the principal employment and leisure facilities of Southend concentrated in the centre.
- D5.15 The successful implementation of the Plan's policies has meant that the Borough Council has been able to limit the number of private non-residential (PNR) off-street parking spaces within the town centre and to apply reduced car parking standards for commercial developments thereby encouraging employees to travel to work by alternative modes to the car. The Replacement Essex and Southend on Sea Joint Structure Plan provides for the introduction of maximum car parking standards in accordance with Government guidance (Policy T12). To implement these provisions, ***the Borough Council is currently reviewing its non-residential parking standards as part of an Essex wide review with the objective of introducing maximum parking standards and promoting sustainable travel patterns.*** This will include appropriate standards for cycle provision and disabled parking provision.
- D5.16 Advantage will be taken of the opportunities provided by the preparation of the Integrated Transportation Plan and review of the Borough Local Plan by developing more fully the policy provisions of limiting non-residential parking within the central areas of the town. This will include the consideration of ways in which alternative means of travel can be promoted as part of future development proposals.
- D5.17 This principle has already been tested by the Borough Council in relation to a number of proposed major development schemes in the central and leisure areas of the town given the significant additional transportation movements that these developments will generate. Negotiations have been conducted with a number of developers and transport operators to ensure that genuine alternative means of travel to the car are available to access the proposed developments.
- D5.18 As an integral part of implementing the strategy and provisions of this Local Transport Plan, the Borough Council will seek, in appropriate cases, by means of Section 106 Agreements developer contributions for transportation improvements as part of planning applications. These provisions will be developed further as part of the Replacement Southend on Sea Borough Local Plan (see also paragraph D4.46).

Regional Transport Strategies

- D5.19 The Regional Planning Guidance (RPG 9), other plans and recent Government funding decisions, all specifically recognise the need and importance of regenerating Southend. This requires action on a number of policy fronts including education, training, employment, housing and health. Transportation policy is also a vital ingredient in the regeneration process and one which the Borough Council is determined to improve in partnership with the local community. This will not only bring significant benefits to Southend but to the Thames Gateway as a whole.
- D5.20 The extension of the Thames Gateway to Southend offers considerable potential for improving accessibility to the town and achieving significant transport improvements. The corridor also provides the opportunity for achieving links with the proposed East Thames Crossing, Channel Tunnel Rail interchanges and London Crossrail links.
- D5.21 A new crossing of the Thames to the east of the Dartford crossing, including the possibility of a rail link between the North Kent Line and the London Tilbury and Southend line with connections to and from Southend, would have significant implications for the regeneration of Southend. The nearer this proposal is to the conurbation of South-East Essex the greater this potential.

D5.22 ***It will be essential to the regeneration and renaissance of Southend that these opportunities are realised.***

Multi-Modal Studies

D5.23 The Regional Transportation Strategy within RPG 9 identifies the need to examine the major east-west transportation corridor between London and Southend further by way of a multi-modal study which includes all modes of transport. This will be essential to improving accessibility to Southend and to its regeneration (see paragraphs C3.5 and D1.6).

Airport Transport Forums

D5.24 The London Southend Airport has considerable potential for expansion to cater for the increasing demand for both business and leisure air travel (see paragraph C3.20).

D5.25 In October 1996, Regional Airports Limited produced a 10 year Development Strategy for the Airport in which it identified the two key assets as being the runway and the surrounding land. With regard to the former, revenue would be generated from five main activities;

- *flying training,*
- *private aircraft ownership,*
- *commercial and general aviation,*
- *passenger services, and*
- *aircraft refurbishment and engineering.*

D5.26 With regard to passenger services in particular, the strategy forecast an increase in throughput from 7,000 passengers per annum in 1996 to around 123,000 in 2006, based on passenger charter activity to Jersey and other short break destinations, a growth in niche market activity and event related flights, and the introduction of possible commuter services to three European destinations.

