

If this email does not display properly, you can view it in your web browser.  
[Click here to unsubscribe from our newsletter.](#)



## Have your say on future development of Southend's town centre and seafront.

Here at Southend BID we are keen to offer a unified voice for you, the businesses. Therefore, we are sending to you the letter below on behalf of Southend Borough Council. The Council are eager to hear your views on the Preferred Approach Southend Central Area Action Plan (SCAAP) which is now out for public consultation. More information and details regarding the SCAAP are outlined in the letter.

Please do note two Public Workshops on 21st January 2016 are planned as part of the consultation exercise. Full details included below.



Dear Consultee

### Have your say on future development of Southend's town centre and central seafront

Residents, businesses and other stakeholders across the Borough are invited to help shape the Council's vision for the future development of the Town Centre and central Seafront over the next five years.

Southend-on-Sea Borough Council has prepared a Preferred Approach Southend Central Area Action Plan (SCAAP). The purpose of the SCAAP is to give more detailed consideration to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including

th Town Centre, Central Seafront Area and gateway neighbourhoods of Victoria and Sutton. It contains proposals for 'Policy Areas' and 'Opportunity Sites' aimed at strengthening and transforming Southend Town Centre's sub-regional role as a successful retail and commercial destination, cultural hub and educational centre of excellence, leisure and tourist attraction and an excellent place to live.

It also seeks to safeguard, conserve and enhance the significant biodiversity, green space and other environmental resources in the area and on the foreshore, as well as to bring about public realm and access improvements.

The Preferred Approach version of the SCAAP is accompanied by a Policies Map, a Sustainability Appraisal Report and non-technical summary, a Consultation Statement and relevant supporting background documents.

The Plan can be viewed and commented upon by visiting [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap).

Southend Borough Council would welcome your views on the draft SCAAP by 15th February 2016. Your comments will then help shape the production of the final version of the Plan.

The quickest and easiest way to submit comments is via our online system at this link:<http://southend.jdi-consult.net/localplan/>

Comments may be submitted by selecting the relevant document then clicking on the pen symbol next to the section of the document on which you wish to comment. Before you submit comments for the first time you will need to register on the system. This is a simple process requiring a valid email address. If you are already registered on the online consultation system you can use the same login and do not need to re-register.

We recognise that not everyone has access to the Internet and that it is important that no one is excluded from participating. Copies of the Response Form are also available from Southend Civic Centre, or on request by calling 01702 215408.

There are also two public workshops planned on 21st January at the Laurel & Hardy Room, Park Inn Palace, where members of the public can learn more about the Action Plan and shape its content.

- **Public Workshop 1 - 21st January, 10:00-12:30**
- **Public workshop 2 - 21st January, 18:00-20:30**

To have your say and view the full reports:

- Head online and visit: [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap)
- Call 01702 215004 and request a printed copy
- Visit your local library
- Visit the Southend Civic Centre
  
- Respond using Response Form:
  - o online at: [www.southend.gov.uk/planningpolicyconsultations](http://www.southend.gov.uk/planningpolicyconsultations)
  - o via email: [ldf@southend.gov.uk](mailto:ldf@southend.gov.uk)
  
  - o Post: FAO Debee Skinner  
Department for Place  
Southend-on-Sea Borough Council  
PO BOX 5557  
Civic Centre  
Victoria Avenue  
Southend-on-Sea  
Essex SS2 6ZF



## Appendix 2

# Southend-on-Sea Borough Council

## Department for Place

### Peter Geraghty Head of Planning and Transport

Our ref:	TP/100/488/DS	Telephone:	01702 215000
Your ref:		Fax:	
Date:	13 January 2016	E-mail:	council@southend.gov.uk
Contact Name:	Debee Skinner	DX 2B12 Southend	



The Occupier

[REDACTED]  
Southend-On-Sea  
Essex  
[REDACTED]

Dear Occupier

### Have your say on our vision for the town centre and seafront

We are writing to invite you to have your say on our vision for the development of Southend's town centre, seafront and neighbouring areas over the next five years.

Our vision is contained within a document called the Southend Central Area Action Plan (SCAAP) and is available online at: [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap)

In this document, we have set out our preferred approach to the future development of the Southend Central Area, which includes the Town Centre, Central Seafront Area and adjacent neighbourhoods of Victoria and Sutton. We are asking local residents and business share their views by **15 February**, so that we can take these into account as we fine-tune this document.

We have divided the Southend Central Area into a number of 'Policy Areas', each with its own set of policies and proposals. We have also identified a number of individual 'Opportunity Sites', whose development would benefit the town. The SCAAP also seeks to protect and enhance green space and other environmental features of the town and foreshore, as well as bring about more attractive public spaces and improve access and transport.

A map displaying the location of all Opportunity Sites can be found online here: [http://www.southend.gov.uk/downloads/file/4016/map\\_a\\_%E2%80%93\\_scaap\\_policy\\_area\\_s\\_site\\_allocations\\_and\\_outstanding\\_sites](http://www.southend.gov.uk/downloads/file/4016/map_a_%E2%80%93_scaap_policy_area_s_site_allocations_and_outstanding_sites)

Your property or premises has been identified as being near OS7 - Southend Pier and as such this public consultation may be of interest to you and you may wish to comment on the draft Plan

Corporate Director for Place: Andy Lewis

Civic Centre : Victoria Avenue : Southend-on-Sea : Essex SS2 6ER

Customer Service Centre: 01702 215000 : [www.southend.gov.uk](http://www.southend.gov.uk)



### Attend a public workshop

There are two public workshops planned on 21<sup>st</sup> January at the Laurel & Hardy Room, Park Inn Palace, where members of the public can learn more about the Action Plan and shape its content.

- Public Workshop 1 – 21st January, 10:00-12:30
- Public workshop 2 – 21st January, 18:00-20:30

Here you will be able to find out more about the SCAAP and how it affects you. You will meet members of the planning team and your feedback will help shape our final proposals.

### Comment online

You can also submit comments via our online system at this link: <http://southend.jdi-consult.net/>.

