

Cycling

D3.39 In 1993 the Borough Council and Essex County Council adopted proposals to construct a network of cycleways in the Borough. This is reflected in Policy T13 of the adopted Southend on Sea Borough Local Plan, which seeks to provide for an integrated system of cycleways and cycle parks in Southend, and encourage the provision of cycle routes with satisfactory access and parking facilities for cyclists within the layout of major new developments. The main network of existing and proposed cycling facilities is shown in **Maps 6, 7 and 10**.

D3.40 As a result of continuing discussions with Sustrans, Essex County Council, Castle Point Borough Council, and Rochford and Basildon District Councils, two of the Borough's identified cycle routes have been included within the National and Regional Cycle Network, namely;

- *The Thameside Route 13/16 from Rainham to Southend (following the seafront to Shoeburyness), and*
- *Bishop's Stortford to Southend (town centre)*

These routes form the main framework for the development of other local routes.

D3.41 In order to effectively take forward the provisions of the National Cycle Network, a new working group, meeting bi-monthly, has been set up to co-ordinate the South East Essex element of the network comprising representatives from neighbouring authorities. This is in addition to the twice yearly meetings held by the East of England Regional Cycle Group.

D3.42 The following progress has been made in developing the National Cycle Network in relation to Southend (**see Map 10**);

Thameside Route (NCN route 13/16):

- *the provision of advisory cycle lanes along sections of Chalkwell and Western Esplanades on the seafront in the western part of the Borough;*
- *completion of a section of segregated cycleway at Eastern Esplanade. An extension of this section is being implemented during 2000 utilising monies from the TPP 25 settlement of 1999;*
- *inclusion within the Design Brief, and negotiations with the Ministry of Defence and prospective developer, for the inclusion of a seafront cycle lane as an integral part of the development of the Old Ranges at Shoeburyness (see paragraph C3.27).*
- *Discussions with the Ministry of Defence to include a cycle lane within the proposed development at the New Ranges in Shoeburyness which would provide for a direct link with the open countryside in Rochford District;*
- *Discussions with Sustrans and Railtrack to progress the link between Chalkwell and Leigh, which runs parallel to the c2c railway line. Railtrack have, in principle, agreed to the granting of a lease to use part of the railway property for the construction of a cycle track. The Borough Council and other partners will be preparing a design brief to guide future discussions with Railtrack. This section of the route will link with the Leigh to Benfleet route identified in the Essex Local Transport Plan which will traverse the Hadleigh Castle Country Park.*

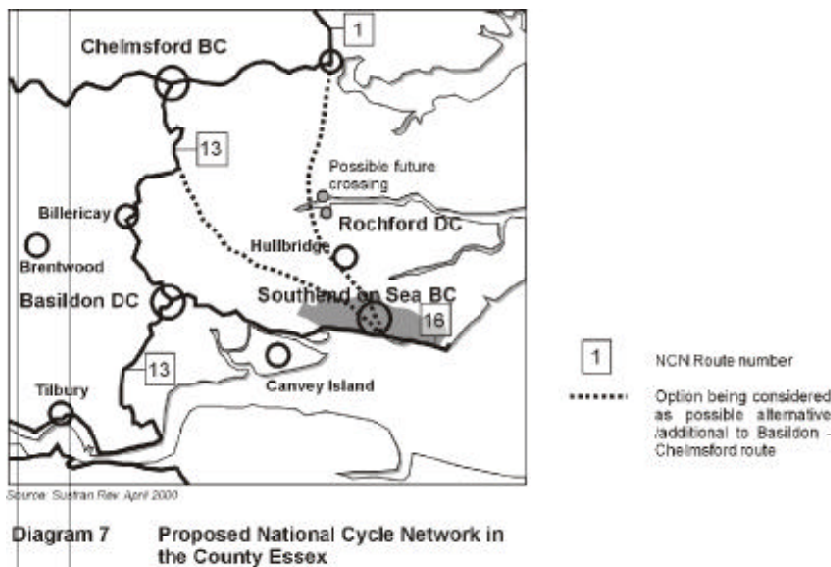
These provisions will provide for the completion of further key parts of the National Cycle Route in Southend and provide for a route which will access the town centre and related employment areas together with a number of key railway stations. It will also function as a leisure/tourist route running parallel to the seafront and Local Nature Reserve for its entire length with access at its eastern and western ends to the open countryside. It is proposed that the whole route will ultimately run from Shoeburyness to London. The broader perspective of potential improvements to the esplanade and sea defences is also being considered as well as other sources of finance, for example Objective 2 funding linked to the job creation possibilities of leisure and tourism. This section of the NCN route is detailed in the Implementation programme (*see Part E*).

Bishop's Stortford to Southend (town centre)

- *completion of the segregated route in Victoria Avenue from East Street to the town centre, with associated Toucan crossings, providing links with the town centre and employment and service areas including the Civic Centre, Police Station, Magistrates Court, Central Library and Museum;*

- the completion of the design to safety audit standard of the Prittle Brook cycle path route to link with the town centre route and Priory Park route;
- the provision of a cost sharing arrangement with the Local Health Authority which has enabled cycle facilities to be provided for visitors and employees of Southend General Hospital. Agreement has been reached with the Southend Hospital to link these facilities with the Southend/Rochford cycle route which has been jointly planned with hospital representatives as part of their developing 'Travel Plan'.

These provisions will provide for the completion of further key parts of the Regional Route in Southend. This route will provide direct access to Southend town centre and related facilities, and the open countryside of the Hockley Valley in neighbouring Rochford District utilising Bridleway 10. It is also proposed that this route will link with the existing cycle network from Southend to Rochford town centre via the B1013 with the objective of forming a local circular ride with links to the Clements Hall Leisure Centre (see Diagram 7).



D3.43 These provisions have been supplemented by the development of a number of local routes and cycle facilities, namely;

- completion of north Southend cycle route link to Rochford as part of the development of the B1013 road link;
- the construction of a cycleway across Priory Park funded by the Cory Environmental Trust to provide a link to the town centre cycle route and proposed Prittle Brook route from major employment sites. This scheme was developed in partnership with the Royal Bank of Scotland who have confirmed that the new link has resulted in an increase in the number of employees cycling to work;
- incorporation of advance stop lines for cyclists, designed to safety audit standard, at various junction improvements where forming part of the cycleway network;
- installation of cycle parking facilities in 15 different key locations in the town centre and at all libraries and local shopping centres and at all the nine railway stations in the Borough;
- installation of cycle parking facilities at a number of schools, sports and leisure facilities located adjacent to the cycle routes.

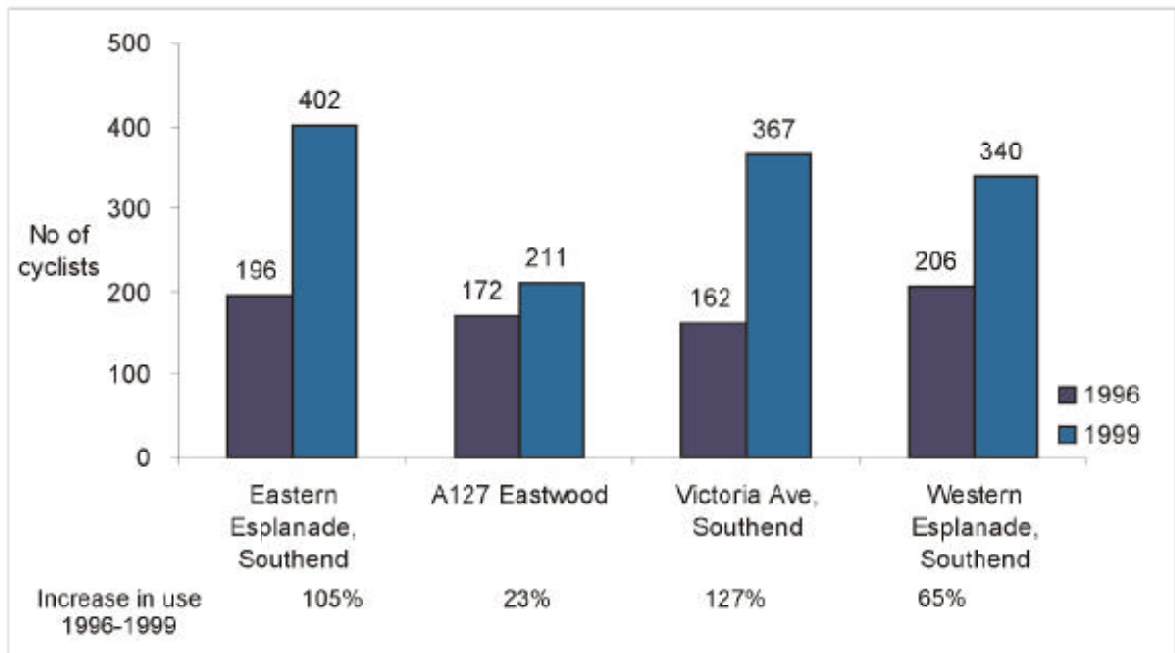
D3.44 This Local Transport Plan seeks to develop further sections of the cycle network, in particular to take advantage of the opportunities to develop low cost routes within 'environmental rooms' as part of traffic management and road safety proposals (see paragraph D4.2 and D4.17), and to work in partnership with the Cory Environmental Trust to develop routes in local parks and woodlands. It also provides for further cycle parking facilities along the seafront, at schools, supermarkets, local shopping centres, parks, and community centres. Negotiations are currently proceeding with the Rail Companies to upgrade and introduce further secure cycle parking at rail stations, including the provision of CCTV coverage. The provision of cycle stands and storage areas has led to a significant reduction in cycle thefts particularly within the town centre where security is enhanced by all cycle stands being covered by CCTV.