D5.27 A key proposal of the strategy is the development of a new Airport Railway Station linked with the development of a new Airport terminal building and visitor facilities. Outline planning permission has been granted for these facilities supported by First Great Eastern and Railtrack, which would accommodate the growth of the Airport to cater for around 300,000 passengers per annum.

D5.28 In the context of the Government's White Paper on the Future of Transport (1998), the Airport has established an ***Airport Transport Forum*** in order to further progress its strategy for surface access at the airport as an input to both this and the Essex Local Transport Plans (see paragraphs B1.28, C3.9 and C3.23).

D5.29 The Airport's importance to the economy of South East Essex is recognised by the Replacement Essex and Southend on Sea Joint Structure Plan, Local Plans for Southend and Rochford, and emerging Economic Development Strategies for the area. Development of its potential as a catalyst for further economic growth and regeneration in the area is essential, subject to environmental safeguards. This role is reinforced with the inclusion of the Airport within the extended Thames Gateway.

Public Transport Information

D5.30 The Council is actively working towards the successful implementation of the Government's proposed Public Transport Information 2000 system (PTI 2000) and intends to provide for appropriate contributions to the Scheme. It is a Member of the North of London Regional Working Group, which is a sub group of PTI 2000 South East England. The principal tasks involved in providing this system are:

- *the creation of databases;*
- *the delivery of information by telephone; and*
- *the delivery of information by the internet.*

- D5.31 A recent bid by Essex County, Southend and Thurrock Borough Councils for capital funds from the DETR in support of the PTI 2000 has been unconditionally approved for an Internet Journey Planner.
- D5.32 A Passenger Transport Information System (PIMS) is being developed by the Borough Council, Essex County Council, Colchester Borough Council, public transport representatives and the Borough Council's transport consultants, W S Atkins. It aims to put in place a County wide passenger transport information database in order to provide location maps and accurate timetable details and real-time interchange information at key public locations and interchange sites.
- D5.33 Further work on simplifying timetables and effectively marketing bus services is proposed to be pursued through the Partnership. A strategy for enhancing public transport information is set out in the accompanying Technical Paper. One recent innovation in liaison with Essex County Council is the development of electronic touch-screen enquiry timetables, providing information for both buses and trains (see also paragraph D4.46). A feature of the system is that it can printout a personal route timetable when an enquiry is made. It is proposed that Southend based touch-screen terminals will initially be made available at the Central Bus Station and main railway stations and, with the agreement of major employers, at principal employment locations. Other initiatives will be pursued through Green Transport Plans.

Travel Awareness, Journeys to Work and School

- D5.34 The Borough Council recognises that ***raising community awareness of the benefits of an integrated transportation system and of deterring unnecessary use of the car, is an essential ingredient in the delivery of a successful strategy.***

Awareness Campaigns

- D5.35 The establishment of the Partnership itself has significantly raised awareness of the need to reduce the environmental impacts of increasing traffic growth. The Partnership recognises that with current Government initiatives and increased community awareness that 'something needs to be done' to address the transportation problems facing the town, that this is a time of unique opportunity for pursuing initiatives which heighten and broaden this awareness. It forms a specific objective of their work and will be developed further as part of the implementation of this Plan.
- D5.36 As part of this work, the Partnership has broadened the scope of its Newsletter to embrace more specific awareness campaigns. It will also build upon the work currently being undertaken by the Borough Council as a corporate member of the Travelwise awareness initiative. This scheme is aimed at presenting the issues of travel, encouraging people to think about their choices and influencing attitudes and behaviour towards travelling through general publicity and marketing events. It has proved to be very successful in raising peoples' awareness of transportation issues.
- D5.37 To supplement the Travelwise scheme measures to promote travel choice and provide information have been implemented using the Transcard scheme, which directly markets bus travel to car drivers through value for money advertising and direct marketing enticements. All the Borough Council's car parking ticket machines have been modified to accept the Transcard which is made widely available in Council premises and retail and transport outlets throughout the town. This facility has the potential to be developed further to incorporate other functions as part of SMART card technology.
- D5.38 These and other initiatives will be underpinned by the Travel Diary and Attitude Survey undertaken by consultants on behalf of the Borough Council (see paragraph A1.12).