You can send us your comments by selecting the relevant document then clicking on the pen symbol next to the section of the document on which you wish to comment. Before you submit comments for the first time, you will need to register on the system. This is a simple process requiring a valid email address. **If you are already registered on the online consultation system, you can use the same login and do not need to re-register.**

### Other ways to have your say

Copies of the Response Form are also available online at [www.southend.gov.uk/scaap](http://www.southend.gov.uk/scaap) and from Southend Civic Centre, or on request by calling 01702 215408.

You can also have your say in the following ways:

- Visit your local library
- Visit the Southend Civic Centre
- Respond using a Response Form:
  - via email: [ldf@southend.gov.uk](mailto:ldf@southend.gov.uk)
  - Post: FAO Debee Skinner  
Department for Place  
Southend-on-Sea Borough Council  
PO BOX 5557  
Civic Centre  
Victoria Avenue  
Southend-on-Sea  
Essex SS2 6ZF

Yours faithfully



Matthew Thomas Team Leader  
Strategic Planning

Corporate Director for Place: Andy Lewis

Civic Centre : Victoria Avenue : Southend-on-Sea : Essex SS2 6ER

Customer Service Centre: 01702 215000 : [www.southend.gov.uk](http://www.southend.gov.uk)





### Appendix 3

**Subject:** RE: Seaway Development - Turnstone  
**From:** CllrWoodley (CllrWoodley@southend.gov.uk)  
**To:** paul456thompson@btinternet.com; AlanRichards@southend.gov.uk  
**Cc:** SallyHolland@southend.gov.uk; RobTinlin@southend.gov.uk  
**Date:** Tuesday, 15 December 2015, 19:06

Dear Paul

Please can you remind me of the additional car parking spaces you provided in your recent application also the number Stockvale in all their applications.

The number of parking spaces included in the seaway development is entirely in the hands of the council and so is the revenue.

I suggest you consider your business interests and leave the council to look after theirs

Regards Ron  
Sent from my Windows Phone

---

**From:** paul thompson  
**Sent:** 15/12/2015 17:30  
**To:** Alan Richards  
**Cc:** Sally Holland; CllrWoodley  
**Subject:** RE: Seaway Development - Turnstone

Thanks for clarifying the facts Alan.

I have just been down to the car park and recounted the spaces , we are now in complete agreement that there are 489 car spaces and 36 coach spaces in Seaway currently.

So Ron, Sally and Rob are clear on this point, based our agreed figures, the current Turnstone proposal as it stands will result in a loss of 9 car spaces and 25 coach spaces.

In order to state there will be no loss of public spaces through this scheme Turnstone will need to include 9 more car spaces and 25 coach bays. Do you agree Alan?

Additional demand for spaces in this car park will now come from Hotel users, multi screen cinema users and customers from the 12 proposed restaurants as well as the existing tourists that already use the car park.

Seaway car park is often full by 12/1 pm at weekends and through the summer (based on information provided to the BID from Richard Bachouse). It does not take a rocket scientist to work out that there will be too much demand for too few public parking spaces in the proposed development.

It is also important to note Seaway car park generated £485k in turnover in the 1 year period from 1st Oct 2014 to 1st Oct 2015 (based on figures supplied by Cheryl Hindle).



24 November 2016

08:56

Details

ago

Carvey

er

# Disappointed by seafront traders

is calling  
p.  
him? If  
ollow Mr  
Farage,

I REFER to the article about the plans for Seaway car park, in Southend.

id  
put his  
we are  
Carswell  
and still  
ilings. He  
er's, or  
ie has  
, I for one  
ures new.  
s who  
t this  
n the

I find the views of the seafront traders quite disappointing. They are fully aware of the planned additional parking for both the sea front and the town centre ,yet they continually moan about a perceived lack of parking.

Jkip

Have they increased parking provision on any of their planning applications?

st of  
rage.  
n to  
be on his

Yet they continue to moan about this or that.

SE PRYKE  
tral Essex  
it Baddow

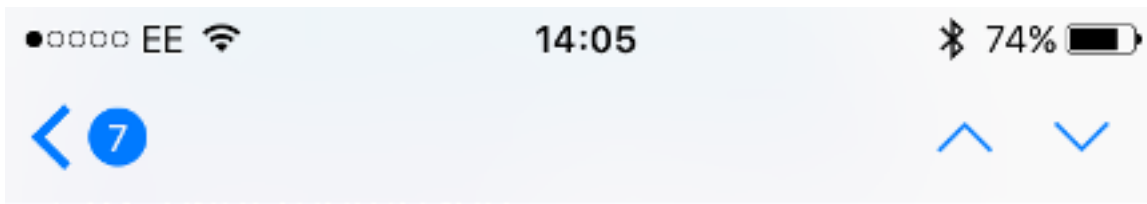
Southend town centre, High Street and seafront need to be reinvented and re-developed otherwise they will go the same way as other seaside towns and end up with decay and economic decline.

rice

However, the traders only relate to their own little world and not the bigger picture.

In other words, the traders need to stop their moaning and get behind the people who want to see Southend grow into an economic powerhouse for jobs, housing, leisure and retail facilities.

**Cllr RON WOODLEY**



to: paul.thompson

<[paul456thompson@btinternet.com](mailto:paul456thompson@btinternet.com)>

Cc: CllrTerry <[CllrTerry@southend.gov.uk](mailto:CllrTerry@southend.gov.uk)>, Mick Thwaites

<[mick.thwaites@hotmail.co.uk](mailto:mick.thwaites@hotmail.co.uk)>, Andrew Lewis <[AndrewLewis@southend.gov.uk](mailto:AndrewLewis@southend.gov.uk)>

**Subject: RE: March Traffic Surveys**

Hi Paul

I wish you would stop bleating about this or that. Did you do anything about supplying parking parking for your customers or has adventure Island on their plans. Well I am the trouble is you either ignore the council plans or bury your head in the sand.

You either want the town to re generate or decline into oblivion.

