steer davies gleave

Southend Boroughwide Parking and Access Strategy

Report
April 2018

Southend-on-Sea Borough Council

Our ref: 23121701
Client ref: PM

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Prepared by:

Steer Davies Gleave
67 Albion Street
Leeds LS1 5AA

+44 113 389 6400
www.steerdaviesgleave.com

Prepared for:

Southend-on-Sea Borough Council
Civic Centre
Victoria Avenue
Southend-on-Sea
Essex
SS2 6LR

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Executive Summary

This Boroughwide Parking and Access Strategy has an overall vision to provide the best experience for residents and visitors to Southend-on-Sea, by providing comprehensive information on travel and parking options enabling visitors to choose the most convenient travel option, location, choice and competitive price when visiting Southend.

The strategy proposes technological and management solutions to the specific parking issues in Southend-on-Sea Borough, including difficulties in accommodating peak season demand for parking, co-ordination of peak season traffic and provision of information to visitors.

Improvements are already underway including:

- A new method of recording car park occupancy using camera technology is being trialled (Cleverciti trial in Civic North Car Park);
- A new contactless payment app (Mobon);
- New ticket machines offering easy payment and live communication of data;
- A user-friendly map showing live car park occupancy data the on the Visit Southend website;
- A Connected Digital Platform to host a range of information feeds and free wi-fi in the town centre which enables systems to communicate with users;
- Provision of new temporary car parking at the gas works site on the seafront;
- Brief trial of the Park and Ride concept at the Civic Centre; and
- Revisions to car parking tariffs based on analysis of the survey data collected from the car park guidance system.

There is scope for much greater collection and integration of data through investing in new technologies to monitor car park occupancy and using this data to better plan traffic management and parking arrangements. The strategy will inform the specification of a new Boroughwide parking guidance system and vehicle messaging system covering the main car parks across the Borough, giving reliable up-to-date and easily accessible information to users about parking availability. A more detailed project plan, developed with input from all relevant teams within the Council, will set out in more detail the timescales and dependencies and split the required work into workstreams with allocated responsibilities.

Improvements to management systems and information provision will be delivered through an agile, iterative approach with flexibility and interoperability adopted as fundamental principles. A more flexible parking system based on an open data platform is envisaged to upgrade the existing systems which lack co-ordination and data sharing and which limits the potential to fully inform system users of parking availability across the key car parks in the Borough.

The strategy will be supported by improvements to access options for visitors to Southend Central Area, including changes to road layouts to provide easier, direct and more intuitive access to car parks as part of the Town-centre Redevelopment Improvement Project (TRIP). The improvements will enable car park users to access parking from Queensway, reducing access traffic on roads within the core of the town centre which will in turn improve the pedestrian experience within Southend Central Area-on-Sea.

This strategy aims to:

1. Achieve a step-change in travel information provision, adopting an approach centred on meeting the needs of travellers and addressing their pain points of queuing to access Southend-on-Sea, finding car parks and finding a space to park.
2. Provide a framework for moving from a fragmented network of traffic control, car parking occupancy, payment and information providers to an integrated smart city data platform into which a network of specialist providers provide reliable, access-controlled feeds.
3. Effectively manage peak periods of visitor demand through a range of measures including:

- Encouraging travel behaviour change by Southend residents and visitors on peak days through dedicated peak-day communications.
- Improving existing information resources and extensive use of websites and social media.
- Providing visitors to the Borough with comprehensive, up to date **pre-trip** and **pre-arrival** information about all travel and payment options available through a range of media.
- Provide visitors to the Borough with improved travel information **during** their trip to Southend through a range of media and systems.
- Improving wayfinding from car parks to key visitor destinations.
- Actively manage traffic on days of high visitor demand through a range of on the ground interventions.
- Continually improve the visitor experience through engagement with visitors to understand their experiences and behaviours.

4. Improve signage to principal car parks across the Borough through:

- Directing drivers to the most appropriate car park.
- Raising awareness of other seafront locations in the Borough from Leigh and Chalkwell to Shoeburyness to spread the demand.
- Encouraging use of less well used car parks, particularly on days of high demand.
- Providing guidance on the most appropriate route to the car parks, particularly on days of high demand.
- Adopting state of the art dynamic signage infrastructure to allow for variable signage which responds to the different patterns of demand in Southend.

5. Support the visitor economy through **dynamic changes to parking tariffs** for Summer weekends to better balance the demand for parking between the seafront and town centre car parks
6. **Engage stakeholders** early and frequently during implementation of the strategy.

To realise these aims a series of deliverables has been produced:

- An outline Smart City Technology Plan:
  - Identifies current pain points of queuing to access Southend, finding car parks and finding a space to park.
  - Considers how the current car park infrastructure, technology and management could be better integrated.
  - Considers how the operational aspects could be centralised together with the Council`s traffic control systems, public safety and other aspects to be developed as part of the Data Platform – to be developed further as part of Intelligence Hub.
- A **Visitor Access and Parking Management Plan** for times of peak demand and congestion on the highway network in Southend-on-Sea Borough, for example Public Holidays and during the school summer holidays. The plan includes a range of communications with

visitors arriving in Southend to help them better plan journeys and find parking, improvements to existing travel information resources, signage and wayfinding and provision of a designated traffic management response crew on busy visitor days to manage the circulation of vehicles, divert traffic away from full car parks and prevent the obstruction of key junctions within Southend Central Area. It also considers the potential for park and ride using existing car parks and public transport routes as well as new shuttle bus services.

- A **Signage plan** to improve signage to the principal car parks across the Borough, using a combination of static and dynamic, permanent and temporary signage to respond to the changing needs of the visitors, commuters and shoppers who visit Southend-on-Sea. The plan considers how improved signage could encourage use of car parks away from the central area where traffic flows are lighter and there is more opportunity to park. It also identifies the key decision points for drivers arriving in the Borough and appropriate signage to fully inform them of appropriate routes to key attractions, including a strategy for signing alternative routes to the seafront at periods of peak visitor demand. It also includes proposals for how the Council can maximise potential benefits of improvements in signage technology.
- Proposals to modify **parking tariffs and season tickets** to take a more responsive approach to charging for car parking, taking into account the varying levels of demand on different days and at different times of the year.
- An **Implementation plan** which sets out each of the strategy actions, funding type (revenue or capital), estimated funding required, timescale for delivery and key partners involved.
- A **Stakeholder Engagement and Management Plan** which identifies key sectors, stakeholders and suppliers and sets out a plan for ensuring that there is the opportunity to contribute and engage with the emerging proposals and wherever possible achieve buy-in from the various sectors.

1 Introduction

Parking and Access Vision

To provide the best experience for visitors and residents of Southend, by providing comprehensive information on travel and parking options enabling visitors and residents to choose the most convenient travel option, location, choice and competitive price

1.1 This Boroughwide Parking and Access Strategy for Southend builds on the actions and recommendations identified in the Car Parking Study for the Central Area of Southend produced for Southend-on-Sea Council in November 2016 which was prepared to support the preparation of the Southend Central Area Action Plan (SCAAP), adopted by the Council in early 2018. It provides more detail and an implementation plan for the outline recommendations contained in that report. Importantly, this strategy looks at the needs of the whole Borough in terms of parking demand and supply, accessibility to parking, technology and tariffs, especially at peak visitor times and events.

1.2 This strategy aims to support growth sectors such as tourism, retail and leisure as well as supporting business needs. Sustainability and better mobility, carbon reduction and improving air quality also informed the strategy development. It takes into account four key principles broadly established in the Local Transport Plan and the recent SCAAP Parking Report:

1. A smart, modern parking management system is essential for a sustainable urban mobility system, which should manage supply and demand without detrimental effects, supporting air quality improvements and reducing carbon emissions. An agile, iterative approach to delivery of smart solutions across the Borough, and hold flexibility and interoperability are adopted as fundamental principles.
2. Pricing of parking should be competitive, flexible and dynamic to achieve best value, better usage and contribute to a prosperous Borough.
3. Traffic “cruising” in search of parking spaces is detrimental to business in the Borough, especially in the Town Centre and Seafront and must be reduced; it also creates congestion, pollution and road safety problems.
4. New initiatives, smart technology and new thinking should be encouraged to deliver better access to and maximum utilisation of parking spaces (both private and public) with the greatest benefit at the most economical and advantageous price.

Background

1.3 Southend-on-Sea is undergoing extensive regeneration with a mandate of sustainable growth that seeks to work within its compact nature to create a vibrant town centre at its heart. To achieve growth, Southend-on-Sea wants to maximise its assets, continue to be an attractive visitor destination, and provide a good quality of life for its residents.