Travel to Work

- D5.39 The Partnership has identified Travel Plans as having the potential to play a vital role in raising awareness and encouraging employers and employees in the town to use more sustainable ways of travelling to work thereby helping to reduce congestion in the town.
- D5.40 A sub-group of the Partnership has been established to take forward the development of Travel Plans comprising a number of prominent local businesses, transport operators and the Southend Hospital Trust. This Group has received presentations from business representatives on the benefits of Green Travel Plans and initiated a Borough wide survey of employers with the objective of ascertaining the interest of employers in pursuing such plans (see Technical Paper).
- D5.41 The survey reveals that a small number of employers are already devising Travel Plans whilst one major local company has been operating an informal plan for some years. These companies together with a number of other business partners have indicated their willingness to participate in a pilot study Travel Plan initiative.
- D5.42 A separate survey also reveals that clusters of potential businesses located on seven major employment sites in the town offer the potential to develop Travel Plans, namely;
- *Victoria Avenue, adjacent to the town centre (including the Borough Council, County Court, Police Station, and HM Customs and Excise)*
 - *Stock Road Industrial estate, to the north of the town,*
 - *Priory Crescent*
 - *Progress Road, Eastwood*
 - *London Southend Airport and adjoining industrial areas*
 - *Shoebury Industrial areas*
 - *Southend Hospital Trust site, Prittlewell Chase.*
- D5.43 With the exception of the hospital site, these sites comprise of a cluster of businesses of varying types and sizes each employing in excess of some 1,000 employees. This offers the potential to encourage other employers within these areas to become involved in the scheme and to maximise the potential benefits of Travel Plans by providing services and facilities for the business area as a whole that would not otherwise be economically viable. These clusters are all accessed by the A127/A1159, and helping to relieve congestion through these initiatives will complement the Major Scheme proposals to provide for freight/business traffic priorities on this route.
- D5.44 The Southend Hospital Trust is already in the process of developing a Travel Plan which will add value to the Health Improvement Plan being developed by the Hospital Trust in partnership. It will also play a vital role in helping to alleviate the current traffic congestion at the Hospital site which is a major generator and attractor of traffic movements. This includes development of cycle links from the Hospital to the Southend to Rochford cycle route for use by staff and visitors.
- D5.45 To maximise the potential benefits of the Pilot Travel Plan, it is therefore proposed to develop the initiative based on these seven major employment areas, which in total employ in excess of 9,000 employees. This will include the development of the Borough Council's own Travel Plan.
- D5.46 To supplement these measures the Borough Council and Essex County Council has incorporated suitable policy provisions within the Replacement Essex and Southend on Sea Joint Structure Plan. Policy T3 of the Plan provides that in all planning applications for major developments a comprehensive Transport Impact Assessment will be required together with a 'travel to work' plan. These provisions will be developed further as part of the preparation of the Replacement Southend on Sea Borough Local Plan.

Travel to School

- D5.47 There are 68 schools within the Borough catering for approximately 27,000 pupils. Not only does travel to school generate major demands on the transportation system, it also involves a vulnerable

group of transport users who have a vital role to play in shaping future travel patterns and attitudes towards transport. Safe access to schools is essential if people are to be dissuaded from using cars to transport their children to school. Awareness of walking, cycling and public transport can all be developed further as a child enters secondary education and further education, leading to long term changes in attitude towards travel choice. An increase in the number of children walking and cycling to school has the added advantage of increasing pupils' fitness and health.

D5.48 Increasing safety on school journeys is a high priority in this Plan. The Borough Council has been actively developing a strategy for Safer Journeys to School in partnership with schools and other agencies (see accompanying Technical Paper). **Diagram 8** outlines the process that was adopted.