D3.45 In addition, it is proposed to develop cycle parking standards as part of a comprehensive review of parking standards (see paragraph D5.15). This will ensure the incorporation of appropriate facilities in new development schemes.

D3.46 Cycle monitoring undertaken by W S Atkins as part of the 1999 Transport Data Report for the Borough Council reveals that quality cycleways can carry significant numbers of cyclists safely and without conflict with pedestrians. Manual cycle counts were carried out at four sites, three on dedicated routes. Although a small sample, the surveys are very encouraging revealing a significant increase in cycling in Southend since 1996 which goes against Essex County and national trends of a decline in cycle use. The survey shows that the use of the town centre cycle route has steadily increased and is now utilised by some 300 commuter cyclists on a weekday, whilst the seafront route attracts in excess of 400 leisure cyclists throughout the year on a Sunday rising to over 800 in the summer months (see Figure 3).

Total Cycle Flows

Figure 3



Source: Southend Borough Council

D3.47 The Borough Council's Road Safety Officer in liaison with the Education Department has continued to work with local schools to provide cycle training and promote cycling as part of the Safer Journeys to School initiative. The Borough Council, together with the Southend and Surrounds Cycle Campaign, has also actively supported a number of awareness activities, including National Bike Week and the Millennium Festival of Cycling.

Walking and Pedestrianisation

D3.48 The Borough Council and adjoining authority Essex County Council have adopted policies for Pedestrian Mobility and Making People Mobile, including DETR mobility guidance. These promote measures that will make walking safer and more convenient and hence promote walking as a primary means of movement for shorter journeys. The implementation of the new strategy will focus these policies in a more consistent way as part of the Local Transport Plan.

D3.49 In order to promote walking it is essential that it is made convenient, safe and attractive. Most of the town centre has been pedestrianised. Further initiatives in the town centre and Central Seafront Area include;

- the provision of additional residential facilities as part of the Borough Council's Housing Strategy. Wherever feasible, the Borough Council has sought to ensure that such housing provision meets local needs in accordance with its Housing Need Study (undertaken by the Centre for Urban and Regional Studies on behalf of the Borough Council, 1996 – Recommendation R12);
- the regeneration of high density, high rise local authority housing within the centre of Southend, as part of the 'Town Centre 2000', a Borough Council initiative using housing capital receipts;

- *identification of a number of opportunity sites for increasing residential provision in the form of intensification schemes in the Borough Local Plan to which relaxed parking standards are applied;*
- *the provision of additional pedestrianised areas in the town centre and seafront (Policies S8 and L2 in the adopted Borough Local Plan), CCTV, improved footways, lighting, environmental enhancements and signage together with increased police patrols; and*
- *the provision of further pedestrianised areas adjacent the High Street as part of the College proposals (see paragraph C3.17).*

D3.50 These initiatives have and will continue to increase the central population and the potential for people to walk to the various central facilities and for increasing natural surveillance. This will help to promote greater use of existing urban area retail and other local facilities to the benefit of the local economy whilst improving the health of individuals. They will also meet the Government's objectives of encouraging brownfield site development to meet future housing needs.

D3.51 The safety schemes introduced have had a significant impact on the town centre with reported crime against the person and property having reduced significantly. Further community safety initiatives will be pursued as part of the Community Safety Strategy for Southend which has been developed by the Borough Council in partnership with Essex Police and the Essex Training and Enterprise Council (see paragraph D5.62). These are being developed having regard to best practice, recent research and guidance, such as contained in the Government's 'Personal Security Issues in Pedestrian Journeys' (May 1999) and Pedestrian Association publications. In particular it is proposed to introduce pedestrian audits and perception surveys. Proposals aimed at improving the environment of the town centre as part of the Borough Council's Town Centre Environmental Enhancement Scheme will further promote walking within the central areas.

D3.52 Some recent schemes undertaken outside the town centre to improve facilities for pedestrians include:

- *continuing improvements to pedestrian facilities at crossing points, including a number of traffic signal junction with audible and tactile facilities and zebra crossings with tactile paving and dropped crossings;*
- *the completion of a programme of traffic calming measures in residential areas to enhance pedestrian facilities and increase pedestrian safety, and*
- *development of the 'millennium walk', a project developed in partnership by the Ramblers Association, the Borough Council, Essex County Council and Local Health Authority. The 23 mile circular walk around the Borough incorporates parts of the neighbouring Rochford District and Castle Point Borough following definitive routes. Sponsorship for the production of publicity leaflets and the provision of waymarking signs has been provided by the local Health Authority.*

Further pedestrian schemes and enhancements will be developed as part of the 'Environmental Rooms' concept, particularly the linking of 'rooms' with safe pedestrian routes (see paragraphs D4.3 and D4.17).

D3.53 Particular attention is being given to early implementation of pedestrian measures which assist "Safer Journeys to School" such as the successful "**Walking Bus**" (see paragraph D5.53). There are 68 schools in the Borough and given its compact nature there is great potential for a high proportion of pupils to walk to school. The catchment areas for the infant, junior and primary schools within the Borough are closely defined, with the distance to school permitting walking as a real option.

D3.54 The Borough Council is also publishing its Milestone Statement in September 2000 as part of its commitment to have all public rights of way legally defined, properly maintained and well publicised in accordance with the First National Target for Public Rights of Way. The Statement is based on a condition survey of all rights of way in the Borough, including information relating to access for the disabled, which was completed in early 1999, and data will be recorded utilising a GIS system developed by WS Atkins on behalf of the Borough Council.

Powered Two Wheelers

D3.55 The Borough Council recognises the contribution that some powered two wheelers can make in delivering integrated transport policies. In recognition of this the parking of powered two wheelers is

free of charge in all off street car parks within the Borough, three of which have facilities to accommodate approximately 40 machines. There are similar facilities at Thorpe Esplanade.

- D3.56 Provision of further facilities for powered two wheelers will be made in all key interchange sites (see paragraph D5.3).

D4 Traffic Management and Demand Restraint

- D4.1 ***The Borough Council recognises that if the above initiatives aimed at widening travel choice are to be maximised, they need to be reinforced and in some cases preceded by robust traffic management and demand restraint measures*** to improve traffic movement, curb the demand for unnecessary car travel whilst minimising the impact of transportation on community safety.

Environmental Rooms and Distributors

- D4.2 The Partnership has identified the importance of establishing a hierarchy of transportation routes across the Borough as an integral part of the Local Transport Plan Strategy to improve traffic movement and road safety, and has developed the concept of “*Environmental Rooms and Distributors*” (see Map 8).