The way you act and behave I believe it is the latter

Ron

## Appendix 6

From: [Town Leah](mailto:town.leah@royalshousingcentre.co.uk) <[town.leah@royalshousingcentre.co.uk](mailto:town.leah@royalshousingcentre.co.uk)>  
Date: 19 April 2017 at 16:37:11 BST  
To: 'Scott Doherty' <[scottdoherty@southend.royals](mailto:scottdoherty@southend.royals)>, 'Scott Collins' <[scotcollins@southend.royals](mailto:scotcollins@southend.royals)>, 'Emma Cooney' <[emmacooney@southend.royals](mailto:emmacooney@southend.royals)>, 'Carmel' <[Carmel@southend.royals](mailto:Carmel@southend.royals)>, 'Clare' <[Clare@southend.royals](mailto:Clare@southend.royals)>, 'Cliff Holland' <[CliffHolland@southend.royals](mailto:CliffHolland@southend.royals)> <[thighland@southend.royals](mailto:thighland@southend.royals)>  
Cc: 'John Hancock' <[john.hancock@holland.co.uk](mailto:john.hancock@holland.co.uk)>, 'Paul Thompson' <[paulthompson@tulanet.com](mailto:paulthompson@tulanet.com)>, 'Dennis Batty' <[dennis.batty@btinternet.co.uk](mailto:dennis.batty@btinternet.co.uk)>, 'Dennis Batty' <[dennis.batty@btinternet.co.uk](mailto:dennis.batty@btinternet.co.uk)>, 'Richard' <[richard@shim.com](mailto:richard@shim.com)>, 'Andrew' <[andrew@pfn.co.uk](mailto:andrew@pfn.co.uk)>, 'Alison Dewey' <[alisondewey@southend.royals](mailto:alisondewey@southend.royals)> <[alisondewey@southend.royals](mailto:alisondewey@southend.royals)>  
Subject: **Queensway Consultation??**

John Hancock/Emma

Please can someone let me if we the BID have had consultation on the details of Queensway development as I'm not aware we have?? Unless reading the Echo course narrowing of dual carriageways when Freshers farm and Strawy developments are already on the cards. I'm not sure stopping traffic in town is a great solution for its future prosperity or maybe it is a plan to really kill the town and seafront area and for all to give the way for out of town developments.

I had this as being discussed further on maybe it should be delayed until a proper consultation has been done.

Dennis

Dear James Doherty

Dear Ken

After you are cycling to work on Sunday 20th July raising money for Essex Council Care please visit our Technology page if you are at home our target of £500

<http://www.royalshousingcentre.co.uk/technology>



The Royals Shopping Centre

Hill Street

Southend-on-Sea

Essex

SS1 1JG

Tel: 0202 451650 Fax: 0202 390027

[www.royalshousingcentre.co.uk](http://www.royalshousingcentre.co.uk)

Paul Thompson





## Southend Council scraps plans to convert road into single-carriageway

SOUTHEND Council has U-turned on plans to overhaul the way traffic flows through the town following a public backlash.

In order to maximise space for homes on the site of the new £300million Queensway estate, the authority plans to get rid of Porters roundabout - which currently links both ends of Southchurch Road and gives access to the seafront and Victoria Avenue.

The Queensway underpass, which is currently a dual carriageway, was set to be turned into a single carriageway - but the proposals have now been reversed.

It comes following objections from opposition councillors and seafront traders, who feared the changes would keep visitors away from the town and cause traffic chaos.

Tony Cox, Tory councillor responsible for transport, made a late amendment to a report before it went before a full council meeting.

He offered assurances that the road will remain a dual carriageway and that seafront traders and the Southend Business Improvement District (BID) will be given the opportunity to consult on the final layout before it is signed off.

Mr Cox said: "This was prompted by representations that were made to me by other members and seafront traders.

"When I was re-elected, I said I was going to do things differently - that is listening and taking on board what is said.

"If something isn't right then of course we will address it. We all want the same thing.

"The plans will go through the council system and all 51 members will be able to input their ideas.

"The seafront traders and BID will be able to consult on the traffic plans and the whole scheme will be open to public consultation."

Independent councillor Martin Terry, who was responsible for transport in the previous administration, welcomed the announcement. He said: "This U-turn is very embarrassing for the officers involved. They are running the show now unlike when we were in office. They wanted to slip this through the back door and it's only because I called it before full council that this amendment has happened."

Paul Thompson, chairman of the Seafront Traders Association, sat in the public gallery during the meeting.

He said: "This was a move by officers to take power from elected members and the council put a stop to it. I want to thank the councillors from all parties who saw sense and decided to amend the plans.

"It sends a loud and clear message to officers that the business community will work against the policies that will be detrimental to the town."

## Appendix 8

### Southend-on-Sea Borough Council

Report of Deputy Chief Executives (Place and People)

to  
Cabinet  
on  
28<sup>th</sup> March 2017

4

Report prepared by: Emma Cooney  
Director of Regeneration and Business Development

---

Better Queensway: Process to appoint a preferred project partner  
Place Scrutiny Committee  
Executive Councillor: Councillor Ann Holland  
(Portfolio Holder for Culture, Tourism and the Economy)  
Part 1 Public Agenda Item

---

#### 1. Purpose of Report

- 1.1. The purpose of this report is to seek approval to progress the project to procurement stage to identify a preferred partner(s).
- 1.2. In order to commence procurement it is critical that the Council has an agreed position of its expectations of core criteria for the project to shape the market's response and to ensure that the Council's ambitions for the Queensway site are delivered through the partnership. The report sets out those criteria and seeks Members' agreement to them.
- 1.3. The report details a series of processes that need to be undertaken in order to meet the proposed procurement timetable. To enable this a number of approvals and delegated authorities are required and the reports seeks Members' agreement to these.

#### 2. Recommendations

- 2.1. That the following key elements are agreed for inclusion in the procurement documentation to set out the Council's ambitions, parameters and expectations of Better Queensway and to enable the procurement process.

##### Finance

- 2.1.1 That the intention to act as senior lender is agreed and included in the procurement documentation while clearly stating that the Council will assess the position at the time to ensure that this meets the Council's best interests.