Southend Core Strategy Development Plan Document (DPD)

1.4 The **Southend Core Strategy** (adopted December 2007) provides the vision, objectives and broad strategy for the spatial development of Southend to 2021. A new Boroughwide local plan, the Southend new Local Plan (SNLP), is currently being prepared which will provide a sustainable development framework and strategy for the whole Borough to 2036.

1.5 The Southend Core Strategy has as one of its key strategic objectives the need to focus on securing a 'step change' in the provision of transport infrastructure as an essential accompaniment to new development (SO9) and to maximise the effectiveness and integration of key transport corridors and interchanges as a principal focus for development in the urban area (SO10).

1.6 Policy CP3: Transport and Accessibility reflects this, seeking to a secure a step change in transport provision and improvements necessary to achieve a modern integrated transport system and unlock the development and economic potential of the town. This, in summary, includes a focus on:

- Improving the road and rail network to deliver improvements to accessibility, traffic flows, travel choice and freight distribution, in particular by improving A127/A1159 east-west strategic transport and freight corridor including junction improvements; improving accessibility to key development opportunity sites including improved access to Shoeburyness and London Southend Airport; providing for the development of high quality transport interchanges at Southend and the key urban interchanges at Leigh Railway Station, Shoeburyness Railway Station, Southend Hospital and London Southend Airport;
- Widening travel choice, including through car share, rail, bus, cycling and walking;
- Making provision and safeguarding appropriate corridors/land for new modes of passenger transport.
- Realising potential of the River Thames to function as a sustainable transport corridor;
- Providing for state of the art communications, signing and transport management systems;
- Safeguarding and enhancing the environment of 'Environmental Rooms' as defined in the LTP;
- Improving road safety, quality of life and equality of access for all.

Development Management Development Plan Document (DPD)

1.7 The **Development Management DPD** (adopted July 2015) sets out the Council's policies for positively managing development in Southend and is used to assess and determine planning applications. It reflects the spatial vision and objectives of the Core Strategy and includes more detailed local policies for the management of development.

1.8 Policy DM15: Sustainable Transport Management recognises the key role sustainable transport plays in Southend in supporting economic growth, reducing carbon emissions, promoting equality of opportunity and improving quality of life and health.

1.9 It draws reference to the **Local Transport Plan** which, in line with national transport policy, seeks to reduce the need to travel, particularly by car, and to broaden the number of travel options available. As a consequence, it highlights that development should be located in areas which are sustainable or areas which it can be demonstrated can be made sustainable.

1.10 The policy also seeks to promote Smarter Choice Measures, again drawing reference to the LTP which seeks to tackle congestion by placing greater emphasis on travels plans and by the incorporation of other smarter choice measures – techniques for influencing people's travel behaviour towards more sustainable alternatives. Policy DM15 also seeks to encourage the provision of facilities for charging electric vehicles and other ultra-low emission vehicles wherever practical and feasible.

1.11 Policy DM15 sets out the Borough's parking standards (including cycle parking). It recognises that Southend is densely populated and the demand for travel in Southend is expected to continually increase as a result of the regeneration proposals programmed within the town, and as a result of changing lifestyle choices. It highlights that managing car parking space provision can actively encourage more sustainable choices to be made.

1.12 When setting parking standards, to ensure consistency across the sub region that reflects local circumstances, the EPOA Parking Standards 2009 provide the basis. In accordance with guidance in the EPOA Parking Standards, a lower provision of vehicle parking standards is set in the Central Area, recognising that town centres have good public transport options, services and facilities within walking distance, making sustainable travel choices a realistic alternative.

1.13 For residential, parking standards are minimums whilst for commercial uses maximum standards are applied.

1.14 The **Southend Local Transport Plan 3** (LTP3 revised January 2015): Strategy Document outlines its key themes as:

- A thriving and sustainable local economy in the Borough;
- Minimise environmental impact, promote sustainability for a greener Borough;
- A safer Borough; and
- Reduce inequalities in health and wellbeing and for a more accessible Borough.

1.15 The LTP3 also includes more detailed consideration of these key themes, including in relation to Central Area parking provision. Better management of car parking is identified within 'Theme 1' of LTP3, along with sustainable transport to support regeneration, and reduce congestion. The LTP highlights a seasonal shortfall of parking capacity in certain car parks in summer and in December.

1.16 To address the above considerations, the LTP outlines a number of policy measures within the document, which broadly involve: introducing parking strategies for a range of different modes of travel; making better use of on- street and off-street car parking; linking potential reduction in parking with promoting alternative modes of travel; providing sufficient parking enforcement; and introducing a Blue Badge holder strategy.

Strategy aims

This strategy aims to develop a plan of action to:

1. Achieve a step-change in travel information provision, adopting a Smart City approach centred on meeting the needs of travellers.

2. Provide a framework for moving from a fragmented network of traffic control, car parking occupancy, payment and information providers to an integrated smart city data platform into which a network of specialist providers provide reliable, access-controlled feeds.
3. Better co-ordinate local public transport ticketing and information initiatives.
4. Effectively manage peak periods of visitor demand through a range of measures including:
    - Encouraging travel behaviour change by Southend residents and visitors on peak days through dedicated peak day communications.
    - Improving existing information resources including websites and social media.
    - Providing visitors to Southend Borough with comprehensive, up to date **pre-trip** and **pre-arrival** information about all travel and payment options available through a range of media.
    - Provide visitors to Southend Borough with improved travel information **during** their trip to Southend through a range of media and systems.
    - Improving wayfinding from car parks to key visitor destinations.
    - Actively manage traffic on days of high visitor demand through a range of on the ground interventions.
    - Continually improve the Southend visitor experience through engagement with visitors to understand their experiences and behaviours.
    - Improving access options for visitors to Southend, including changes to road layouts to provider easier, direct and more intuitive access to car parks, whilst reducing the impact of circulating traffic and vehicles.
5. Improve signage to principal car parks across the Borough through:
    - Directing drivers to the most appropriate car park.
    - Raising awareness of other seafront locations from Chalkwell to Shoeburyness to spread the demand
    - Encouraging use of less well used car parks, particularly on days of high demand.
    - Providing guidance on the most appropriate route to the car parks, particularly on days of high demand.
    - Adopting state of the art dynamic signage infrastructure to allow for variable signage which responds to the different patterns of demand in Southend.
6. Support the visitor economy through changes to parking tariffs for Summer weekends to better balance the demand for parking between the seafront and town centre car parks
7. Engage stakeholders early and frequently during implementation of the strategy.

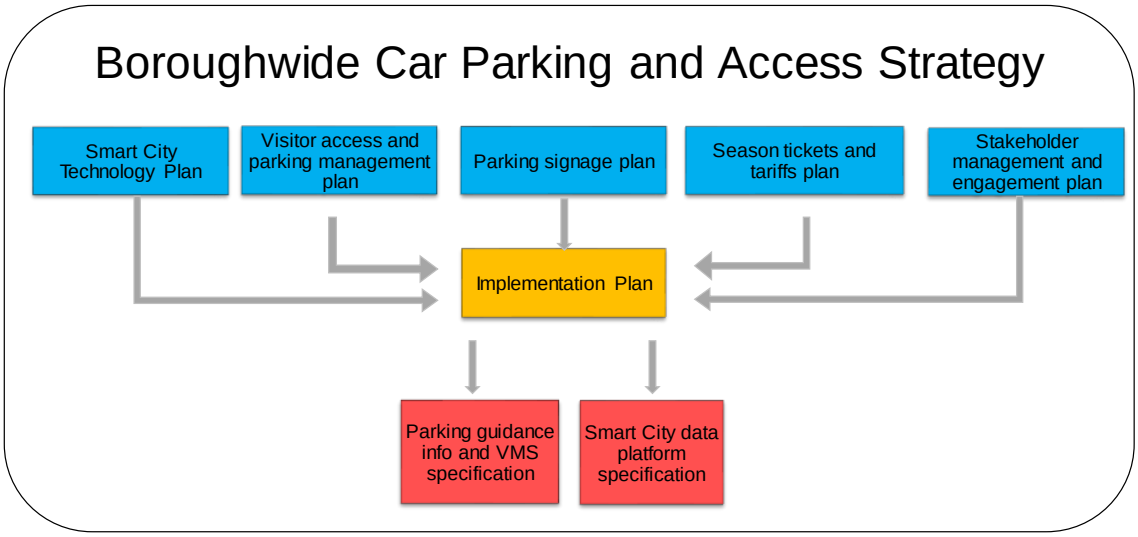
Structure of the strategy

1.17 **Following this introduction:**

- **Section 3** outlines the Smart City Technology Plan for Southend.
- **Section 4** presents a Visitor Access and Parking Management Plan.
- **Section 5** contains a Signage Plan.
- **Section 6** contains analysis and recommendations on tariffs and season tickets.
- **Section 7** contains an implementation plan which pulls together all the actions from sections 3 to 6.
- **Section 8** sets out the key stakeholders involved in delivering the plan and how they will be engaged and managed.