- D4.3 This seeks to introduce a ***rationale across the Borough for the movement of traffic and for the provision of road safety measures, together with the establishment of priorities for highway and footway maintenance and bridge strengthening***, thereby making the best use of resources. The scheme identifies;
- *those main roads in the town – “distributors” – whose principal function is to distribute traffic. On these roads traffic obstructions should be kept to a minimum.*
 - *those areas bounded by the distributors are identified as “environmental rooms” within which the quality of the local environment will have priority*

The scheme will enable the Partnership to give consideration to the introduction of a series of improvements, for example within the “environmental rooms” schemes such as 20mph zones, vehicle restricted areas, home zones, traffic calming measures and residents parking schemes could be considered.

- D4.4 Priorities for implementing improvements on the “distributors” and within the “environmental rooms” will be established by the Partnership in due course having regard to the circumstances of each case, and with particular regard to road safety needs.
- D4.5 Because of the complexity of the “Core Area” adjacent to the town centre and the fact that a number of major decisions remain outstanding which could significantly affect the flow of traffic within it, such as a number of proposed development schemes and the relocation of the Central Bus Station, the Partnership has not been able to define the environmental rooms and distributors within the “Core Area”. This has been identified as one of the first tasks of the Partnership as part of the implementation process.
- D4.6 The introduction of the “environmental rooms and distributors” concept within the Strategy is essential if accessibility is to be improved to the benefit of the local economy and the quality of life of local residents enhanced. It is also essential to avoid the resource implications and conflicts resulting from the past ad hoc approach to traffic management measures in the town, where in some cases a traffic management solution merely moved the problem from one area to another.
- D4.7 In developing such an approach, the Partnership is also acutely aware that improvements to accessibility within the Borough need to be complemented by improvements to traffic movements in the London to Southend corridor as part of the Thames Gateway regeneration initiatives. The provision of a multi-modal study within the corridor as identified in the Regional Transport Strategy will be an important first step to achieving this (see paragraphs B1.19, C3.4 and D1.6).



Achievements
(Private and Public (TPP25/LTP) Investment)

Environmental Rooms and Distributors

- Concept of Environmental Rooms and Distributors developed and defined

Intelligent Transport Systems

- Works completed to give priority to buses with telematics equipment on the "Carvey Clipper" route including the A13 Passenger Transport Corridor

Capacity Reallocations

- Provision of advanced stop lines for cyclists
- Pedestrianisation of the High Street

Traffic Calming

- Since 1997 the following traffic calming measures have been completed (Seafront Speed Reduction Measures; Prittlewell Chase and Frobisher Way Traffic Management and Safety measures; Westborough Area Environmental Room; Manchester Drive, Milton area and Marine Estate traffic calming measures; Thorpe Esplanade Pedestrian Safety Scheme; Hamstel Road Traffic Management and Road Safety measures; Pedestrian Safety/Traffic Calming Scheme; Eastern section of seafront cycle route)

Other Measures to Address Congestion and Pollution

- Negotiations with Southend Hospital to develop Green Travel Plan as part of major expansion programme

Parking

- Review of parking charges to discourage long term parking in town centre
- Comprehensive review of existing traffic orders to develop a systematic approach to regulation and enforcement of the availability of on-street parking and on-street yellow line system
- Progress towards intelligent parking management systems including Improved directional signage and routes to seafront and town centre parking and new signage to redirect motorists from full to less full car parks

Road Safety

- Government's target of a one third reduction for fatal and serious casualties achieved by 1999

Ambitions

Environmental Rooms and Distributors

- Use defined distributors and environmental rooms as rationale for prioritising highway and footway maintenance and bridge strengthening
- Develop solutions to service requirements and links to central interchanges within 'Core Area'

Intelligent Transport Systems

- Develop Full Essex/Southend GPS Telematics system over the next 3 to 4 years
- Provision of real-time passenger information

Capacity Reallocations

- Maximise potential for more efficient use of road space on the Passenger Transport Corridor
- Use traffic management measures in Environmental Rooms to accommodate improved areas for cyclists and pedestrians
- Provide imaginative pedestrian link between Southend Central and Victoria Rail Stations and the Central Bus Station

Traffic Calming

- Working with the Partnership, develop traffic management schemes in Environmental Rooms for benefit of residents

Other Measures to Address Congestion and Pollution

- Introduction of a 'Car Club Scheme'
- Use of the defined Distributor network to maintain clear unobstructed flow of traffic around the town
- Adoption of minimum parking standards for new development

Parking

- Pursue as a priority 'Decriminalisation'
- Pursue effective enforcement of parking regulations along the Passenger Transport Corridor and Distributors
- Provide two combined advert/major public transport information displays and install 4 touch-screen interactive journey planner terminals in the High Street
- Introduce electronic parking management systems for town centre car parks

Road Safety

- Inclusion of safety measures within Safer Journey to Schools and cycling and walking Initiatives and Environmental Rooms
- Expansion of mobile speed camera enforcement in liaison with Essex Police