D5.49 To address the school related transport problems that exist in the Borough the following vision has been developed as part of the strategy;

'to work together to improve safety, widen travel choice and enhance the environment near all schools in Southend, and to raise awareness of travel issues, so that children and their parents choose sustainable and health promoting modes of transport for school journeys.'

This vision is supported by eight key objectives;

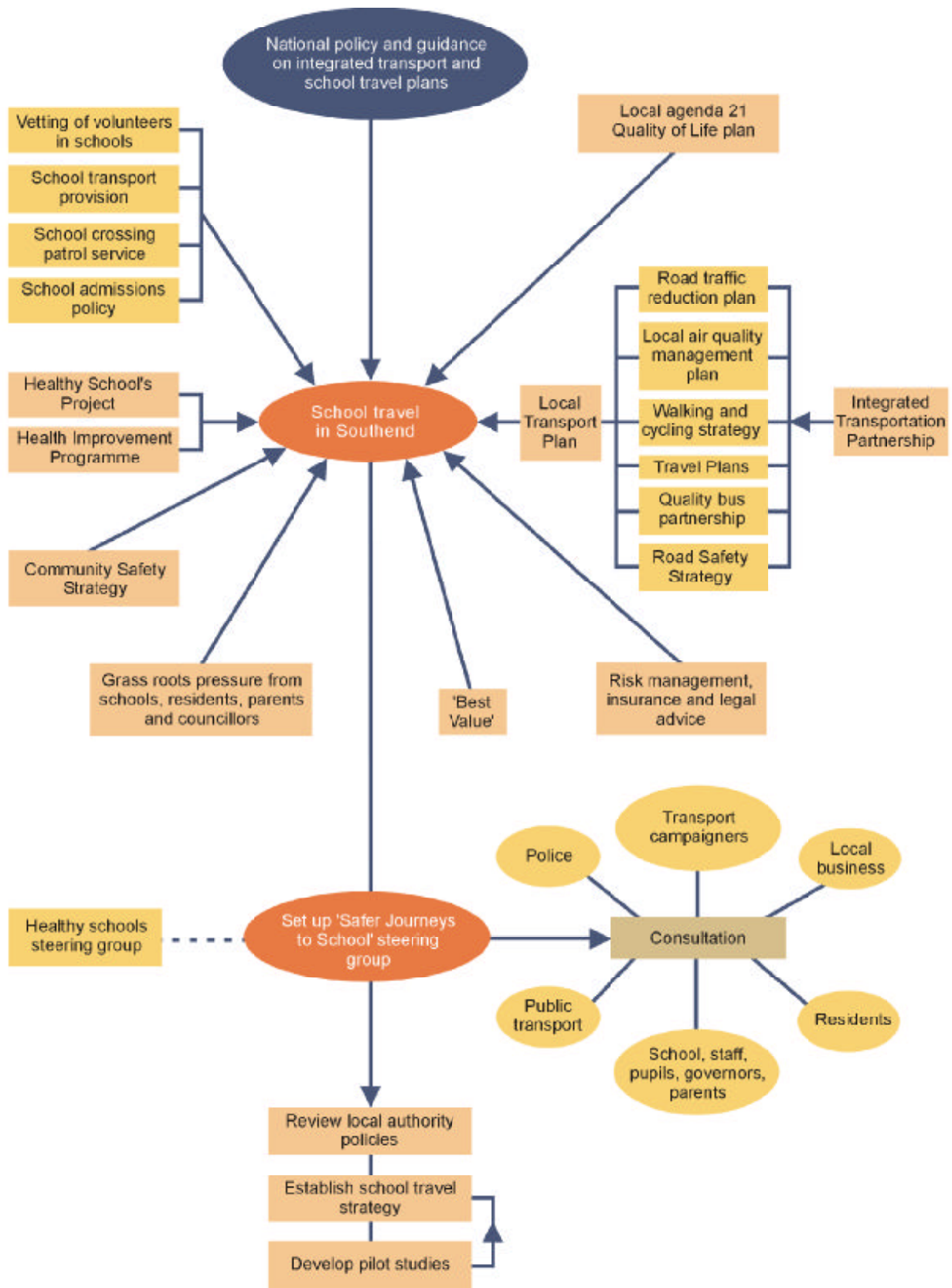
- *to reduce child casualties, with emphasis on pedestrians and cyclists;*
- *to address parents' and pupils' concerns about personal safety;*
- *to make sustainable modes of transport accessible and desirable;*
- *to reduce car use on school journeys;*
- *to improve the health and fitness of pupils;*
- *to lessen the negative impact of road traffic near schools;*
- *to generate long – term changes in attitudes towards car use;*
- *to raise awareness of the environmental, health and safety effects of travel decisions.*