1.18 The strategy implementation will inform specifications for future systems including parking guidance and variable messaging systems and a Smart City data platform. The component parts of the strategy are illustrated in Figure 1:1.

Figure 1:1: Strategy structure



2 Smart City Technology Plan

Introduction

2.1 The aim of the Smart City Technology Plan is to inform the development of a well-executed technology and smart city strategy, balancing the needs of both the individual and the collective population of the town.

2.2 There are numerous providers and technologies throughout the parking and wider smart cities sector. This strategy considers how they could be adopted in Southend with an emphasis first and foremost on understanding the needs of Southend's visitors and residents.

2.3 The plan will help Southend-on-Sea Borough Council navigate a complex, entangled market, in order to select the most useful and relevant solutions, to engage with the best providers, and to understand the complexities and benefits of an integrated open data platform, and hence to realise a strategic goal of a more accessible, smarter Southend.

Background

2.4 Recent research into traveller needs has identified the need to improve the travel experience for people making journeys in the UK, identifying the "pain points" experienced. For journeys made by car, the research highlighted the pain experienced and time wasted in searching for available parking but identified enthusiasm amongst users for technological solutions to make their journey easier and some willingness to pay for improved parking services, particularly to guarantee a parking space. The research, by the UK Transport Catapult and a study by INRIX, is summarised in Appendix A.1.

Contents

2.5 This section is structured as follows:

- **User needs**: an overview of the needs of the users people travelling in Southend .
- **Parking and driver information**:
  - Analysis of the existing access and parking facilities and strategy in Southend.
  - Suggestions for actions to be implemented in the short term(within 6 months), medium term (6-12 months and long term (next 2 years)
- **Public transport:**
  - Existing public transport ticketing and information and cycle hire initiatives;
  - Recommended actions for better integrating services, ticketing and information.

Understanding user needs

2.6 Underpinning the entire process of developing a Smart City Technology Plan is a thorough consideration of the needs, behaviours and pain points of those who will be using the system. To help understand the user needs, a set of personas were developed. A persona is depicted as a specific person but is not a real individual; rather, it is synthesised from observations of many people. Each persona represents a significant portion of people in the real world and enables the designer to focus on a manageable and memorable cast of characters, instead of focusing on thousands of individuals. Personas aid designers to create different designs for different kinds of people and to design for a specific somebody, rather than a generic everybody. The methodology, which was partly informed by the findings of a survey of town centre and seafront visitors conducted on behalf of Southend-on-Sea Borough Council and completed by 849 respondents, is summarised in Appendix A.2.

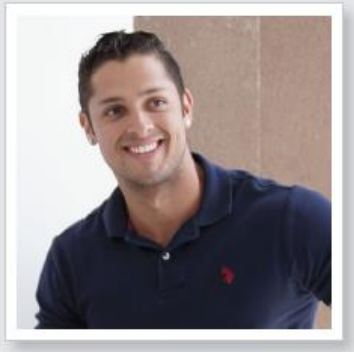
2.7 The persona profiles are shown in Figure 2:1

Figure 2:1: Persona profiles

Sarah

Local shopper

- Early thirties
- Lives alone in Prittlewell
- Typically walks or takes the bus to the local supermarket to top up on groceries
- Enjoys infrequent weekend shopping trips to the town centre
- On these occasions she drives to the Royals Shopping Centre near the seafront



Paul

Local leisure seeker

- Mid-twenties
- Local university graduate, lives in a rented flatshare with two other graduates
- Enrolled in a graduate scheme in a telecommunications company
- Desires a car to make it easier to participate in local sports clubs and spend days out of town
- Lives on a main road where affordable parking spaces can be very hard to find
- Regular user of technology, especially his smartphone

Nathan

Local worker

- Mid-thirties
- Works to the north of the Southend Central Area
- Prefers to drive to work due to family commitments, and he doesn't like using buses
- He has worked in town for several years so he knows where to find free on-street parking
- Happy to walk 10 minutes to work so he can get a free parking space

Roger

Long distance leisure seeker

- Aged 70, retired
- On occasional weekends travels to Southend from his home in Chelmsford
- Prefers to travel to Southend by bus rather than drive as he has a bus pass
- Doesn't own a smartphone and has little inclination to invest his time in learning about technology

The Williams

Long distance day trippers

- Husband, wife and two children
- Prefer to travel by car as public transport is difficult to negotiate with their children and luggage and the combined cost of petrol and parking is cheaper than a family rail ticket
- Like to park as close to their destination as possible to minimise the walking distance with their children and baggage

Simon

Long distance commuter

- Early thirties
- Lives in Billericay with his wife and young son
- Works as an accountant in the town centre
- Commutes by car as there aren't any convenient bus stops or railway stations near his home
- Having just started a family a cost-effective lifestyle is very important
- Owns a smartphone and regularly downloads apps to manage everything from his bank account to his travel plans

Analysis of existing situation

A typical peak season visitor journey

2.8 Alongside the user personas, it is helpful to consider the process of a typical journey taken by a user, from the initial idea to visit Southend all the way to arriving safely at their destination. By considering the steps a user must take, the facilities and services available to the user can be assessed in a more robust and purpose-oriented manner.

2.9 A key priority of The Council is to resolve issues with car parking availability and congestion during the peak summer season, and therefore to focus on the needs of day trippers such as the Williams family persona described earlier. Figure 2:2 illustrates a typical day out for a family and the pain points they are likely to encounter.

Figure 2:2: The Williams Family Profile

The Williams Family

Day at the Seaside

PRE-TRIP	DURING TRIP	NAVIGATING SOUTHEND	PARKING
It's the start of the school holidays and Steven and Laura are planning to spend a day at the seaside with their children. They decide to drive to Southend as it's the most convenient way for them to get all of their beach towels, toys, spare clothes and picnic food and accessories to the beach.	They leave early but still spend over an hour on the road, including 20 minutes sitting in traffic in a hot car despite following the satnav directions. By the time they reach Southend the kids are restless and getting hungry.	The seafront looks extra busy and the streets are crowded with traffic – it seems that everyone had the same idea to go to the seaside. They keep an eye out for car park signs but struggle to find one with spaces or one that they can reach easily with all the one-way roads.	They end up circling the town looking for a convenient place to park, and eventually Laura uses a map on her phone to find a car park further away. She struggles to get a good data connection and Wi-Fi isn't great so using her phone is frustrating and slow.	When they get to the car park there are spaces, but it's much more expensive than some of the places they'd seen already. By this point they've all had enough and just want to get out of the car so they decide to park here and start unpacking the car. They have to leave behind some of their picnic because they can't carry everything so they'll need to spend money on extra food later on.	It takes them much longer than they hoped to walk back towards the town centre as they have a lot to carry. By the time they reach the seafront they're all hot and bothered and relieved to finally be able to relax.

Parking and driver information

Current car park infrastructure, technology and management

2.10 While examining the current situation in Southend, the following shortfalls were identified:

Data collection and processing

- There is scope for much greater collection of data through investing in new technologies (e.g. sensors, apps) and using this and the data that is already produced to guide the strategy development and provide a level of prediction. In the Southend context, applications may include using historic car park occupancy and traffic flow data from hot, sunny days to provide more accurate information to users about likely congestion and car parking availability on such days
- With more stringent rigorous analysis of this data, user behaviour and needs can be better understood.
- The data from the Parking Guidance System (PGS) is not linked with ticket machine data or other datasets the Borough holds. Data is drawn from the car parks that are linked to the PGS, not all the car parks in the Borough have this system and some of the larger car parks are privately operated e.g. Sainsbury`s in the London Road and Central Station NCP.

User experience

- Parking spaces near visitor destinations can be very difficult to find at peak times.
- A greater amount of data needs to be passed on to users in a friendly format to allow them to make more informed travel decisions in real-time.
- The pricing of parking does not necessarily support demand management across the beachfront and the rest of the central area.
- Parking payment technologies are changing across car parks with ongoing introduction of pay by phone/app and there is variation in the approach taken at Council-operated and privately-operated car parks. Users may therefore be unsure whether they can pay with an app, pay by card, or need to be carrying change.
- There are several websites available for visitors to plan journeys to Southend-on-Sea which do not link to each other in a co-ordinated way. There is no single site or portal providing travel information to visitors across different modes (see review in Appendix A.3).