Intelligent Transport Systems

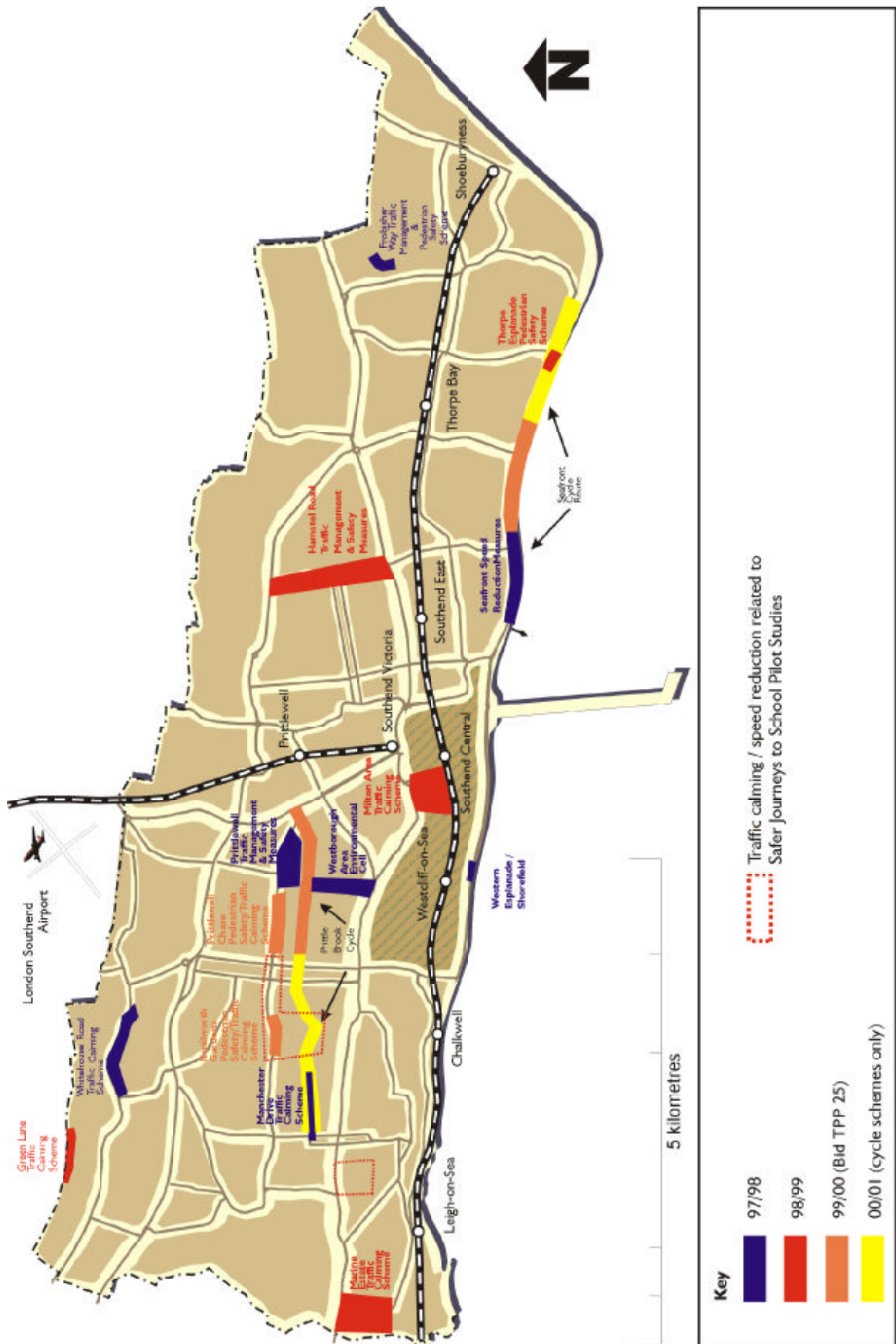
- D4.8 As an **essential component of the Major Scheme**, to improve bus priority on the corridor between Leigh and the town centre (see paragraph D3.8), intelligent transport systems are already being pursued on the A13. This will provide the first visible evidence of improvements to bus priority on this important corridor and provide the impetus for taking forward other elements of the Major Scheme to the benefit of bus operation, traffic management, businesses and the local environment. This work is being developed as part of a joint project with Essex County Council.
- D4.9 Once fully operational it will provide a bus priority link extending into neighbouring Castle Point Borough from Canvey Island to Southend town centre. The proposed 'Major Passenger Transport Scheme' contained in the Essex Local Transport Plan offers the potential to further extend this priority bus link to Basildon.
- D4.10 A contract to introduce the GPS bus telematics into new Essex and Southend was let by Essex County Council to Siemens Traffic Controls Limited in 1999 through which the Borough Council has and will continue to introduce the telematics system into Southend. Its development and introduction is being administered by the Council's consultants WS Atkins.
- D4.11 This system is now well advanced and the following progress has been achieved;
- *factory acceptance of the system has been completed satisfactorily at one of Siemens premises in Switzerland;*
 - *on board bus telematics equipment has been introduced to 20 buses County wide of which five will operate on the "Canvey Clipper" route from Canvey Island to Southend town centre;*
 - *the first route County wide to undergo site acceptance tests is the "Canvey Clipper" route. These tests have recently been satisfactorily completed subject to minor modifications;*
 - *a series of radio masts are being used County wide to support the GPS system based at Chelmsford. The mast to provide the radio coverage of Southend is located at Westley Heights, Basildon and tests are currently being undertaken to confirm the strength of signal for the whole of the Southend area;*
 - *all the traffic signal controllers (including associated civil works) have been modified on the "Canvey Clipper" route including those on the A13 from the Borough boundary to the edge of the town centre to give priority to buses with telematics equipment;*
 - *the bus operators have been trained to install the modular on board bus telematics equipment;*
 - *the GPS instation control centre has been installed at Chelmsford and Siemens have trained WS Atkins to input time table information. The input work has now been completed;*
 - *Siemens are currently developing, for consideration, the design of dot matrix real time information displays at bus stops to provide the public with real time and bus time table information.*
- D4.12 It is anticipated that the full new Essex/Southend system will take three to four years to develop dependant on the availability of funding. Once operational the system will provide the following benefits:
- *it will utilise the existing traffic signal SCOOT technology system to give approaching buses increased green time as appropriate thereby reducing delays and increasing service reliability;*
 - *permit the location of buses to be tracked and real time and time table information to be relayed to the public at bus stops and other passenger information management systems (PIMS); and*
 - *improve (reduce) bus fuel consumption and improve air quality as a result of the reduction in delays.*
- D4.13 The further authorisation of Local Transport Plan funding will give the Borough Council the opportunity to provide;
- *additional contributions to the establishment of the base telematics system particularly in respect of on board bus equipment;*
 - *for the further development of telematics on the A13, defined bus passenger transport corridor and other principal bus routes within the Borough;*
 - *further real time information and time table displays at bus stops;*
 - *further development of the PIMS system in the Borough.*

Capacity Reallocations

- D4.14 The Partnership has already identified the need to make best use of the existing highway infrastructure but recognises that this is not just about maximising road capacity. It has identified the importance of establishing a **hierarchy of traffic routes** – “Environmental Rooms and Distributors” - to establish the prominent role of each route and appropriate policy objectives that take into account;
- *the effective operation of the wider network,*
 - *its interaction with other measures and*
 - *balance between gainers and losers.*
- D4.15 This Local Transport Plan seeks to promote bus use on the A13 and to introduce a priority scheme on the A127/A1159 (see paragraph D3.8, D6.10 and D7.6) as part of the Major Scheme. **This offers the opportunity to reallocate road space to promote passenger transport and the more efficient movement of freight and to improve facilities for cyclists and pedestrians.**
- D4.16 The Partnership also recognises that options for relocating the Central Bus Station offers the potential to consider closing some parts of the highway to create additional space for pedestrians and a continuous footway link between the Bus Station, town centre facilities and other transport interchanges, particularly the two railway stations.
- D4.17 In addition, the development of “environmental rooms” provides the opportunity to reallocate road space as part of a series of improvements to enhance the environment of residential areas and the quality of life of residents. This could include reallocating road space to provide for car parking areas for residents, additional pedestrian areas, safe routes for cyclists and to accommodate landscaping. In addition the scheme provides the opportunity to consider more radical options as part of ‘home zone’ provisions, such as the repaving of the footway and road to create one continuous surface so that the pedestrian has priority over the vehicle.
- D4.18 Such initiatives will build upon schemes already pursued or proposed in the Borough. These include;
- *the provision of advanced stop lanes for cyclists;*
 - *the provision of additional pedestrian areas within the town centre;*
 - *proposals to introduce new pedestrianised areas adjacent the High Street as part of the College relocation proposals (see paragraph C3.17)*

Traffic Calming

- D4.19 Whilst the concentration of land uses in the Borough presents opportunities to widen travel choice, the densely developed nature of the town, high levels of traffic and on-street parking also places pressure on the existing road network. A number of residential areas are located close to major thoroughfares, shopping centres, commercial areas, railway stations, schools and the seafront, resulting in pedestrian/vehicular conflict and in many cases a degradation of residential amenity. In recognition of this, the adopted Borough Local Plan (Policy T8 – Traffic Management and Highway Safety) encourages the introduction of appropriate traffic management and traffic calming measures to ensure that a proper balance between traffic flow, safety, residential amenity and economic growth is maintained. Policy T3 of the Plan, specifically relating to the A13 and related routes, provides for the introduction of traffic calming measures to discourage vehicle penetration within residential side roads where local interests and amenity would be adversely affected by through traffic seeking alternative routes.
- D4.20 The Borough Council has pursued a number of traffic calming measures which are depicted in **Map 11**. The most recent and ambitious of these schemes has been that pursued within Milton, a residential area south of the A13 adjacent to Southend town centre.
- D4.21 The Milton scheme aims to improve road safety and enhance the local environment. The area has a concentration of historic buildings and high quality townscape with the western half designated a Conservation Area. The area also contains pockets of high unemployment and deprivation. The historic fabric, local environment and quality of life were being eroded by speeding through traffic



and heavy goods vehicles seeking alternative routes to the town centre. After consultation with local residents and amenity groups the Borough Council has introduced pinch points, road humps and allowed additional on-street parking to deter speeding cars, and introduced a ban on the through passage of heavy goods vehicles. As a result of these measures local safety, pedestrian facilities, environmental quality and residential amenity have all been significantly enhanced.

- D4.22 The Borough Council will continue to work with local residents as part of the Integrated Transportation Partnership to develop traffic management schemes, within the context of “environmental rooms and distributors”, which will achieve maximum benefit for Southend residents and for considering such schemes as 20mph zones, home zones and residents parking schemes.

Other Measures to Address Congestion and Pollution

- D4.23 New development and re-development opportunities have been identified through initiatives being undertaken by the Borough Council and others which will play a key part in achieving economic regeneration of the Borough and improved community well being. However, such development can also generate additional pressure on the transport system and damage to the environment, which in turn will not help urban regeneration.
- D4.24 Accordingly, applicants seeking planning consent to such schemes will be expected to demonstrate as part of the application, the account that has been taken of additional traffic generation and how it has been addressed.
- D4.25 Developments that fail to demonstrate how they accord with the Local Transport Plan will be at a severe disadvantage and not attract support.
- D4.26 A “Car Club Scheme”, similar to the Edinburgh City Car Club and/or modelled on existing continental schemes, would be appropriate in Southend (see paragraph D3.4). The scheme will be encouraged to contribute to a reduction in traffic growth and on street parking levels together with a reduction in traffic related pollution as part of an integrated approach.