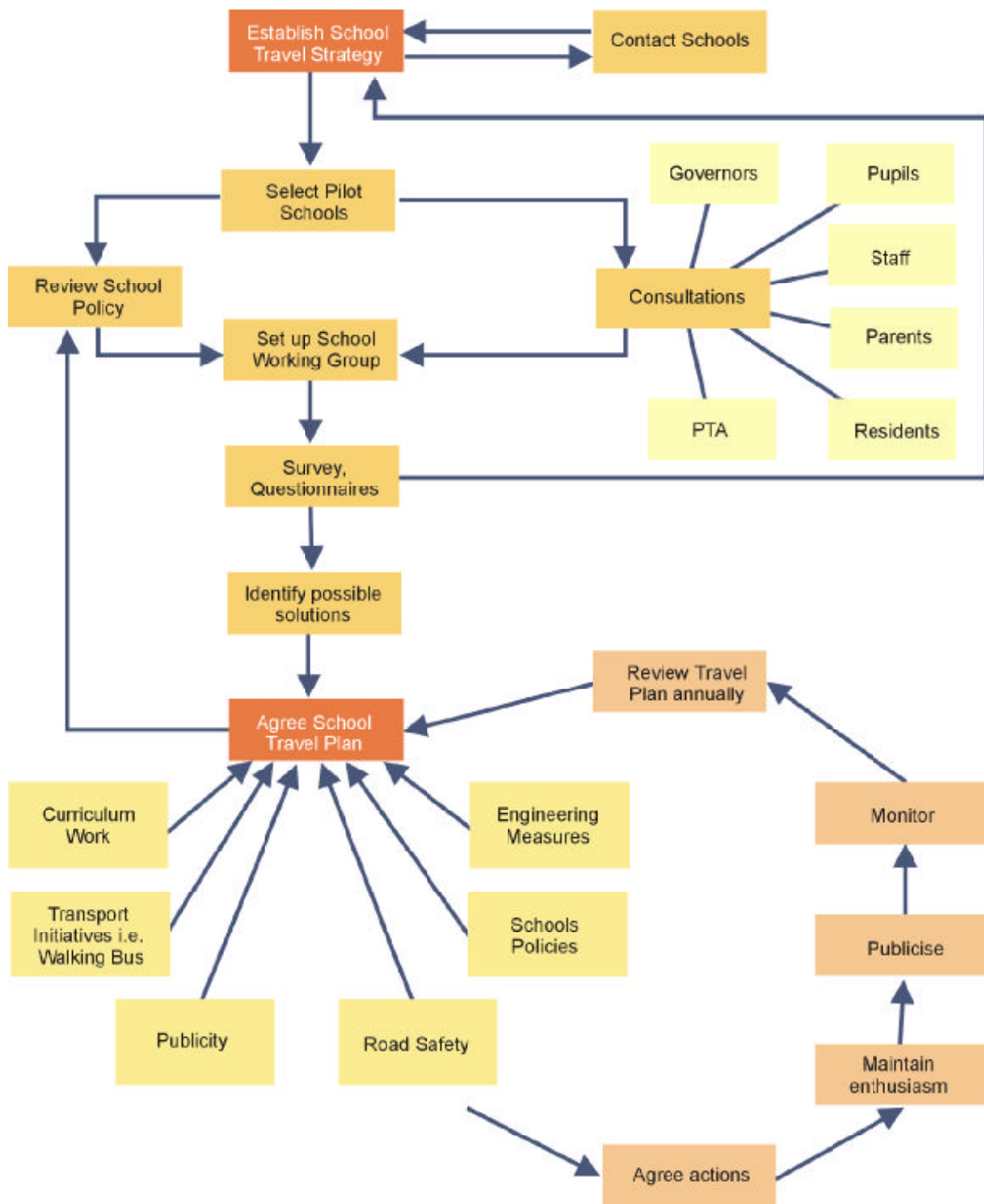
D5.50 The strategy builds upon national and local experience, particularly the development of two pilot studies carried out in the Borough in 1999.