Management

- Price distribution does not discourage drivers from reconsidering parking at the seafront (see review in Appendix C).
- Current parking utilisation data is now presented in a more accessible, google map type format (**www.visitsouthend.co.uk** (parking), but the source data is not widely accessible to third parties (e.g. Parkopedia). Further improvements to make the website link more visible and accessible are needed. Initial improvements were made in Summer 2017 as shown in Appendix A.5.
- Layout of website provides information for drivers first, missing an opportunity to use the website and data to encourage behaviour change and reduce strain on car parks.

2.11 The current structure of systems providing data on car parking occupancy, information to users and payment systems is summarised in Figure 2:3 with some of the current pain points and solutions outlined in Figure 2:4.

2.12 Potential solutions are summarised in an outline sketch of the strengths and weaknesses of various providers currently offering products and services in the smart parking, traffic

management and data/telecommunications markets in Figure 2:5. These assessments are based on telephone interviews with representatives of these companies and online desktop research, and as such are subject to interpretation and should not be relied upon in terms of procurement evaluation.

Figure 2:3: Summary diagram of existing situation for Council operated car parks

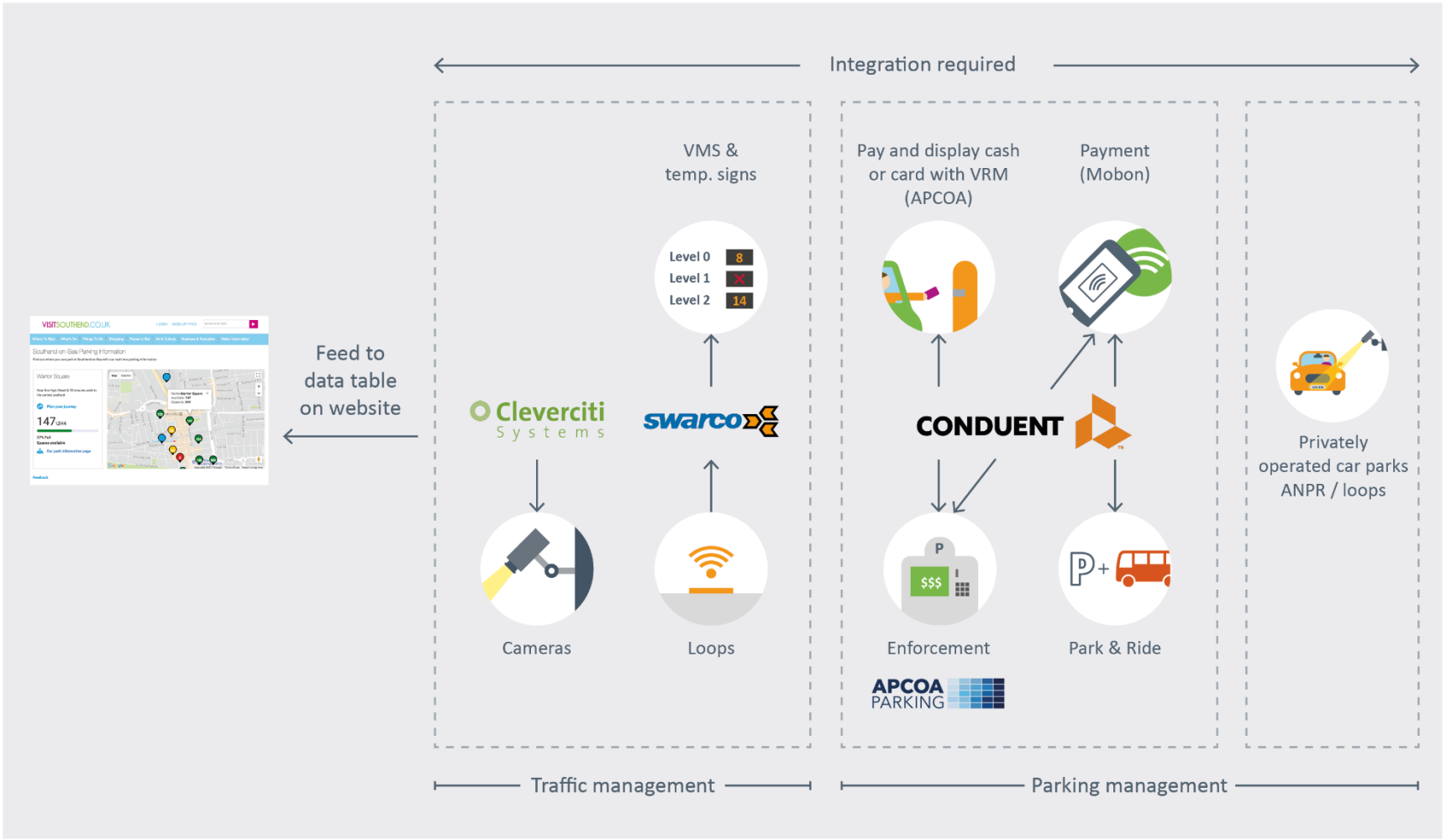


Figure 2:4: Current pain points and potential solutions

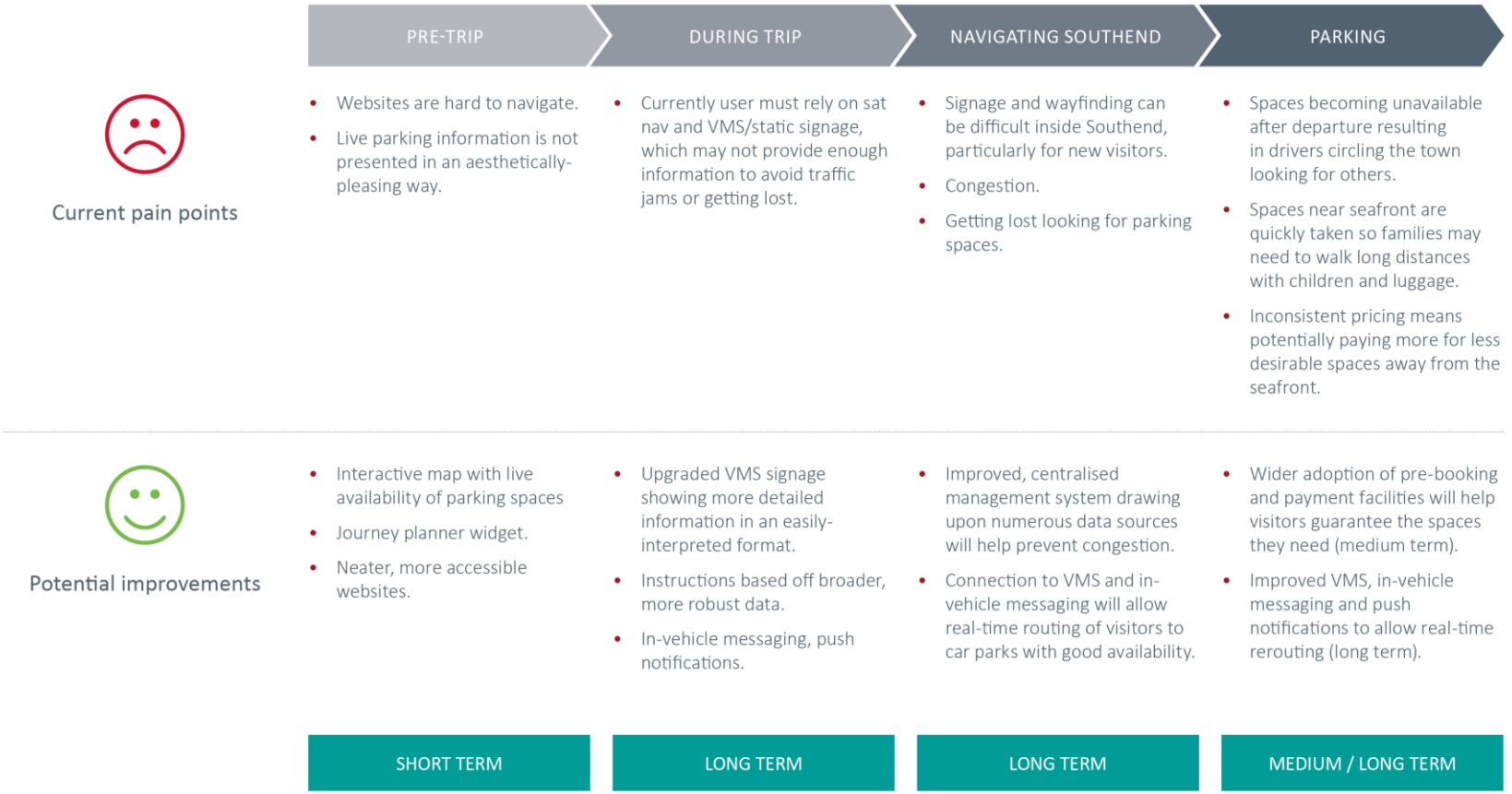


Figure 2:5: Review of key technology providers

	Existing SoSBC suppliers										Other example suppliers				
	Dynniq	Cisco	InTechnology	Siemens	Conduent	APCOA	CleverCiti	Swarco	Telematics	JMW	AppyParking	Parquery	Parkopedia	SmartParking	Everyday Travel App
Parking Management	✓	✓		✓	✓	✓	✓	✓		✓				✓	
Booking						✓	✓						✓		
Payment	✓			✓	✓	✓	✓	✓			✓		✓	✓	
Enforcement (identification of contraventions)		✓		✓	✓	✓		✓						✓	
Enforcement (operations)					✓	✓		✓						✓	
Staffing						✓								✓	
Parking Hardware / Infrastructure	✓			✓				✓							
Traffic Management	✓			✓	✓			✓		✓	✓				
EV Charging				✓		✓		✓							
Sensor Technology	✓	✓		✓			✓	✓	✓			✓		✓	
Data Platform (i.e. integration of multiple transportation data services)	✓	✓		✓	✓		✓	✓	✓	✓		✓		✓	
Smart City Platform (i.e. provides platform for integrated transport / entertainment / leisure/ amenities data / services)		✓		✓					✓						
Open Data	✓	✓			✓	✓	✓				✓	✓	✓	✓	
VMS interaction	✓	✓		✓	✓		✓	✓							
VMS manufacture				✓			✓	✓							
Journey Planning / In-Vehicle Messaging				✓	✓		✓				✓		✓	✓	✓
Smartphone Interaction / App Development	✓	✓	✓	✓	✓		✓	✓			✓		✓	✓	✓

Existing Council providers

2.13 Some of Southend-on-Sea Borough Council's existing traffic management and parking systems suppliers have reflected on the Council's broader smart city ambitions and have indicated how their solutions could be utilised to support those plans. Some examples from Conduent and Siemens are outlined in Appendix A.4.

2.14 The Council's parking, access and technology operations are also supported by a number of other suppliers:

- **Dynniq** provide the traffic signals management systems in the Borough;
- **InTechnology** are the suppliers of the free Wi-Fi services in the town;
- **Apcoa** operate The Council's public car parks;
- **CleverCiti** are currently trialling a number of intelligent cameras to identify the parking occupancy rates at a selection of sites in the town;
- **JMW** provide the bus priority system in the Borough, as well as providing real time information for the bus network;
- **Telematics** are providing a smart lighting system that is currently being installed across the Borough'.

2.15 As there is likely to be overlap between proposals of different providers, there is a need for Southend-on-Sea Borough Council to determine the required functionality as part of longer-term technology plan vision (see medium term actions).

2.16 In early 2018, a workshop was held with the a number of Southend's existing technology providers to brief them on the Parking and Access Strategy, and to provide a forum for them to air their views on the Technology Plan proposals.

2.17 A number of key themes emerged from the workshop that the suppliers indicated were central to delivering the parking and access technology plan, and to support SoSBC's wider smart city ambitions. These themes are summarised in Table 2.1.

Table 2.1: Technology plan implementation themes - supplier observations

Theme	Description	Was does this mean for the delivery of the technology plan?
Collaboration, integration, and interoperability	Collaboration between suppliers, and appropriate levels of integration between the underlying systems was deemed to be critical to supporting The Council's plans.	The Council will need to consider how to create an environment where this is possible (e.g. via procurement, specifying the use of certain standards etc.).