- 9.2. The draft transport layout in Appendix 2 (SBCC10384-126-SBC-QW-P-0101A-A1) is proposed as the traffic layout for the site and includes the following key features:

- o Removal of all roundabout slip roads except north bound off slip from Queensway to Southchurch Road.
- o Realignment of the underpass, reducing the width to a wide single carriageway (accomplished by the construction of a box culvert), thus enabling the covering of up to 150m for public realm/landscaping.
- o Adjustments to surrounding road network to take account of above, including modifications to:
  - The southern end of Sutton Road and closure of Lancaster Gardens into and out of Southchurch Road to install new traffic signalised junction.
  - New signalised junction at Sutton Road/Southchurch Road through development.
  - Realigned one-way link between Southchurch Road and Sutton Road.
  - Reconfigured Southchurch Road and widened Chichester Road (high quality public realm design standards to allow pedestrian permeability including crossings dependent upon final masterplan desire lines).
  - Reconfigured Chichester Road/Short Street junction to allow additional traffic movements in and out of Short Street.
- o New access arrangements for Warrior Square and Tylers Ave/York Road car parks to permit access/egress onto Queensway.
- o Further localised adjustments to the highway adjacent to the site for traffic management purposes, e.g. relocated bus stops, cycle route modifications, speed limits.
- o Further network management modifications to promote walking, cycling, signage to car parks, and general direction/tourist signage to better improve the connectivity of the site to the town centre.

**TOLHURST FISHER LLP**  
 SOLICITORS

Trafalgar House, Nelson Street  
Southend-on-Sea, Essex S81 1EF  
Telephone: 01702 352511  
DX 2811 Southend  
www.tolhurstfisher.com

Strictly Private & Confidential  
Mr R. Tinlin  
Chief Executive  
Southend-on-Sea Borough Council  
DX 2812  
SOUTHEND

Email: CLatham@tolhurstfisher.com  
Your Ref:  
Our Ref: CDLSJS  
Date: 08 November 2018  
Fax: 01702 349900

Dear Mr Tinlin,

**Re: SCAAP Consultation**

As the Senior Partners of one of the largest firm of solicitors locally and as people who are closely interested in the future of the town we are writing to you on the subject of the Southend Central Area Action Plan (SCAAP).

We would start by saying that of course we are fully supportive of the Council in its plan to carry out improvements to the Town Centre and the areas near to the seafront which is of course our greatest asset.

However, we do believe that the inclusion in the plan to cover the possible redevelopment of Seaway and Plaza Car Parks is a very retrograde step when we are trying to encourage more people into the town.

Whilst we clearly do enjoy the benefits of two mainline rail services to and from London inevitably the majority of visitors to the town come by car and it is essential that sufficient parking is provided.

We understand that the argument is being put forward that by providing more car parking spaces we are simply encouraging more people to drive into the Town Centre but in reality this is what is going to happen.

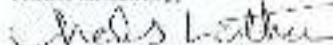
We are of course aware that some of the Town's largest leisure operators feel very strongly that the emphasis on the plan should be more towards the development of the tourism industry and, particularly, with the loss of several service industries over the past years, the importance of leisure cannot be underestimated.

The final point we would make is with the large number of residential developments currently being planned in the Town parking stress is only going to become more of an issue and whilst we are not necessarily advocating the extension of the existing parking arrangements, we do believe that to pursue a policy which inevitably is going to lead to a reduction in the

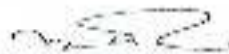
We do hope that these views will be taken into account by the Council during the further consideration of SCAAP.

Kind regards,

Yours sincerely,



Charles Latham  
Senior Partner  
Tolhurst Fisher LLP



Nigel Hetherington  
Managing Partner  
Tolhurst Fisher LLP



Southend on Sea Borough Council  
Civic Centre  
Victoria Avenue  
SOUTHEND ON SEA  
SS2 6ER

Dear Cllr.

You will recall that I wrote to you in July regarding the Southend Central Area Action Plan (SCAAP). The Chambers support the principles behind the SCAAP as, like you, we want to see a healthy and vibrant economy in the town that brings people to visit in the summer months but also ensures that other aspects of the business community are supported and encouraged to grow.

We do not believe that the future of Southend's seafront businesses and those based elsewhere in the town are mutually exclusive. Businesses choose to remain in, or relocate to, an area for a variety of reasons and increasingly leisure facilities are of great importance when making those decisions.

Similarly Southend has a long history of being a major seaside destination, and for many people that is what it is known for whether we like it or not. We are concerned therefore that the latest iteration of the SCAAP is still proposing to redevelop certain car parks, the most important of which is Seaway.

We are not opposed to regeneration in and around the town centre, towns that don't look to their future are in danger of ossifying and decaying as happened to many seaside resorts around the country, but where you have a thriving tourism industry as Southend does it needs to be nurtured and sustained. The removal of parking spaces will not do that and will undoubtedly encourage potential visitors to look to go elsewhere to visit or stay.

We know that businesses, including Chamber members, who are directly involved in these sectors have written to you independently to register their concerns and we trust that you will give them serious consideration when considering the SCAAP at the full Council meeting on the 20<sup>th</sup>. Yes, Southend has to continue to develop and move forward but not at the expense of one of its most important and historic set of businesses.

We would urge therefore that the Council rejects the SCAAP in its' current form and looks again at proposals to redevelop the sites in question.

Yours sincerely



**Denise Rossiter**  
Chief Executive Officer

# Havens

www.havens.co.uk

11/11/2016

Subject SCAAP

Dear Councillors,

At a recent SBTP executive meeting I heard issues raised and responses from the Town Planning department on the critical issues concerning the Scaap. As a company we have traded in the Southend Borough since 1901 and have seen many changes not just physical and social in Southend but in Business terms too.

Let me give you my own personal thoughts on the town of which we are all very proud. Over the last 5/10 years Southend Council, supported by many agencies has managed to attract more funding than many other areas and some great developments have taken place.