D5.51 The pilot studies have been set up to develop the first School Travel Plans in the Borough. The first study centred on a cluster of secondary schools: Westcliff High School for Girls, Westcliff High School for Boys, and St Thomas More High School. The second study focused on West Leigh Junior School, in association with the adjacent Infant School. The selection of these schools was principally based on their enthusiasm for the project, and also the close proximity to the schools of pre-existing accident remedial proposals.

D5.52 **Diagram 9** shows how the School Travel Plans have been developed. This work included the establishment of working groups, involving Borough Council departments; Senior Teachers; Governors; Parents; Pupils; Health Representatives; Transport Providers; Consultants and the Police; and the provision of a number of travel related questionnaires. A partnership between the Borough Council's Geographic Information System (GIS) supplier and Westcliff High School for Girls resulted in free software being made available to promote the input of the pupil's own route to school and identification of problems. An experienced consultant in implementing Safer Routes to School initiatives, was appointed to develop and analyse the questionnaires for the two schools and advise on developing a Borough wide strategy. As a result of the studies a number of engineering works are proposed at the schools to improve safety. These are due to go to public consultation in the Autumn term 2000.

D5.53 One of the most successful elements of the pilots has been the launch of the '**Walking Bus**' at West Leigh Schools. This allows pupils to walk crocodile fashion to and from school accompanied by parent 'drivers and conductors'. It has been well received by pupils, teachers and parents and received extensive publicity, including press, radio and worldwide TV coverage. Two permanent walking bus routes have been established at the school which has resulted in 90 pupils travelling to school some of whom previously travelled by car. The scheme has enabled children to walk to





Curriculum Work	Transport Initiatives	Publicity	Road Safety
<ul style="list-style-type: none"> Route Analysis with GIS software Teacher Training Personal Safety Programme Health Week Schools Website Development 	<ul style="list-style-type: none"> Walking Bus with sponsorship and incentive scheme Car-sharing Public and school bus improvements Publicity of bus service provision 	<ul style="list-style-type: none"> Local, National and International Media Coverage Visits for other Local Authorities Competitions in Schools 'Year of Promise' campaign Promotional materials eg: mugs, mousemats etc. Parliamentary I.T. Committee presentation 	<ul style="list-style-type: none"> Information Packs Role play / pedestrian training Cycle training Pre-driver training Theatre-in-education

school in safety, to increase their independence, helped them to get fitter, reduced traffic congestion around schools and provided parents with more free time.