Data sharing, management, ownership & security	The success of developing a smart cities platform relies on the availability of data that can be shared between all parties.	Consider the development of a Data Management Strategy that sets out the procedures for data exchange, re-use, and ownership principles.
Use cases & scope	To enable the market to offer appropriate solutions, it is important for The Council to define the use cases that they wish the suppliers to support. Timing and phasing is key to this.	Consider the use cases that are key to delivering the Parking and Access Strategy, and the timescales associated with these.
Local vs Global	Be mindful of the balance between developing solutions that are bespoke to Southend versus the opportunities for making use of solutions that have a broader focus.	Consider the importance of making data available to third parties, and how systems within Southend interact with wider platforms/services.
Adapting to future changes	It is important to deliver solutions that address the Borough's needs today, but remaining agile to changes in the future. Developments such as the increasing connectivity of vehicles, and the use of different parking payment and management solutions, means that the Borough's parking service is likely to have to respond to new ways of interacting with users.	How will the procurement process support change in the future and how will any implemented solutions remain agile to change.

Public transport

2.18 Southend is well served by rail and bus networks offering potential for increasing the proportion of trips made to and within Southend by public transport. Local Transport Plan Policy 2 seeks to encourage and facilitate the use of sustainable modes and public transport for travel and modal shift from car travel.

The opportunity for increased public transport use

2.19 Approximately 105,000 people are within a 30 minute or less travel time of Southend Central seafront and approximately 580,000 people are within a 60 minute or less travel time.

2.20 Southend Central Area is exceptionally well served by rail for a town of its size with a high rail service frequency – nine trains an hour link Southend to London during Monday to Saturday daytime, a similar service to Brighton for example. Southend is better served by rail than competitor destinations – the frequent rail service is a real asset for Southend to exploit.

2.21 Within Southend Central Area, visitor destinations, shopping facilities and workplaces are generally within walking distance of one of the two rail stations and centrally located Travel

Centre. With a highly walkable compact town centre, there is little need for onward travel by public transport once a visitor has arrived in Southend, with some limited cycle hire options available for slightly longer onward journeys.

2.22 Opportunities to increase the proportion of trips include:

- Increasing commuting by public transport; and
- Increasing the proportion of leisure, tourism and shopping trips made by public transport.

2.23 Target markets include residents of Southend, residents of neighbouring boroughs and visitors from further afield.

Existing Initiatives

2.24 Public transport ticketing, information and cycle hire initiatives in Southend are a mix of operator-led and Council-led initiatives, with limited integration between modes and operators. Table 2.2 summarises some of the most significant initiatives for Southend residents and visitors.

Table 2.2: Public transport and cycle hire initiatives in Southend

Initiative	Description
Bus	
Mobile ticketing (Arriva and First)	A range of daily, weekly and monthly bus tickets can be purchased through operator apps for use on each operator's services only.
Carnet tickets (Arriva and First)	Ten single bus journeys can be purchased through operator apps (or on bus for Arriva), for use on each operator's services only.
Octopus multi-operator ticket	Daily, weekly, 4-weekly or annual bus tickets available from Southend Travel Centre, for use on any operator's bus
PlusBus	Add-on to rail tickets, offering unlimited bus travel, available for onward travel from Southend Central, Victoria and Leigh-on-Sea stations. Daily, weekly, monthly, quarterly and annual options available.
Rail	
Rail season ticket smartcards	C2C and Abellio offer smartcards for storing rail season tickets. C2C link smartcard to a loyalty scheme offering rewards such as free off-peak tickets
Days Out Deals	C2C offer rail user discounts for attractions in Southend (Adventure Island, Sealife, Central Museum, MGA Fantasy Park, hotels and cafes). Abellio offer user discounts for attractions elsewhere but not currently for attractions in Southend.
Group Save	C2C and Abellio offer 1/3 reduction on off-peak fares for groups of 3-9 adults and "Kids for £2"
C2C Flexi-season ticket	Season tickets aimed at part-time commuters / occasional travellers. 10 ticket bundles, with unlimited travel each day, to use within 6 months
Cycle Hire	
Bike and Go	Cycle hire available from Southend Victoria station for £3.80 for pre-registered members.
Motion Hub	24 hour on-street bike hire service, providing bicycles for hire for residents and visitors from a number of automated stations in Southend.