Road User Charging and Workplace Parking Charges

- D4.27 The Partnership and Borough Council has given consideration to the introduction of both road user and workplace charges, the former as part of a possible pilot scheme. Whilst recognising the significant benefits of such schemes in terms of increased revenue for implementing sustainable transportation schemes, in the light of Southend’s accessibility problems and the potential detrimental effect such charges could have on the currently depressed viability and vitality of commercial premises in the town centre and tourism areas, reservations have been expressed by the Partnership, particularly partners representing the retail and business sector. The Borough Council has therefore resolved not to pursue the charges within the life time of this Plan.
- D4.28 To do otherwise at the current time could detrimentally affect the local economy and undermine the regeneration process. Given these reservations, there is not considered to be scope for introducing road price and workplace charging in Southend unless a regional framework is developed to ensure a level playing field approach of uniform charging across the region. These would need to be introduced on an incremental basis as part of a package of demand restraint measures to encourage greater use of different forms of transport.

Parking

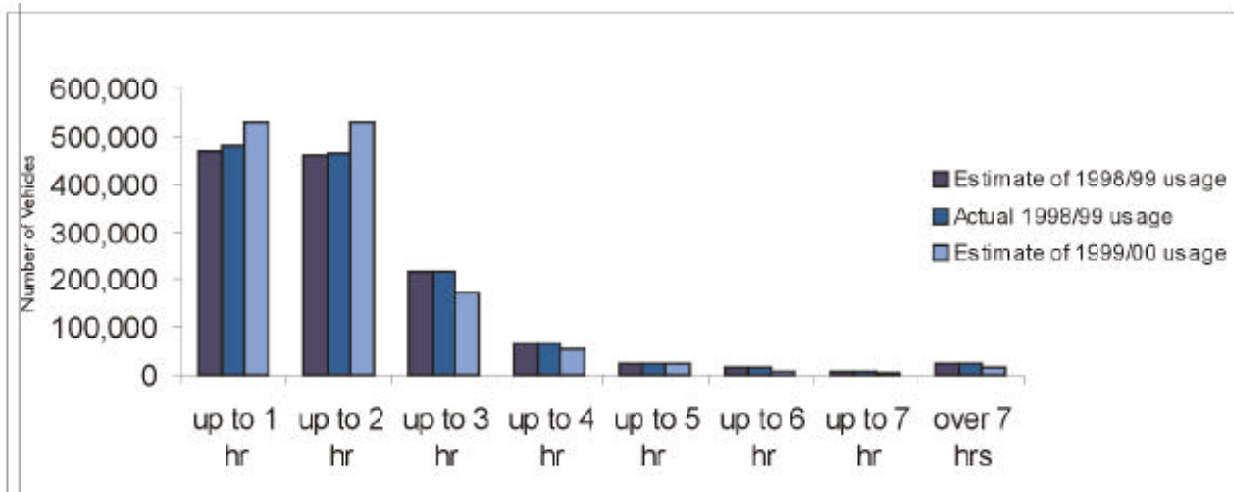
- D4.29 The Borough Council has developed an integrated strategy on parking using planning policies and transport powers with the principle objectives of deterring unnecessary travel whilst ensuring that the local economy is regenerated.
- D4.30 Striking the right balance between applying these two objectives is of fundamental importance to Southend and its regeneration. This is particularly the case in relation to the town’s retail facilities. With the Lakeside and the Bluewater Regional Shopping Centres within 25 and 40 minutes drive time of Southend and both providing 18,000 and 13,000 free car parking spaces respectively, the

car parking strategy has had to be developed with sensitivity having particular regard to these major competitors.

- D4.31 The parking strategy has two main components, namely;
- *the use of pricing mechanisms, and*
 - *regulation and enforcement of the parking available.*
- D4.32 Within the Borough there are just over 12,500 public car parking spaces available. Of these nearly half are located within the town centre the main characteristics of which are:
- *5,700 car parking spaces available;*
 - *32% of these spaces are privately controlled;*
 - *three of the four largest car parks in key locations in the town centre are privately owned;*
 - *the provision of an on-street car parking meter zone in the town centre .*
- D4.33 There is a high usage of the town centre car parks and most district car parks all year round. During the height of the summer season they are heavily utilised, particularly in the town centre and central seafront areas.
- D4.34 Customer Car Parking Surveys carried out in September 1999 and January 2000 (see Transport Data Report) reveal that the town centre car parks cater predominantly for shoppers (nearly 65%), whilst in contrast the nearby central seafront areas cater almost entirely for leisure activities (75% - this figure will almost certainly be significantly higher at the height of the tourist season). This clearly highlights the two market segments and the importance of maintaining these facilities as two distinct resources which are essential to the economy of the town centre and the town's tourism areas.
- D4.35 Within the town centre the survey shows that some 90% of car park users come from within a 12 mile radius reflecting the town's predominantly sub-regional function of serving South-East Essex. 40% of the trips were by lone car drivers. These figures indicate the potential to encourage some of these trips to be made by more sustainable modes of travel.

Town Centre Car Park Usage

Figure 4



Source: Southend Borough Council

- D4.36 **The Borough Council has reviewed its car parking charges to discourage long term parking.** The aim is to deter long-stay parking in preference to short-stay parking (see Figure 4).

D4.37 The Council's charging strategy has helped to deter unnecessary use of the car and encourage shopper and visitor trips. However, with nearly one third of all the parking available within the town centre in private ownership it is clear that further progress in this initiative can only be achieved in partnership. The Borough Council is pursuing this through the development of the Integrated Transportation Partnership, three of the four owners of the car parks currently participate in the Partnership.

Decriminalisation

D4.38 Pricing mechanisms will only impact if the motorist is deterred from obtaining free parking provision on-street. In order to ensure this, the Borough Council has adopted the Essex County Council Parking Policy for on-street parking which supports restrictions aimed at deterring the commuter and long-stay parker.

D4.39 However, the principles of this policy have in the past been frustrated by the reluctance of the Police Traffic Wardens to enforce parking restrictions other than those relating to safety and those aimed at reducing congestion. Partners have already identified traffic enforcement as a major issue, particularly on the A13 where traffic restrictions are not vigorously enforced by Police Traffic Wardens adding to congestion problems.

D4.40 ***The Borough Council has, therefore, taken the opportunity to pursue much wider car parking objectives through "Decriminalisation" and has already made a commitment to implement this element of the strategy as a priority and pre-requisite to achieving better use of the existing network and improvement of bus movements.*** Decriminalisation will ensure that yellow line parking regimes are enforced to definable Quality Standards.

D4.41 Effective enforcement of traffic regulations will be essential to the successful implementation of a number of projects, including the Major Scheme, particularly in relation to the promotion of passenger transport and freight movement. In recognition of the importance of effective traffic enforcement to the success of the Local Transport Plan, the Borough Council is committed to taking up the powers available by the early part of 2001.

Residents Parking Schemes/Controlled Parking Zones

D4.42 A related issue is the role that Residents Parking schemes could play in the package of measures to improve environmental rooms and the quality of life of local residents. Adequate enforcement will be fundamental to their success. A pilot scheme will be introduced at Hartingdon Road an area of terraced housing with limited off street parking facilities. The road lies adjacent the central seafront area and has suffered from extensive visitor parking for a number of years. The Partnership will give consideration to the introduction of further schemes within appropriate areas of the Borough as part of the development of 'Environmental Rooms' having regard to the Hartingdon Road pilot findings.

Car Parking Signage

D4.43 In addition to the above, the Borough Council recognises the importance of having quality signage in the town to direct motorists to facilities and car parking provision, particularly the many visitors to the town and coach operators. This is essential to provide for the efficient movement of traffic and car park usage and to avoid motorist frustration in being unable to locate appropriate facilities which, in the case of visitors, can lead to a reluctance to make a repeat visit to the detriment of the local economy.