- D5.54 The success of the 'Walking Bus' has enabled a third permanent route to be established at the Sacred Heart Junior School near the town centre.
- D5.55 Following the success of the pilot schemes the remaining schools in the Borough have been invited to participate in the Safer Journeys to School project as part of a detailed survey of schools. It is hoped that all the schools in the Borough, regardless of status, will join the initiative over the next ten years to develop School Travel Plans.
- D5.56 The Borough Council aims to treat half of the 68 schools during the five year period of this Plan. A method of prioritising schools for treatment will be developed in liaison with Southend's Headteacher's Associations, School Governors and Councillors. It is likely that schools that have already expressed an interest in joining the initiative will be given the opportunity to start projects in years 2000/2001 and 2000/2002 at a rate of seven new schools per year. To establish which schools join the initiative in the following three years, schools will be ranked according to child casualties in the near vicinity and potential to reduce car journeys to school. Each year schools nearest the top of the ranking list will be given the opportunity to join the scheme.
- D5.57 If, due to demand, schools are unable to join the initiative when they want to, they will be encouraged to carry out 'self help' projects with the assistance of Borough Council supplied information sheets and a 'tool kit'. Self Help schools will have access to a 'minor works fund' provided that they commit to joining the full project at a later date.
- D5.58 It is expected that an element of flexibility will be incorporated into the ranking system to allow schools to be prioritised under certain circumstances; this will ensure efficient working and best value for money. Examples of circumstances that may warrant this are: schools which are expanding in size; schools which are working on related projects, e.g., healthy school; schools that may be able to capitalise on other funding sources such as Section 106 monies; schools in the vicinity of accident remedial works; and schools that show above average level of commitment and enthusiasm for the project. It is hoped to agree all aspects of the strategy, including the ranking of schools, in the Autumn term 2000.
- D5.59 In addition to the development of School Travel Plans, the Borough Council has been actively pursuing complementary projects in partnership. These can be summarised as follows;
- *completion of a Healthy School questionnaire by over 6,400 pupils relating to physical activity and eating habits. This will be analysed by the South Essex Health Authority and be used both as part of the Safer Journeys to School project and Healthy Schools initiative;*
 - *establishment of strong links with the Healthy Schools programme, with the inclusion of the 'Walking Bus', Safer Journeys to School, and 'Walk to School Week' projects in the database for Healthy Schools. The Walking Bus is recognised as one of the planned activities that will allow a school to become accredited;*
 - *road safety education in the schools by the Council's Road Safety Team who have linked safety education to the Walking Bus initiative and undertaken innovative projects such as the school play,*
 - *improving Educational Transport as part of a comprehensive review of Community Transport provision (see paragraph D3.27)*
 - *review of the 50 School Crossing Patrol sites in the Borough against set safety criteria to increase safety facilities around schools. The use of mobile School Crossing Patrols to assist in the development of Walking Bus routes will be considered as part of the review.*

Crime and the Fear of Crime

- D5.60 Reducing crime and the fear of crime wherever it occurs in the transport system is another **important objective** of the Partnership. The ability to travel in safety and without the fear of crime to work, leisure, health and community services is central to the regeneration process. This is essential if public transport is to be seen as a real travel option, particularly outside the core hours, and the town's car parks are to be made secure and safe for car drivers and their occupants. These measures will be a vital ingredient in promoting the town's retail and leisure/visitor attractions.