2.25 The initiatives being taken forward by operators offer significant potential for increasing local and regional public transport trips to workplaces, visitor attractions and shopping areas in Southend. In particular:

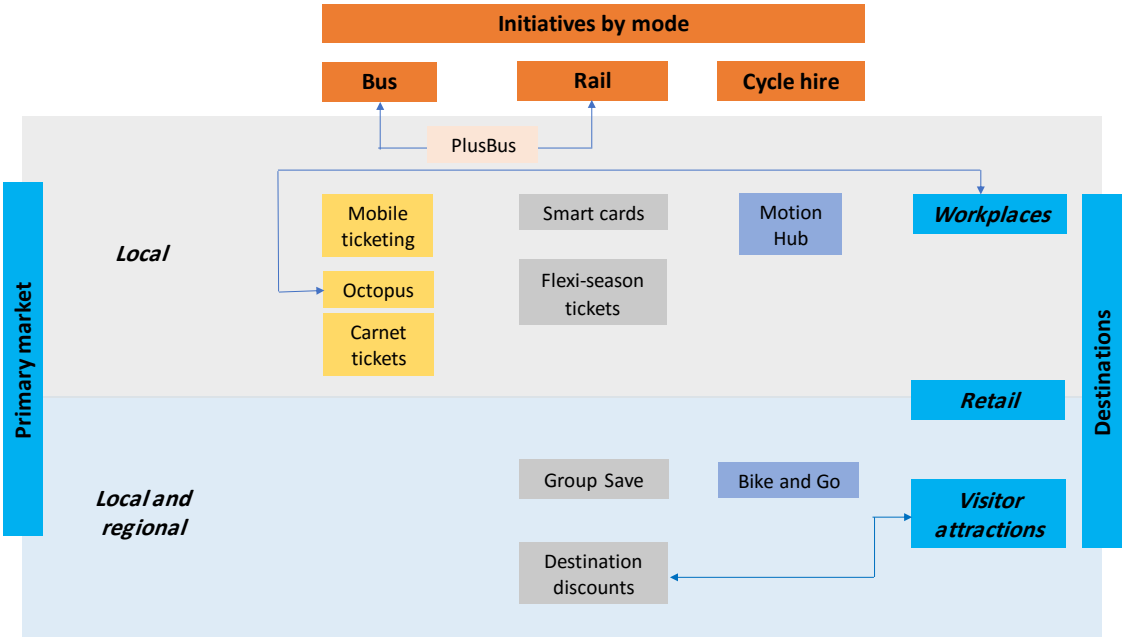
- Group save rail tickets, child ticket offers and destination discounts increase the potential for families to travel to visitor attractions in Southend by rail;

- Cycle hire, though limited in scale at present, offers an additional option for travelling onwards from rail stations in Southend and for travelling within the Borough, including utility journeys and leisure trips.
- Mobile bus ticketing offers easy payment and speeds up boarding; and
- Carnet bus tickets and flexi-season tickets for rail facilitate occasional use of public transport, providing an attractive ticketing option for those who do not use public transport every day.;

2.26 In combination there is potential for the range of mobility services in Southend to be enhanced and integrated. If achieved successfully, this not only increases the attractiveness of using public transport to local residents and visitors from further afield in preference to car travel, but can also provide a realistic alternative to car ownership amongst local residents.

2.27 The diagram in Figure 2:6 considers the relationships between the various initiatives with regards to the local and regional markets and the destinations within Southend. As shown in the diagram, integration between initiatives, services and ticketing is limited.

Figure 2:6: Local public transport and cycle hire initiatives in Southend



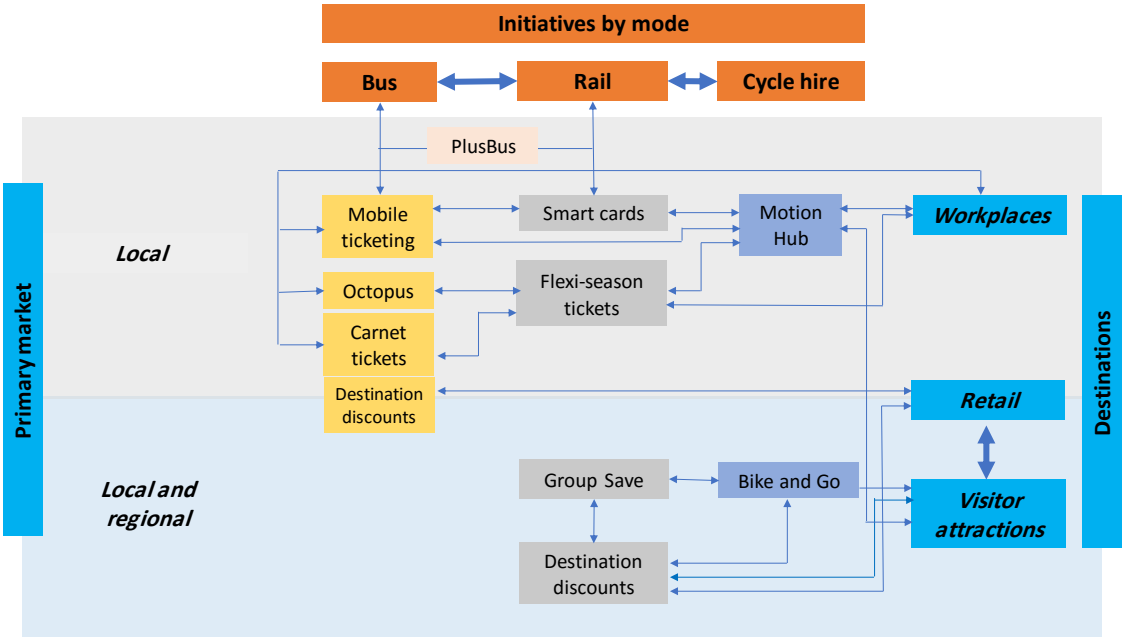
2.28 Achieving greater integration between mobility services and collaboration between transport operators and the Southend destinations they serve opens up greater opportunity for public transport use. Potential linkages are summarised in Figure 2:7. In summary, potential measures to explore include:

- Integration between cycle hire and rail tickets;
- Integration between bus and rail ticketing;
- Retail destination discounts for bus and rail users;
- Additional visitor destination discounts for rail users and integration with GroupSave; and
- Integration of Plus Bus into rail smartcards and bus mobile ticketing

2.29 Eventually integration could allow a “mobility as a service” package for local travel where users plan and pay for all modes of public and private transport within Southend on a monthly

subscription. The MotionHub programme[1] will integrate the existing cycle hire with an electric car club – there is potential to expand this programme to cover the integration activities listed above.

Figure 2:7: Potential future linkages between mobility services and key destinations



Proposed actions

2.30 Analysis of the current infrastructure used in Southend, the pain points experienced by users, their needs, and the broad range of technologies and providers revealed that potential solutions to develop a smarter car parking and access strategy could take many forms, of varying complexity. The greater the complexity of the solution, the more time and money would need to be invested to develop and implement the array of new infrastructure and software, and the more interwoven the network of providers and partners would be in delivering this solution.

2.31 However, the benefits of this investment could be very significant, with a greater ability to understand user behaviour, encourage behaviour change, and manage traffic routing in real-time, resulting in an improved experience for visitors to Southend, reduced congestion, and greater revenue gains from car parking.

2.32 As the Council moves towards becoming a "smart" Borough, it is key that there is a clear vision with specific objectives founded on addressing individual and collective user needs, which will lead to a more sustainable and integrated mobility network. This vision should be created and owned by Southend-on-Sea Borough Council, partners and stakeholders and used to brief prospective technology partners, in order to provide a framework against which each technology solution can be appraised, in isolation and as part of a smart eco-system.

2.33 Through implementing quick wins, followed by detailed evaluation of the parking and access technology in use throughout Southend, and a consideration of the strengths and weaknesses of different providers, Southend-on-Sea Borough Council will position themselves on a much

[1] http://www.southendbikeshare.com/faq.html

stronger footing to approach providers. Given the rate of innovation in the digital and technology market it is advised that the Council adopt an agile, iterative approach to delivery of smart solutions across the Borough, and hold flexibility and interoperability as fundamental principles.

2.34 With this in mind, and considering the conflicting needs of Southend-on-Sea Borough Council to deliver a short-term fix and a long-term solution, outlined below is a potential strategy with actions to be taken across a range of timescales – short-term, medium-term and long-term.