I believe the strength of Southend is in our Tourism, Leisure, Culture, Arts and Education. Sadly as a retailer, it is not a retail destination and given Chelmsford's recent Bond Street development I think you will find it hard to knock them off the perch as the counties top town centre shopping destination. John Lewis are the anchor and with that other adjacencies like Jo Malone, The White Company and other luxury/ mid market retailers have the confidence to support the development.

What retailers need is footfall and there is no magic wand to achieve this apart from having the Shops and business that people want to visit.

I therefore firmly believe that Tourism which is the art of bringing in non resident visitors is the key to the success and regeneration of our town.

People clearly will visit our seafront and the more we do to enhance that with Restaurants, Cafes, Attractions, Music, Fireworks, Car Shows, Street Food Markets, Craft Beer, Museum, the more they will come for the day. Once they are here you then have half a chance of them percolating around the rest of the Borough. This tourist pound then revitalises our local economy and in turn local businesses will see the benefits.

The other key is keeping Adventure Island on board. I know Philip Miller and I recognise that his direct approach can be challenging for committee orientated Council decision making, but at the end of the day he has invested significant amounts of money at great risk to his company in the Tourism market which I do not reckon anyone else would have had the resources, capability nor tenacity to do.

Adventure Island is the focal point and if I were the Council I would have someone directly consulting with him and facilitate where reasonably possible his future investment.

Havens Contracts – 138/140 Hamlet Court Road Westcliff on Sea Essex SS0 7LW  
Tel:01702 342757 Fax:01702 437734 email:nigel@havens.co.uk



# Havens

[www.havens.co.uk](http://www.havens.co.uk)

At the SBTP executive meeting he publically intimated that he was going to stop investing in the town which is potentially disastrous for the key driver going forward.

My understanding is that his main gripe is car parking and road infrastructure. As a business man I have to tell you that car parking is critical to the success or failure of any project and investment when you want to attract consumers. It is the oxygen. Rather than be car unfriendly we need to look at practical solutions of recognising that the car is vital to the success of the projects, it brings the footfall to us.

Bond Street in Chelmsford created an additional 288 car parking spaces underground. Look at Bluewater and Lakeside built around car parks. Free to boot! That is what potential visitors and customers expect and if it is not available they will go elsewhere. Sadly we only have to look at our own travel and parking habits.

Far from reducing car parking space, consideration must be given to how much extra parking might be required given a lift in visitor numbers and the location is also critical - Lazy UK Adult will not want to have to walk too far.

It is unrealistic to think we can change people's travelling habits, it is reasonable to hope that some might use the trains and by all means this should be encouraged.

It is very difficult to compare Southend's connectivity with many other towns or Cities. Few have just one direction of entry in our case from the West.

Another major issue is sign posting. We should have sign posting on the A127 and the A13. Large brown signs directing people to our magnificent facilities should start at the boundary and follow on consistently along those two roads. It will serve both as a directional aid and importantly market the attractions to the visitor.

Please listen to the local businesses, it is us who know what potentially will and will not work commercially in the town and the requirements to facilitate this.

Working in partnership will lead to the successful regeneration of our town. The start has been positive let's carry on the good work together.

14<sup>th</sup> October 2016

Dear Councillor

It is with an element of desperation that Paul Thompson Denise Rossiter and I write to you.

We understand that this Thursday the 20<sup>th</sup> you will be deciding on either agreeing or not the SCAAP report.

The ramifications for the seafront are seismic if you get this wrong.

We have already witnessed the predetermined sheep-like voting at the scrutiny committee by the current administration.

They have/will tell you all sorts of reasons why you must support it now without delay; they will even try and tell you that they have taken expert advice on the subject to verify their arrogance.

Let me tell you about these so called experts.

Apart from costing a fortune (somebody should ask how much they have cost) these "Insultants" do not have a clue about seafronts or tourism having had no experience working on either.

However it was interesting to hear the officers swear black was blue in their support of these non entities at Scrutiny. How can these duplicitous officers look in the mirror in the morning?

These same officers who, I quote "if you create more car- parking it will make it busier" (Southend on Sea Borough Council's Head of Planning and Transport) witnessed by the BID board.

Or another classic from the councils Group Manager for Strategic Planning and Transport Policy "Only twenty five percent of your customers come by car"! again witnessed by the BID board. Honestly you can't make it up talk about the lunatics running the asylum!

We have our own irrefutable survey that cost just a few quid by the way, that is conclusive in its findings of the dire shortage of parking all the way through the season. I might have charged the council about ten bob if they had asked.

We hear suggestions of tourism and parking strategies, nothing like slamming the stable door after the horse has bolted, why not complete them first and put them in the SCAAP if they are to have real meaning?

I personally have never experienced so much anti –seafront feelings in over forty years of trading I have always known that all councils have never really been interested in tourism although they have paid lip service to us.

For example look at the proposed Turncoat development which will result in the loss of the Seaway car park.





All negotiations secretly conducted behind closed doors with a recommendation to go ahead totally based on Savills the estate agents advice!  
I have had to at my own expense employ a London team of lawyers to extract the terms of what we know is a shabby deal for the ratepayers.

I believe that the indecent haste put on this SCAAP report by officers and the inner sanctum has a connection to this con.

"There is something rotten in the state of Denmark".

If that development proceeds it will lead to the extinction of my family business.

In fact I doubt if any officer or member understands the difference between tourism and leisure.

For example cinemas are not tourism by any stretch of the imagination they are leisure for local people no more than that same applies to restaurants. Blocks of flats such as the proposed Plaza monstrosity have no connection to tourism at all but have been sold as such by your officers.

However when I offer genuine tourism solutions which attract visitors to Southend such as a cracking Pier scheme and brilliant Sealife extension I am treated like a leper in comparison to the red carpet treatment of non tourism projects as in the two above.

We hope that the follow my leader syndrome will not succeed in pushing this sham forward and I am asking the brave members either out of or in the Ruling administration to stand up and be counted.

Anything other than that will mean the beginning of the end for tourism in Southend I am afraid.

Or perhaps that's the real agenda here?