D4.44 To address these problems the Borough Council commissioned its consultants WS Atkins to undertake a survey of signage and recommend improvements. This was completed in March 2000. The main findings of the report show that whilst the signage is generally located in the right place the information given is too complex; signage to the seafront for visitors and coaches is poor given the importance of tourism to the town; and pedestrians in the town centre are given little guidance back

to where they parked their cars. It is also recommended that consideration should be given to the introduction of variable message signs to avoid motorists having to 'hunt' for car parking spaces and to provide for other essential highway information. The report notes the importance of Seaway Coach and Car Park adjacent the central seafront area as a Coach Park facility for tourists but highlights the negative impact of the poor facilities available and the urgent need to upgrade these (see paragraphs C2.13 and C3.15).

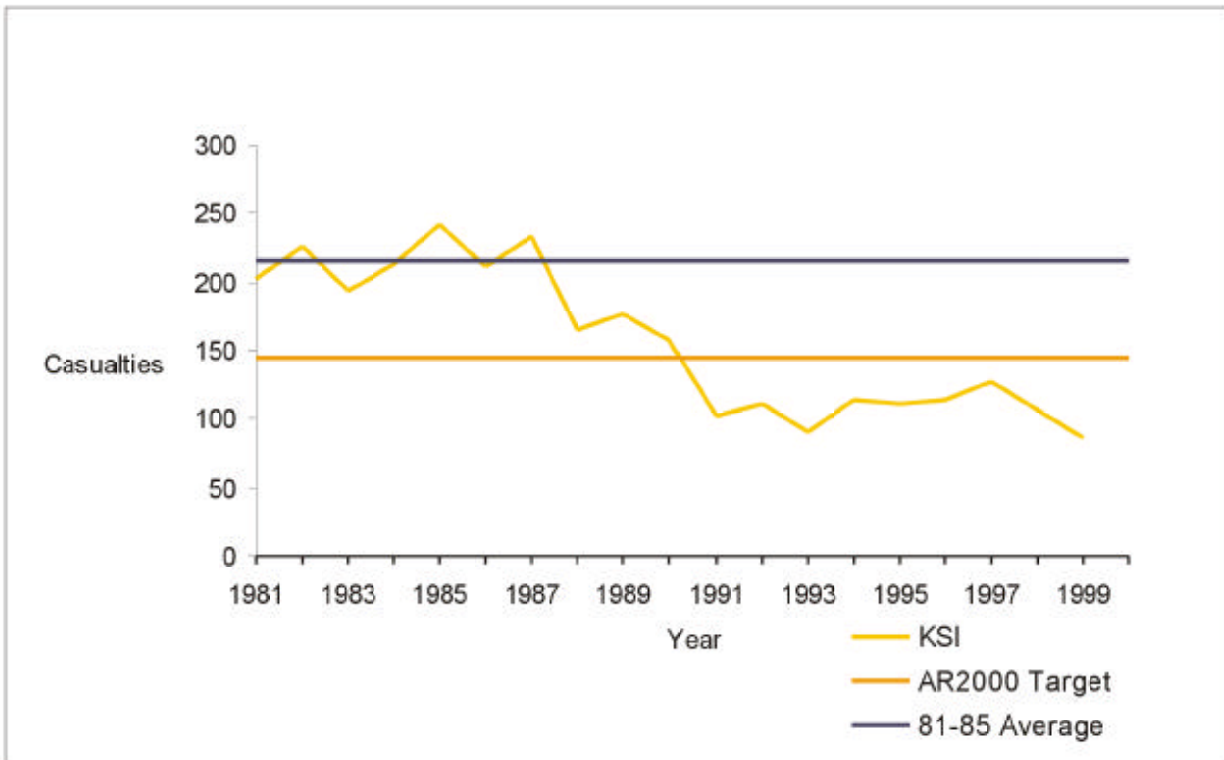
- D4.45 As a result of the survey the Borough Council proposes to;
- *replace the existing highway direction signs within the town centre and seafront areas with simplified direction signs;*
 - *provide for additional seafront car park direction signs;*
 - *to develop a town centre and seafront tourist map and to investigate how best these can be distributed.*
- D4.46 *The introduction of variable message signs will be an important part of the package of measures to enhance information for motorists and to improve accessibility to the town centre and seafront areas. This will be essential to the economic vitality and viability of these areas and their regeneration. The Borough Council is therefore, actively seeking to introduce these facilities at key town centre sites, together with the provision of interactive touch screen journey planners, in partnership with the private sector and through transport contributions from developers as part of Section 106 Agreements in connection with planning applications (see paragraphs D5.18 and D5.33). Further initiatives will be developed in partnership having regard to the Town Centre Enhancement Scheme.*

Road Safety

- D4.47 **The Borough Council is committed to ensuring that road safety forms an integral part of any adopted strategy** and has maintained a pro-active and aggressive approach to tackling road accident casualties.
- D4.48 This has previously been pursued in accordance with the Essex County Council's Road Safety Plan, which incorporated the Government's Accident Reduction 2000 target of a one-third reduction in casualties compared to 1981-85 figures. The Borough Council's own Road Safety Strategy is being developed to include targets specific to Southend having regard to the 10 year targets described in the Government's publication "*Tomorrow's Roads – Safer for Everyone*".
- D4.49 When the Accident Reduction 2000 target was announced, casualties in Southend were still rising and peaked in 1989. Since this date significant progress has been made. In 1999 there were 717 personal injury accidents recorded in the Borough, resulting in 900 casualties. If the 1999 casualty figures are compared to the 1981-85 average for the Borough then the Government's target of one-third reduction in casualties by the year 2000 was achieved and bettered by fatal and serious casualties with a 60% reduction (**see Figure 5**). Total casualties were affected by a small increase in slight casualties (1%) and this is reflected in the smaller reduction for all casualty types of 12% (**see Figure 6**).
- D4.50 Since 1989 approximately 300 accident sites within the Borough have been identified as meeting the intervention level of four or more accidents involving personal injury occurring in a three year period.
- D4.51 Appropriate accident remedial measures have been introduced at approximately 160 of these sites although some have been treated on more than one occasion when initial attempts to treat the site with very low cost measures have proved unsuccessful. An average accident reduction of 18.6% has been achieved per site with 287 accidents saved since 1989. This represents an average annual rate of return of approximately 500% based on the cost of an urban accident in 1997. **Table 2** provides a breakdown of the sites treated since 1989 indicating that a total of 69 accidents were saved during 1999 as a result of the remedial measures. This compares with an estimated saving of 55 accidents within the Provisional Local Transport Plan. It can be predicted that during 2000/2001 a further 79 accidents will be saved.