- D5.61 The provision of CCTV, additional and more visible public transport staff at transport nodes and on transport vehicles, such as bus conductors, were issues highlighted by the Partnership. The safety concerns of women were particularly highlighted, who are not only at greater risk but also statistically more likely to depend on public transport services.
- D5.62 The Borough Council is committed to reducing crime and disorder and the fear of it as part of the Borough's *Community Safety Strategy* (March 1999), developed in partnership with a number of key organisations. Although Southend is in the fourth safest county area in England, levels of crime in the town are the highest recorded in the county area (NACRO Audit of Crime in Southend, 1998 – undertaken on behalf of the partnership). Crime in the central area of the town is higher than in other parts of the Borough and it is this area that the strategy seeks to tackle first, which contains a number of important transport interchange sites. The other primary objectives of the strategy are to address the upward trend in violent crime; tackle anti social behaviour; and to focus on young people at risk. An important aspect of this work will be the development of a Geographic Information System (GIS) to analyse disparate data on crime and disorder issues to enable effective monitoring of progress. The strategy will be developed further in liaison with the Partnership and in harmony with the provisions of this Local Transport Plan.
- D5.63 A feature of the Community Safety Strategy is to build stronger protective measures into the central area by the provision of additional CCTV. Twenty-one CCTV cameras were originally installed in the town centre by the Borough Council in 1996. This combined with the establishment of the 'Town Beat Section' to provide high profile policing, has resulted in a reduction in all crime against persons and property by more than 50% over a two year period.
- D5.64 A successful bid ('Completing the Picture') was submitted to the Home Office last year by the Southend Community Safety Partnership, which included the rail and bus companies and the police, for additional CCTV provision. This will provide for a further £1.076m of equipment bringing the total coverage in the town centre to some 104 cameras. The system will be fully installed by Spring 2001. The new system will provide for additional cameras in the town centre's pedestrian areas, coverage at the Central Bus Station, Southend Central and Southend Victoria Railway Stations, and full coverage within Seaway Coach/Car Park and three central multi storey car parks – Farringdon, Baxter Avenue and Essex Street. CCTV at other car parks will be enhanced as part of the scheme.
- D5.65 These provisions will greatly enhance safety for pedestrians in the town centre and users of key public transport interchange sites and car parks. CCTV coverage at the Seaway Car and Coach Park will be of particular value in helping to realise this Local Transport Plan's proposals to develop the site as a quality integrated transport passenger facility (see paragraph D5.3). The site is a major gateway to the town centre, seafront leisure area, and nightclub attractions. However, the area currently has a high concentration of criminal activity. Improving the areas safety and security standing will;
- *provide an attractive and safe interchange environment for all residents and visitors to Southend;*
 - *encourage greater use of the car park to alleviate on street parking stress in surrounding residential areas; and*
 - *secure the regeneration and further investment required.*
- D5.66 With the exception of the Prittlewell Railway Station, the above provisions combined with the investment commitments of the Rail Companies (see paragraph D3.18) will result in CCTV coverage by Spring 2001 at;
- *all the railway stations in the Borough,*
 - *at the Central Bus Station,*
 - *all the town's principal car parks, and*
 - *all the pedestrian links between the town centre's transport nodes (see Map 12).*
- D5.67 In addition to CCTV coverage, c2c Rail are investing in high profile staffing (see paragraph D3.18) in direct response to customer needs surveys. This will further increase customer security and safety. Additional measures will be pursued by the Partnership through the establishment of Quality Rail and Bus Partnerships with the ultimate aim of achieving the Governments secure station accreditation at all stations in the Borough. This Local Transport Plan also seeks to achieve a more



Achievements
(Private and Public (TFP25/LTP) Investment)

Maintenance and Bridge Strengthening

- Maintenance and Bridge Strengthening programmes reappraised based on:
 - route hierarchy established by Environmental Rooms and Distributor concept
 - requirements of Major Scheme
- Victoria Avenue Bridge and Priory Bridge works completed
- Consortium (Southend Borough Council, Council, Essex County Council and Thurrock Borough Council) collected data on highway conditions in the area

Major Scheme

- Partnership identified the need for improved principal networks of movement in the Borough focusing on
 - Interrelated roles of A127/A1159 and A13
 - Identifying inadequate parts of principle networks (passenger transport and road freight movements)

Ambitions

Maintenance and Bridge Strengthening

- Both a 5 year and 10 year programme of work based on priorities identified by
 - route hierarchy established by Environmental Rooms and Distributor concept
 - requirements of Major Scheme

Major Scheme

- Complete Major Scheme, focusing on reducing the number of inadequate links identified in the network:
 - Pinch-point at Priory Crescent and Cuckoo Corner on A127
 - Limited network capacity on A13 (illegal parking, lack of priority for buses etc)
 - Number of junction and signals (improved SCOOT system, rationalise right turns)
 - Poor traffic management measures (signage for freight movement, traffic restrictions in adjacent Environmental Rooms etc)
 - Deficient Central Bus Station