Short term (< 6 months)

Data and introduction to new systems

- Review the existing approach to maintaining an up to date database of car parking in the Borough with a view to moving towards an online database that can feed information into other systems. Ensure car park names are consistent between database, signage and information provided to the public, ensure a regular maintenance and updating regime.
- Explore opportunities to:
  - Capture an accurate view of parking occupancy across the Borough (on-street and off-street) so that this information is available in real time.
  - Publish that data so that it can be consumed by 3rd parties in real time.
  - Automate the publication of the data on VMS within the Borough.
  - Collate the data from the existing parking management systems so that it can feed into a broader Cisco Kinetic platform.
- Integrate historical data on parking space occupancy by time of day to provide users with more details on when and where to park.
- Additionally, with stronger marketing more value can be gained from the APCOA Connect/Mobon cashless system; encouraging greater uptake of the system while it is still in place will allow more insight to be gained, while also familiarising more of Southend's users to a new technology.
- Launch of new Mobon app to promote contactless payment.
- Provide access to third party developers to link with their systems e.g. Parkopedia
- Raise awareness of Town Centre Southend free WiFi launched in October 2017 to provide access to parking apps and payment systems

Website overhaul

- Benchmark the design, format and user experience of the transport information on all Southend digital assets against comparable sites.
- Redesign the Southend-on-Sea Borough Council and Visit Southend website content related to parking to make them more dynamic, legible and informative.
- Ensure parking pages include up to date information on all key off-street car parking, including any new sites introduced. This will build on the improvements made to the presentation of live car park occupancy data through development of a more user-friendly map on the Visit Southend website which shows the location of each car park, live information about the number of spaces available and links to the Google Maps journey planner to help users find each car park (see Appendix A.5).
- "Plan your journey" embedded widget allows for a more personalised journey planning experience, allowing the user to compare potential routes and modes based on price, duration, etc.
- Utilise data within the Cisco "Connected Digital Platform" as part of the Smart City projects.

Medium-term (6 months – 1 year)

2.35 After implementing short term quick-win solutions to help resolve the issues associated with car parking and access in Southend, more attention can then be turned to understanding the wider opportunities to develop a more complex, integrated solution.

2.36 In the medium term, it will be essential to assess progress with the current situation, and plan ahead for an integrated smart city platform. The aim is to develop a strong understanding of the situation and arrange all the building blocks, to be able to host an integrated data platform within one year.

2.37 This must be done in the context of the known existing arrangements with suppliers. Given that traffic management will be undertaken through the Siemens Stratos[2] system, with parking enforcement provided by APCOA, Conduent providing an online payment platform (Mobon), and a new contract for PGS and VMS (currently Swarco), the task is to assess how additional technologies, and which providers, can supply additional services to integrate effectively with those suppliers to feed into a single platform, and whether better use can be made of the existing setup.

2.38 For example, a priority will be to publicise the Mobon platform and encourage as many visitors and residents to start using it. During this assessment, it would be highly beneficial to establish:

- which technologies are currently in place;
- which are future-proof, and therefore able to integrate into a platform;
- which need repair or replacement; and,
- which are outdated, and will need to be upgraded to an entirely new technology.

2.39 This review should take account of the needs of different users and stakeholders (e.g. user response and take up of new technologies). This phase also represents a great opportunity to run trials of new solutions alongside those currently in place, to gauge the receptiveness of users to changes before making a large investment.

2.40 The exact form of the user interaction, whether in the form of an app, in-vehicle messaging, or a multitude of other formats, should not be of concern in the medium term. Once the building blocks are in place, it will be much easier to visualise how data can be pushed out to visitors, and will provide a stronger grounding when approaching technology providers in search of a partnership.

2.41 It is recommended to take time over this, as the smart cities technology market comprises a complicated, entangled web of numerous suppliers, each providing different (and often overlapping) technologies and services.

2.42 It is important to assess the available options and choose products that will best suit the longer-term strategic goals in a cost-efficient manner that minimises complexity as far as possible. An effective procurement route is required to challenge the market to be innovative and be part of the improvements. Seeking funding support and collaboration with providers of systems will be essential and well as looking at what has been achieved by other local

[2] Developed using cloud-based technology, Stratos delivers scalable real-time traffic management, information and control, ranging from basic monitoring to strategic control of complex urban traffic environments.

authorities and understanding Central Government`s (DfT) role in promoting new systems. This is especially relevant in terms of the new markets and exploitation provided by Innovate UK and the Transport Catapult

2.43 Given the above, and to enable The Council to be in a position to prepare smart city procurement activities, it will be important to have clarity on a long-term vision, an appraisal of the current situation, and an understanding of the procurement choices available. It is therefore recommended in the medium term to prepare a Technology Plan Implementation Options Analysis that covers the following:

- Establishment of a core vision for the technology plan (objectives, identify key functions that it should support and deliver, e.g. traffic management, parking guidance, understanding of parking occupancy status, communication of parking availability to users etc.);
- Preparation of a more detailed gap analysis of the existing system and providers against the vision and key functions;
- Setting out of the options for filling in the gaps, or making adjustments to the supplier environment where appropriate (e.g. to consolidate a set of functions under one suppliers responsibility rather than being distributed across multiple systems).

2.44 The output from this report will provide Southend-on-Sea Borough Council with a basis on which to determine some of their upcoming procurement choices (e.g. updates to the Variable Message Signage and parking guidance system).

2.45 To push forward improved co-ordination of local public transport initiatives, a **local travel working group** comprising local transport operators, Council, workplaces, businesses and retail destinations in Southend is proposed. The group's remit initially will be to work jointly on measures to increase public transport use for local trips within Southend. Delivery tools may include workplace travel plans, marketing initiatives, travel information improvements, ticket offers and incentives. In the longer term, the group can work towards integration of initiatives and ticketing systems with a view to achieving mobility as a service in Southend. The opportunity for integrating this group into the activities of the South Essex Active Travel Group, currently delivering the Ideas in Motion programme of sustainable travel promotion, should be explored.

2.46 Suggested areas of focus for the group initially include:

- Retail discounts and incentives for bus users;
- Workplace public transport ticketing initiatives;
- Promotion of the various ticketing options to local residents, particularly the options to facilitate occasional bus and rail use;
- Expansion of the Motion Hub cycle scheme and integration with rail and bus;
- Consistent and accurate travel information provision across the various websites in Southend.

2.47 For initiatives aimed at visitors, a **visitor travel working group** comprising local transport operators, the Council, retail and visitor destinations in Southend is proposed. The group's remit will be to work jointly on measures to increase public transport use for visitor trips to Southend, including by park and ride and to deliver the Visitor Access and Parking Management Plan (section 3 of this strategy). Delivery tools are likely to include marketing initiatives, ticket offers and incentives and travel information

2.48 In addition to delivery of actions within the Visitor Parking and Access Management Plan, the suggested areas of focus for the group initially include:

- Additional destination discounts / deals for rail and bus users.
- Promotion of destination discounts / deals.
- Promotion of Group Save by rail.
- Consistent and accurate travel information provision across the various websites in Southend.

Long term (> 1 year)

2.49 With a robust data platform set up, combining feeds from an array of different sensors and sources, attention can then be turned to how to maximise the value of this data. There are various ways to record car park occupancy including loops, cameras and sensors - there will be a need to consider the potential benefits and constraints of each type of system and applicability to on-street and off-street parking. This may require trials and testing – flexibility within any contract for a parking guidance system is required in order to allow trials and use of different car park occupancy monitoring system types.

2.50 The opportunities are extremely broad to integrate transport data with data from numerous other sectors, including weather, retail and pollution, to help users plan their visits to Southend, incentivise them with discounts in their favourite shops, and make the town more accessible and sustainable.

2.51 Alongside the physical infrastructure, the Council will also need to consider how to develop policies that are compatible with new technologies in the context of the growing role of data. Particularly, the Council should consider the extent of its own role in pushing transport data to the public.

2.52 Creating a robust data platform and reliable, access-controlled APIs will provide an opportunity for third party developers to innovate, building new apps and services which can process the collected data to provide novel value to consumers.

2.53 Access to the data should be carefully managed to ensure the Council gets a good return from third parties in exchange for this valuable data.

2.54 A suggested future structure for systems providers to feed into an open data platform is illustrated in Figure 2:8. The long term of implementing Smart City measures is to improve the journey experience for visitors such as the Williams family, as illustrated by Figure 2:9.