Maybe it's time to come clean and tell us what you really want? Would you like to reclaim the town for the residents? If so let's start building flats on Adventure Island ASAP.

I'm easy either way property development is fast bucks for me with little risk and no real work. Just be honest for once I need guidance and or reassurance.

Margate's Dreamland needs help right now no doubt they would appreciate my companies' achievements and encourage us forward if you want rid of me.

Love to All

Regards,



*Philip Miller M.B.E*  
Executive Chairman  
Stockvale Group of Companies

# SKARCHITECTS

Dear Councillor

Re: Southend Central Area Action Plan (SCAAP)

Further to the Place Scrutiny Committee of Monday 10<sup>th</sup> October.

We have been asked to forward the following comments from The Stockvale Group for your consideration. We've also been asked to be very clear of Stockvale's intention of presenting this position to the Planning Inspector at the Examination Public programmed for early spring next year.

As you can see from the detail and severity of concern there is a vast difference between the Councils understanding between Tourism and Leisure and the impact of the proposed SCAAP on the Tourist economy and Sea Front businesses.

We trust this will be of assistance in your deliberations at the forth coming full council meeting on 20<sup>th</sup> October.

Should you have any queries or comments please feel free to contact us.

If recent events are anything to go by (Place Scrutiny meeting 10<sup>th</sup> October 2016) it could be the case that some of you have decided that tourism is no longer important to Southend?

If that is the case, then say so, let's not continue to play charades- a step towards signing the death sentence for tourism is for you to vote the SCAAP through, at full council on Thursday 20<sup>th</sup> October 2016.

How anyone of the various cabals that meet in dark smoke-filled rooms, deep in the bowels of the Civic Centre can think that the 'The SCAAP' (Southend Central Area Action Plan) is going to do anything positive for this town is beyond us- they must be living in 'cloud cuckoo land'!

The officers will have you know that they used experts, authorities, so called specialists to carry out the data collection/surveys to support whatever theory they want to promulgate. Do they know best, have they ever worked in a seaside town, do they have businesses here and do they live here? The answer is definitely no!

The reason we collect evidence, research particular issues, is for the democratically elected members to make informed- choices for the good of the town-how you intend to do this based on such a crude document is anyone's guess.

I believe you the decision makers will make a big mistake if you ignore the strong emotional attachment many have for Southend as a seaside resort- over many years and the town still does bring affordable pleasure to many, because it still is part of our culture and heritage, many of us wish to protect.

Don't you follow the crowd as we witnessed on Monday, with mindless sheep towing the party line and voting to allow a totally flawed document to continue its journey.

There are many recent decisions with regard to planning, Seaway being one that have been taken in secret, when in the 'public interest' they should have been exposed to the court of public opinion to decide if they are best for us.

I am sure we have all had enough of others telling us what is best, and as with 'Brexit' is it not time for all stakeholders to take charge of our own destiny and ensure we have a say as to how we want Southend to look in the future.

ARCHITECTURE PLANNING URBAN DESIGN

SKARCHITECTS LIMITED 853-855 LONDON ROAD WESTCLIFF ON SEA ESSEX S80 9SZ  
T 01702 500 250 E info@skarchitects.co.uk W skarchitects.co.uk

REGISTERED CO. NO. 0737975 REGISTERED VAT NO. 942689576



# SKARCHITECTS

There seems to be a push towards the gentrification of Southend (plenty saying we need more culture- what does that mean?) away from the broad base appeal Southend has, as somewhere that epitomises our national identity-since the nineteenth century enjoying a fun day out, with the family, at the seaside!

We hear on many occasions, and read in various documents the need to 'change perceptions'. Presumably these purveyors of good taste feel that Southend represents garish and shoddiness, evidenced by everyone wearing kiss-me-quick hats and string vests, exposed tattooed arms, whilst chomping their way through vinegar soaked fish and chips?

These lesser human beings (who actually look forward to a day at the seaside) and on those fun packed days abstain from lobster thermidor and caffe latte should not be sneered at!

This does not mean we can't have a vibrant, creative environment with modern restaurants and music venues, theatres etc in proximity to high quality attractions, sideshows, fun park, beach, lagoon, cafes etc!

We have a great opportunity to have this debate and ensure our decision makers take Southend in a direction the majority want to go in (democracy), and avoid making mistakes that will have severe consequences for years to come! There is an appreciation that decisions have to be made across a vast number of competing demands and requirements. What businesses within the SCAAP area (resort-seafront) ask is that although the seafront is contiguous with the high street and other areas, it is unique in terms of its significance to the local economy and does need careful consideration.

It is also worth mentioning, there is a need to understand the nuances that differentiate the terms 'Tourism' and 'Leisure', which we believe are misunderstood. 'Leisure' facilities (e.g. cinemas, sports facilities) generally provide the local community, whereas 'tourism' facilities provide for visitors from out of town. Clearly there is some cross-over between the two, but it is important that the distinction is properly understood, when considering development in the different areas defined within the SCAAP. It is our submission that there is clearly a need to provide activities, facilities and resources which are available to our local community, but here is also the need to think carefully about high quality attractions required to complement and build on what we already have in the resort area of the seafront. They need to appeal to day visitors ('day visitors quite often turn into stay visitors') and tourists (those who are visiting Southend from outside the area). We believe there is an urgent need to tighten or achieve greater precision and understanding in the way that key tourism/leisure terms are used within local planning documents including the SCAAP!

As local born and bred businesses it is certainly our desire to see Southend grow and promote its tourism offer in order to bring to the town more year-round visitors and in doing so encourage us to further reinvest in high quality attractions. It is therefore fundamental that the SCAAP is a 'sound' Plan and that all policies work together to achieve this aim. We also believe tourism is a key theme and should be a priority across all policies. The SCAAP has identified key sites (mostly car parks) for regeneration, the most important being Seaway. It is essential that any such development should not undermine businesses in the resort /seafront area. In the current iteration of the SCAAP, this will certainly be the case unless amended. If visitors cannot access high quality, conveniently-located car parks, with easy access to the seafront attractions, then this will significantly undermine the businesses that form the basis of Southend's appeal. This capacity must be able to accommodate visitors on the busiest days.

