

Southend Central Area Action Plan

Additional Document 14 - Evidence of any anomalies in table 5.9 car park study (SDG Nov 2016) relating to seafront

The findings of the Car Parking Study for the Central Area of Southend (CPS) are robust and accurate. The following commentary provides further clarification to the CPS.

The initial period of questionnaires took place within the SCAAP area between Wednesday 23rd March 2016 and Saturday 26th March 2016. Survey locations were broadly along the High Street from as far north as outside the Victoria Shopping Centre to as far south as outside the Royals Shopping Centre.

Upon commissioning the Car Parking Study, an additional survey was commissioned for a peak day (Monday, 30th May 2016) which included survey points along the seafront on Marine Parade, including in front of Adventure Island and the entrance to the pier.

On Monday, 30th May 2016, 260 questionnaires were completed, of which 102 were completed at seafront locations and 136 were completed south of the railway line serving Southend Central Station.

Of the 260 respondents, 114 (44%) accessed the SCAAP area by car, 57 (22%) walked, 36 (14%) by bus, 35 (13%) by train, 5 (2%) by bike, 11 (4%) by other modes (e.g. taxi, motorcycle), and for two respondents data was not recorded. For respondents on the seafront, car mode share was higher at 57% (58 respondents).

Of the 114 who travelled by car, 27 were surveyed in locations north of the railway line serving Southend Central Station; 76 were surveyed to the south of the railway line; and for 11 of the respondents the survey location was marked as “town centre” (which could be north or south of the railway line). The majority of those who were surveyed north of the railway line also parked north of the railway line (15 of 19), and vice versa to the south (50 of 65). The data does show that there is movement between different parts of the SCAAP area – 15 respondents of the 76 who were surveyed in the south had definitely parked in the north, and four of the respondents who were surveyed in the north had definitely parked in the south.

Table 1: Survey undertaken on Monday 30th May¹

Survey Location	Parked			TOTAL
	North	South	Unknown or “Town Centre”	
North	15	4	8	27
South	15	50	11	76
“Town Centre”	4	1	6	11
TOTAL	34	55	25	114

¹ Table 5.9 of the CPS excluded responses marked as “unknown or town centre” or where it wasn’t possible to determine the parking locations (e.g. multi-storey)