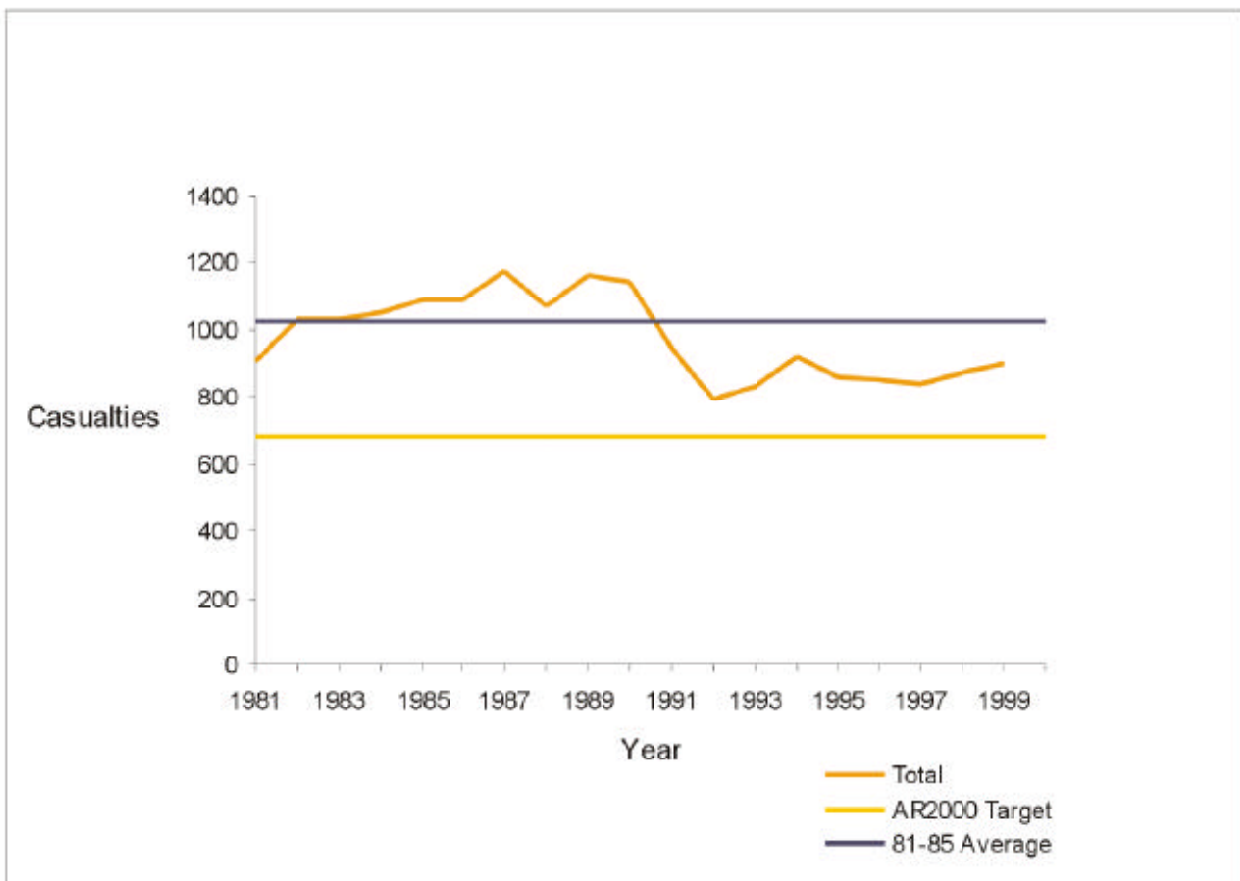
Accident Reduction 2000 – Killed and Seriously Injured

Figure 5



Accident Reduction 2000 – All Casualties

Figure 6



Accident Treatment Sites

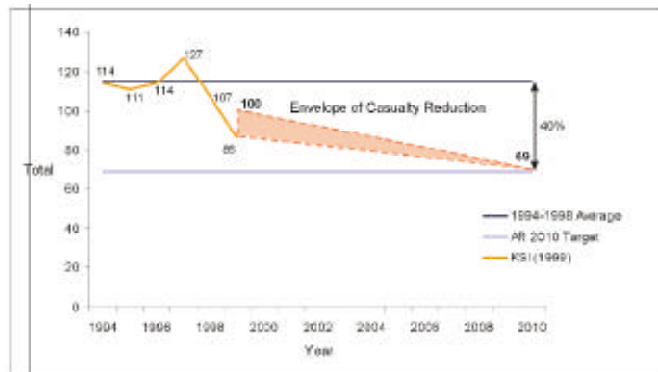
Table 2

TREATMENT YEAR	NO OF SITES TREATED	ACCIDENTS PRIOR TO TREATMENT (AVERAGE OVER 3 PREVIOUS YEARS)	ACCIDENTS FOLLOWING TREATMENT								ACCIDENTS SAVED FOLLOWING TREATMENT								ANNUAL RATE OF % RETURN (USING 1996 ACC COSTS FROM HEN)					
			91	92	93	94	95	96	97	98	99	91	92	93	94	95	96	97		98	99	TOTAL	ANNUAL AVERAGE	TOTAL COST OF TREATMENT
89/90	11	24	13	9	9	10	17	9	11	6	12	11	15	15	14	7	15	13	16	12	118	13	54100	1246
90/91	5	9	5	6	5	5	5	6	5	6	7	4	3	4	4	5	4	1	2	27	3	17900	871	
91/92	9	22	17	21	24	20	22	25	20	20	20	5	5	1	(2)	2	0	(3)	2	5	1	76100	67	
92/93	7	24	18	13	12	17	18	18	17	18	18	6	11	6	6	12	7	6	6	46	8	24750	1661	
93/94	2	3	2	2	2	2	2	1	2	2	2	1	1	1	1	1	1	2	1	6	1	17750	293	
94/95	40	90	87	83	101	103	83	101	103	103	103	3	7	(11)	(13)	3	7	(11)	(13)	(14)	(3)	151850	0	
95/96	31	77	66	61	61	61	66	61	61	61	61	11	16	15	43	14	14	14	14	14	14	126900	573	
96/97	23	69	58	46	46	46	58	46	46	46	46	11	23	34	17	17	17	17	17	17	17	86400	1022	
97/98	33	79	59	59	59	59	59	59	59	59	59	20	20	20	20	20	20	20	20	20	20	221100	1202	
98/99	21	52	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	10*	167300	310*	
99/00	29	86	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	13*	266970	253*	

() INCREASE IN ACCIDENTS * PREDICTED

D4.52 Accident 2000 measures have included carriageway marking, traffic signs, surface treatment, traffic signals, street lighting, carriageway widening, speed tables, pedestrian crossings, guard rails, refuges, road studs, vegetation control, improvements to the road surface, traffic islands, mini roundabouts and relocation of roadside features.

D4.53 The Government's Road Safety Strategy and casualty reduction targets for 2010 recently published in "Tomorrow's Roads – Safer for Everyone" have been adopted by the Borough Council and form the basis of targets specific to Southend being within the Road Safety Strategy (see Technical Paper)



Accident Reduction 2000 – Killed and Seriously Injured Figure 7

D4.54 The annual average number of people killed or seriously injured on roads within the Borough between 1994 and 1998 was 115. In 1999 a total of 86 people were killed or seriously injured, representing a fall of 25% compared with the bench mark figure and indicating a promising movement towards the targeted reduction of 40% by the year 2010 (see Figure 7).

D4.55 The target of a 50% reduction in the number of children killed or seriously injured may be difficult to achieve with any confidence due to the low numbers involved within the Borough, averaging 18 per year between 1994 and 1998. Whilst during 1999 the number of children killed or seriously injured fell to 14, the statistical significance of this change must be questionable. It will be necessary for more appropriate targets to be developed alongside the Road Safety Strategy to monitor effectively the success of initiatives such as the Safer Journeys to School programme on child casualties.