## ARCHITECTURE PLANNING URBAN DESIGN

SKARCHITECTS LIMITED 863-866 LONDON ROAD WESTCLIFF ON SEA ESSEX SS0 8SZ  
T 01702 509 250 E info@skarchitects.co.uk W skarchitects.co.uk

REGISTERED CO. NO. 3757875 REGISTERED VAT NO. 342635975



# SKARCHITECTS

Southend is an iconic seaside destination of choice, in close proximity to London and as such is a distinctive and unique destination that requires distinctive planning policies. It is our opinion, based on much research, analysis and careful consideration that the proposed SCAAP fails all the required criteria as set out in the 'National Planning Policy Framework' (NPPF) for it to be considered sound.

It is our view that the soundness test required by national policy will be the subject of much discussion over coming months-Place Scrutiny, Cabinet, Full council, further consultation (court of public opinion-local papers )etc between now and the planning inspectors examination in public next year.

We certainly believe the collection of evidence, using the VMS system (full of inaccuracies flaws and misrepresentation) and the surveys (carried out on wet days and during storm Katie) that make up the bulk of justification within the SCAAP will fail to impress anyone that the strategy has been produced positively, or is justified by a sound evidence base. It is certainly our contention that the data is inaccurate to start with- therefore the conclusions are wrong and thus the policies and information provided in the transport and parking section of the SCAAP are not to be relied on (i.e. not 'effective'). The SCAAP document therefore is unsound against most of the soundness criteria in the NPPF.

As elected members of the council you need to decide if you are happy that such a critical document for the future of this town will be allowed to continue its journey knowing it is fundamentally and technically incorrect? Or will you instruct officers to work with seafront traders to develop a SCAAP that protects the tourism industry, on which a significant part of Southend's economy relies?

In conclusion, as the NPPF states, it is imperative that all the businesses, Elected Members and Officers of Southend Borough Council work together to build on the success already enjoyed by Southend, in making us the destination of choice for visitors and tourists, now and for years to come!

Yours Sincerely

Kind regards



Steven Kearney BA (Hons) Dip Arch ARB RIBA

On behalf of The Stockvale Group

ARCHITECTURE PLANNING URBAN DESIGN

SKARCHITECTS LIMITED 863-855 LONDON ROAD WEBTCLIFF ON SEA EBBEX S80 8SZ

T 01702 508 250 E info@skarchitects.co.uk W skarchitects.co.uk

REGISTERED CO. NO. 8737875 REGISTERED VAT NO. 542588978



The Councillors  
Southend on Sea Borough Council  
Civic Centre  
Victoria Avenue  
Southend on Sea  
Essex  
SS2 6ER

19 October 2016

Dear Councillors

## SCAAP

I am writing as a senior director of Rickard Luckin Ltd, the largest independent accountancy firm in Essex.

I care passionately about Southend and I have spent my entire professional life working here representing local businesses.

Southend has a long history of being a major seaside destination but this is in danger due to the current issues surrounding car parking. The SCAAP report, nevertheless, proposes the redevelopment of certain car parks including Seaway. My view is that this is foolhardy (I have already written questioning the bona fides of proposed development partners).

I am not opposed to regeneration – the town must look to its future. We must avoid degeneration and decay. The removal of parking spaces will not assist the regeneration process. Potential visitors will be discouraged and many of our clients will suffer financially as a result.

I can assure you that we are in the privileged position of speaking to and understanding many diverse businesses in the town. I have listened to their concerns regarding SCAAP and I am concerned that this will now go through "on the nod" without what we would refer to as proper due diligence being conducted in a transparent manner.

The SCAAP contains little content on tourism. I remain to be convinced regarding the bona fides of the survey organisation or, indeed, the basis of their traffic survey.

Rickard Luckin is the trading name of Rickard Luckin Limited (Incorporating Bird Luckin Limited and Rickard Keen Limited)

Rickard Luckin Limited is registered in England with Company No. 10745289 and Registered Office at Aquila House, Waterloo Lane, Chelmsford, Essex CM1 1BN

Registered to carry on audit work in the UK and regulated for a range of investment business activities by the Institute of Chartered Accountants in England and Wales



1541004

MGI Worldwide is a network of independent audit, tax, accounting and consulting firms. MGI Worldwide does not provide any services and its member firms are not an international partnership. Each member firm is a separate entity and neither MGI Worldwide nor any member firm accepts responsibility for the activities, work, opinions or services of any other member firm. For more information visit [www.mgiworldwide.com/legal](http://www.mgiworldwide.com/legal)

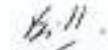


■ boston ■ chelmsford ■ southend ■

**IRL**

I believe that the absence of a sound and coherent strategy covering the areas of Tourism and Parking render the SCAAP impotent in terms of its aim to regenerate and develop. At the very least its adoption should be delayed pending transparent debate and due diligence.

Yours faithfully



W G Gould  
Director

DDI: 01702 606828

Email: [bill.gould@rickardluckin.co.uk](mailto:bill.gould@rickardluckin.co.uk)



Dear Councillor,

I am writing to you regarding my extreme concern at Southend Council's on-going policy of drastically reducing car parking availability for residents and visitors within Central Southend and the Seafront. As a resident Southend Council's parking policy is clearly detrimental to our best interests, and will have a disastrous effect on the business community.

The Central Southend Seafront has moved from a resort that catered almost entirely for the visitor to a modern resort which caters equally for the resident. I was chairman of the business sector for leisure and tourism from 1987 until my retirement from office in 2005. I have many fond memories of working with Councillors and Officers, some of whom are still in office today and for whom I have the highest regard. I simply cannot understand the logic of the change of car parking policy which has such a negative effect on the business community, including the business sector of our Town Centre.

In the early part of the millennium Southend Council recognised that need for more parking spaces for residents and visitors which use the seafront. They designated Farringdon Road car park for alternative parking and this included excellent integrated signage. I recall being told by a Council Officer that there was a marked increase in the use of Farringdon on fine days. In other words the system worked and was obviously required.