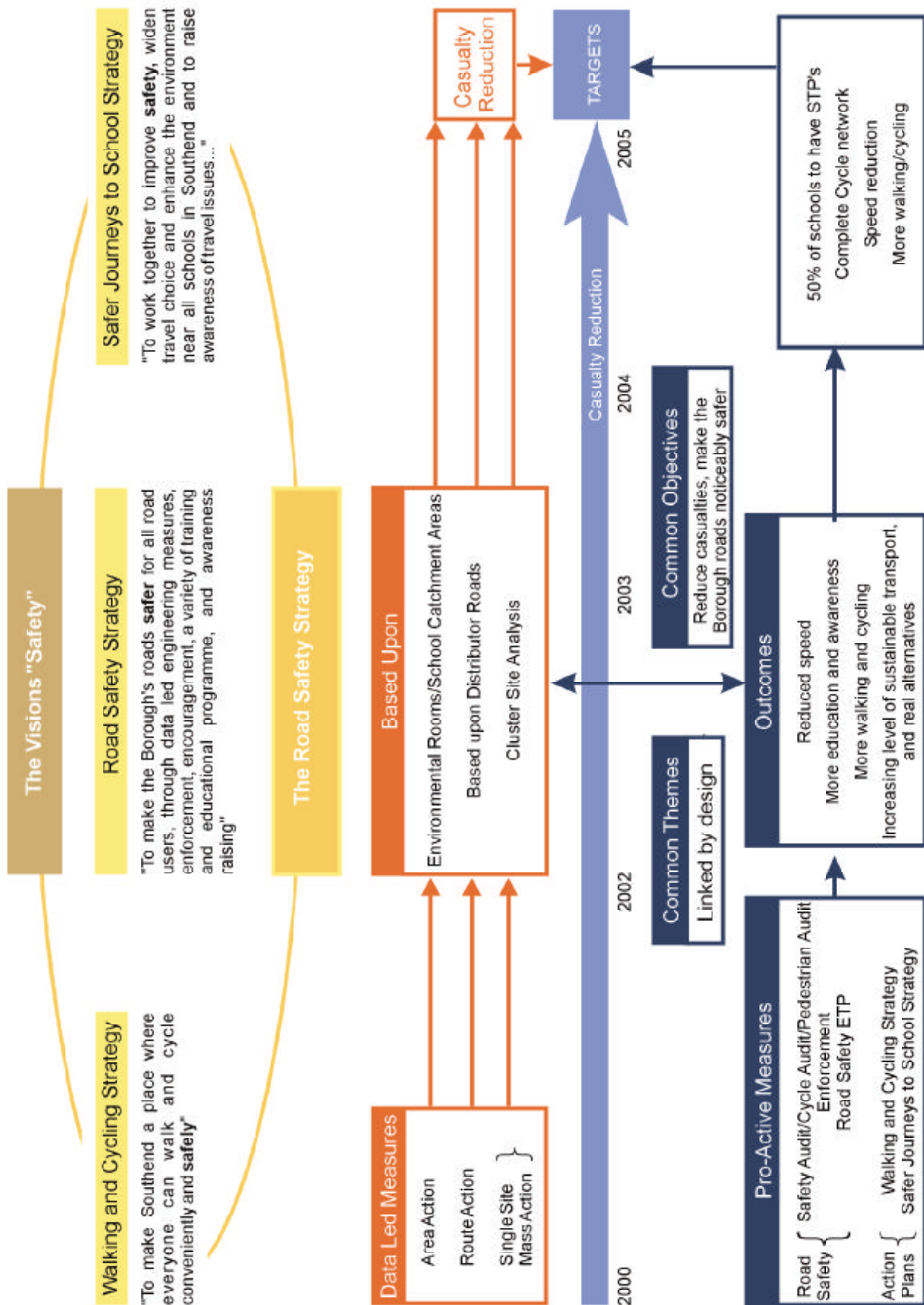
D4.56 The slight casualty rate increased by 7.6% in 1999 when compared with the 1994/1998 average, to 814 accidents from 757. These figures have not been adjusted to take into account traffic growth and are not based on casualties per 100 million vehicle kilometres. It appears that significant work needs to be undertaken to achieve the target of a 10% reduction in slight casualties by the year 2010.

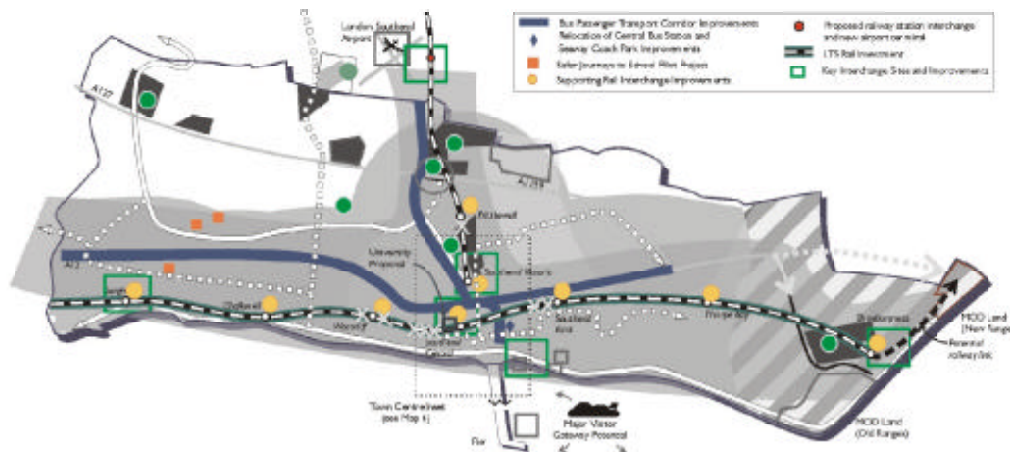
D4.57 To reduce slight casualties, in addition to the site specific treatment programme, the Borough Council will be implementing area wide measures to coincide with the objective for Environmental Rooms and Distributors. These will include traffic calming and the provision of safe facilities for vulnerable highway users. Mobile speed camera enforcement will be expanded in liaison with Essex Police as part of the hypothecation experiment being undertaken jointly with Essex County Council and Thurrock Borough Council.

D4.58 To complement this work, the Borough Council has actively pursued a number of road safety initiatives including, 'Kill Your Speed Campaign', Safer Journeys to School, the Walking Bus, traffic calming schemes and a programme of road safety education. The latter has played a major and important role in promoting road safety targeted at all age groups in different environments eg. through schools, businesses, voluntary groups, shopping centres, cinemas and with the support of specialist groups such as local health authorities, and the retail motor industry.

D4.59 Work is progressing on the development of a **Road Safety Strategy** in liaison with the Partnership, including the Essex Police. This work includes road safety education, training and publicity (see accompanying Technical Paper).

D4.60 **Figure 8** illustrates the Road Safety Action Plan linking the three visions for road safety, walking and cycling, and safer journeys to school (see also Technical Paper)





Achievements
(Private and Public (TPP25/LTP) Investment)

Interchange Facilities

- Hierarchy of transport interchanges developed
- Initial Audit completed
- TOCs invested in extensive redecoration, the provision of security measures and cycle storage and additional signage at stations
- Council Millennium Makeover: Wipe Out Graffiti targeted stations

Park and Ride

- Partnership established role of Park and Ride facility most likely to be effective for tourism related traffic

Integration with Development Plans

- Approved Borough Local Plan policies influence the location, density and use of development
- Review of non-residential parking standards as part of Essex wide review in line with Government Guidance.

Regional Transport Strategies

- Expansion of the Thames Gateway Priority Area for Economic regeneration to include Southend
- Multi-Modal Study into movement issues between London and Southend as part of Tranch 3
- London-Southend Airport 10 year Development Strategy

Public Transport Information

- Active involvement in the development of the National Passenger Transport Information Service (NTPI)
- Unconditional approval for funding from the DETR for an Internet Journey Planner
- PIMS being developed

Travel Awareness, Journeys to Work and School

- Borough wide survey of employers to establish existing use of Green Travel Plans
- Safer Journeys to School Strategy developed
- Two Pilot studies to develop school Travel Plans
- 3 'Walking Bus' routes established
- Healthy Schools questionnaire survey of 6,4000 pupils

Crime and Fear of Crime

- Borough Community Safety Strategy established
- 'Town Beat Section' established by police
- 50% reduction in all crime in Town Centre Beat
- Investment by TOCs in CCTV at stations
- Complete CCTV coverage of all town centre rail stations, central bus station, principal car parks and the pedestrian links between

Ambitions

Interchange Facilities

- Develop co-ordinated programme of work to remedy identified deficiencies in particular:
 - New central Bus Station
 - Improve Seaway coach and car park
 - Major developments (South East Essex College)
 - New Station at London Southend Airport,
 - Hovercraft service and terminal on seafront

Park and Ride

- Potential for Park and Ride assessed as part of MMS

Integration with Development Plans

- Review of Borough Local Plan to be consistent with LTP
- Future development proposals to provide Transport Assessments and Green Travel Plans where appropriate
- Adopt maximum vehicle parking standards for non-residential developments
- Protect land required for future transport infrastructure

Regional Transport Strategies

- Improve multi-modal transport links in the Thames Gateway
- Implement Airport Strategy proposals including new railway station

Public Transport Information

- As part of QBP provide up to date understandable roadside publicity
- Introduce PIMS to provide real time information at bus stops
- Comprehensive area timetable book to be updated 3 times a year for Southend area

Travel Awareness, Journeys to Work and School

- Establish Green Travel Plans at Seven major employment areas (Borough Council)
- Support Southend Hospital Trust GTP in particular within cycleway provision
- 50% of Schools in the Borough covered by effective Travel to School Plans

Crime and Fear of Crime

- 'Secure Stations' accreditation at all rail stations
- Safe and secure access to and from all interchange sites