In 2011 Farringdon was demolished and no replacement parking was provided 18 months later out of interest I drove around the Town and discovered to my horror the signs were still directing people to Farringdon a now non-existent car park. Imagine bringing your family to Southend and being treated in such a disgraceful way; would you come again? When I pointed this out to the Council the signs were changed directing people to the town centre spaces. This made it more difficult for shoppers to find a parking space, to the detriment of the High Street business community.

The following is a list of parking spaces that you and your predecessors have voted to lose without replacement:

- *The Pier Hill development.*

- *The City Beach scheme, which is the development between the Pier and the Kursaal.*
- *Cycle lanes East and West of the Pier, plus those lost due to the Cliffs slippage.*

Marine Plaza now has planning permission for 282 flats, with an allocation of one car parking space per flat, and only 10 spaces for the commercial element to cater visitors, employees and contractors etc? I live on the Garrison which is a mixture of mostly one, two and three bedroom properties. Drive here anytime and despite the Garrison having excellent undercover parking you will find a considerable number of visitor's cars and many commercial vehicles parked. Marine Plaza will have 10 spaces only?

As a direct result of the chronic shortage of parking in the Marine Plaza the Ward Councillors rightly protected the residents' interests by arranging parking permits. This gives a clear indication that you and your colleagues are well aware that the Marine Plaza's car parking is insufficient.

I now come to Seaway car park with a capacity of 661 spaces, not 450 as Council Officers would have you believe. The proposed redevelopment will see a loss of a further 211 spaces plus the further spaces taken up by customers using the new development. This as you know is the main car park for those wishing to visit the seafront and it should not be overlooked. It is also used by residents wishing to use the Town Centre. I am told Tyler's Avenue and all car parks in Central Southend are considered as potential development sites.

I hope you won't mind me saying that all the evidence suggests that much of the present Council policy is Officer led. I have spoken to several of your colleagues and have been struck by their limited knowledge and understanding of the reasons for the complete change of parking policy or if in fact what and where future car parking facilities will be. My view has been reinforced by learning that your Cabinet has delegated decision making powers to a single Committee Member and a few Officers, which was what the Cabinet did in 2013 with regard to the Seaway development. The problem is that this may result in less monitoring and bypass most Councillors ability to review and challenge large projects such as Seaway, this removes the necessary need for scrutiny and transparency. This cannot be in the interest of the residents as elected members get less say until such proposals come to the Development Control Committee. Only then do a limited number of Members get sight of it and generally the majority party will vote it through. Personally I believe the failure to provide a car parking space at the point of destination is a major reason for the roads becoming clogged.



I am asking you please to ensure that the Council publish in its entirety its parking policy for now and the future, in particular the rationale for drastically reducing car parking levels. Do our High St businesses not have enough difficulties with online and out of town shopping without having a council that is further driving their customers even more in that direction?

I have twice attended planning meetings this year and at each meeting a Senior Council Officer has stated that car parks cause congestion because they attract more people to our town. How strange. I thought that we needed to attract people to our town to create wealth. The best way of freeing roads up is to ensure that there is a parking space at the point of destination. It would seem that this is the reason why many of the town's parking spaces have been removed without replacement or explanation. Is this policy on the instruction of councillors or is it a CASE OF THE TAIL WAGGING THE DOG?

Finally, may I respectfully ask you to consider the following:

Do you really believe it is in the best interests of our residents and the financial wealth of our town that Southend council go out of its way to make parking in the town centre and seafront increasingly difficult. It is one thing endeavouring to persuade residents to use public transport by an improved service, but to remove choice is undemocratic. Do you think you would have the support of your ward residents?

Yours sincerely

John Barber Shoebury Garrison

[Johnbarber13@btinternet.com](mailto:Johnbarber13@btinternet.com)

## Appendix 10

### Results from Fossetts/Seaway survey

Hi all

Results from our recent business survey which is on the agenda for discussion at tomorrow's meeting.

NUMBER OF BUSINESSES	FOSSETTS FARM	SEAWAY	SEAWAY CODE
		A - 40%	A - Support as Stands
	YES - 28%		
121		B - 46%	B - No in Current State, Yes if increased parking
	NO - 72%		
		C - 14%	C - No

Alison Dewey  
BID MANAGER

## OUR HIGH STREET NEEDS YOU

It's in your hands...

There are several new developments predicted for Southend in 2016. Part of the BID's remit is to represent you the Levy Payer.

**We really need to know what you think about the following two applications due to be submitted to Southend Borough Council.**

### MAKE YOUR VIEW COUNT

**We've already formulated your response email. Please just follow this link to select your preferences [hello@southendbid.com](mailto:hello@southendbid.com)**

#### 1. Fossetts Farm Development

New stadium for Southend United Football Club with an out of town Retail Park (off Eastern Avenue)

**Planning application to include;**

35 retail units, 12-screen Cineworld, 10 restaurants, 240 apartments in three tower blocks, 134-bedroom hotel, Entertainment Plaza

1000 free retail parking spaces (an extra 800 spaces on Match Days)

**Would you support this development which could draw investment and current National Retailers away from our high street?**

Yes | No

#### 2. Redevelopment of Seaway car park

Plans to develop Seaway car park into a £50m Leisure Park

**Planning application to include;**

10 screen cinema, 80 room hotel, 12 restaurants, other sporting / leisure facilities

480 space car park (a reduction to the existing provision by 25 coach spaces and 9 car spaces)

**Which statement most applies to you?**

- a) I support the Seaway development as it stands
- b) I do not support the development in its current state, however I would support it if the proposal significantly increased parking provision
- c) I do not support this development

**Please email us (by following the link) no later than Tuesday 12 January 2016 [hello@southendbid.com](mailto:hello@southendbid.com)**

Thank you in advance for your time and attention

We will come back to you in due course

Separator

Footer centre

Company number: 8346559, registered in England.

Registered address: 7 Nelson Street, Southend on Sea, Essex, SS1 1EH