2.55 Initiatives to support the implementation of the technology plan should give consideration to the above themes.

Figure 2:8: Smart City data platform

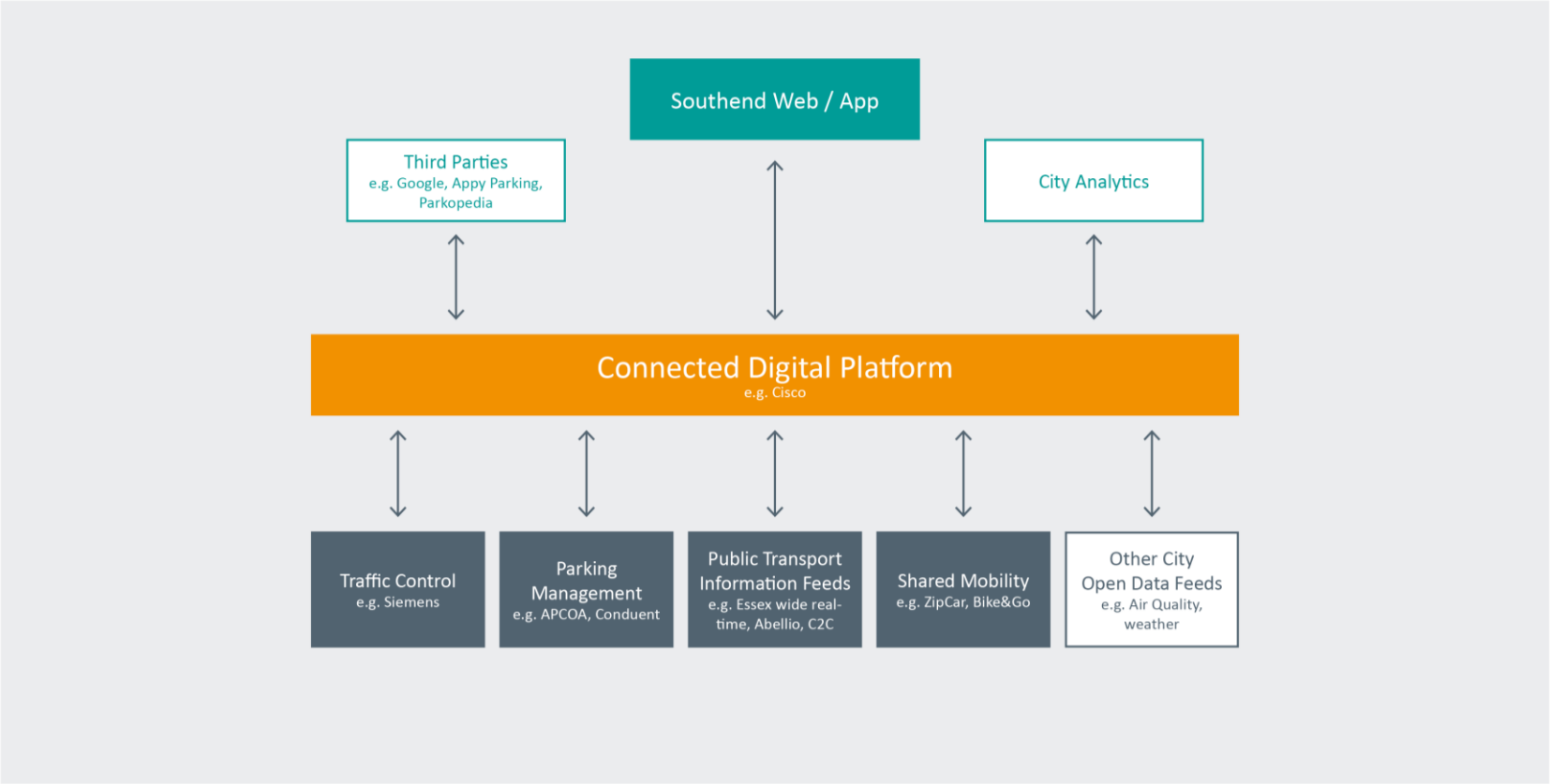


Figure 2:9: The Williams family – impacts of technical innovations on the user experience

The Williams Family

Impacts of technical innovations on the user experience

PRE-TRIP | DURING TRIP | NAVIGATING SOUTHEND | PARKING | END OF TRIP

On the morning of the family trip to the seaside, Laura goes to the Visit Southend website to plan her journey to Southend with her husband and two children. Bearing in mind the family and luggage on board, she decides to drive the family e-car. She finds her way easily to the travel information page, and finds an interactive map with live availability of parking spaces and charging points across Southend.

She compares prices and availability, and decides that she would be happy to pay a slight premium to reserve a space near the seafront. With a few clicks of the mouse, she has reserved and paid for a space in the Seaways car park.

Laura's connected car receives an update from the Southend traffic management system, informing her of a crash and recommending an alternative route. She is guided by VMS signs, and by push notifications to her phone and sat nav. The broad improvements to traffic management procedures across the borough have reduced congestion, allowing the family to reach the seafront with minimal delay in spite of the roadworks and crash.

Upon arriving at Southend, finding their parking space is a breeze. There are far fewer vehicles circling the town searching for parking – fewer people drive to Southend these days as a result of behaviour change initiatives (such as the journey planner tool on the website highlighting available public transport options), and the majority of drivers in Southend have already reserved spaces. Additionally, Laura's sat nav provides her with clear directions to the Seaways car park.

The barrier at the entrance raises automatically as a camera recognizes her number plate. Laura proceeds to park in an available space and plugs the e-car in to recharge. Having already paid, she doesn't worry about digging in her pockets for cash or searching for a ticket machine; instead, the family grab their luggage and head straight for the beach.

Towards the end of the day, a message to Laura's phone notifies her that her booking has almost run out, giving her plenty of time to pack up the bags and wander back to the car with the family. She quickly checks her phone for travel updates and finds that the crash has been cleared, so decides to take the more direct route home.

3 Visitor access and parking management plan

Introduction

3.1 This section outlines a Visitor Access and Parking Management Plan for times of peak demand and congestion on the highway network in Southend-on-Sea Borough, for example Public Holidays and during the school summer holidays. It is based on analysis of available information relating to visitor numbers and parking demand. As noted in the Southend-on-Sea Tourism Strategy (2017), over 6 million day trips are made to Southend each year.

3.2 The plan focuses on the areas of Southend most popular with visitors, principally seafront destinations along the shoreline from Leigh to Shoeburyness, and aligns with travel objectives outlined in Tourism Strategy.

Background

3.3 **Southend-on-Sea's Tourism Strategy (2017),** a joint vision with broad participation from multiple partners, sets out a vision to be England's number one visitor destination. It includes an action plan which shows practical steps towards delivery covering a range of cross cutting themes and shows how the strategic aspirations will be reached. The strategy is not setting out to tackle every issue but focuses on five key themes that are pivotal to success. Those themes are:

- Communications and marketing;
- Infrastructure - getting here and moving around by 2027;
- Destination development;
- Events and cultural tourism; and
- Make Southend Sparkle.

3.4 Objectives relating to travel and transport are summarised in the panel overleaf.

3.5 The **Southend Central Area Action Plan (SCAAP)** includes a range of development proposals that relevant to the visitor offer in Southend. The main proposals include a new seafront museum and a leisure development at the Seaway car park incorporating and new cinema. As noted in the tourism strategy, the Seaway development will add a year-round leisure offer in the central seafront adding footfall opportunities pre-and post-film screenings for the tourism businesses on the seafront. This additional feature will provide an enviable year-round attraction supporting longer dwell times for visitors and residents in this location throughout the year. The Visitor Access and Parking Management Plan must be flexible and adaptable to changes in parking provision. With a number of Town Centre sites with potential for development, signage and information to the public must be consistent. The recent purchase

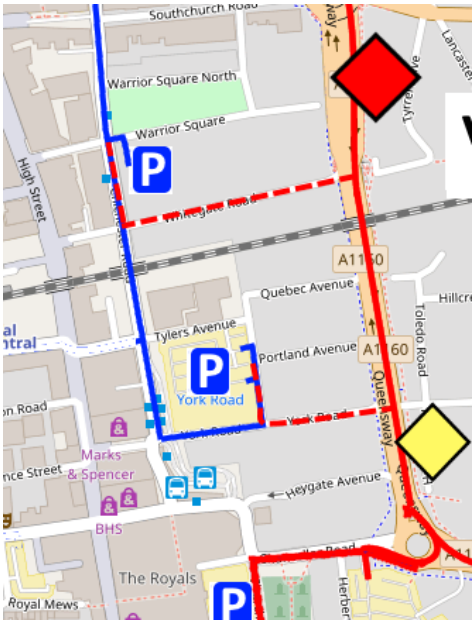
of the old Gasworks Site and proposed opening for parking provides an opportunity to ensure that parking supply is maintained if other car parks are reduced in capacity.

3.6 The SCAAP also includes public realm improvements which will enhance the visitor experience by creating a more pedestrian and cycle friendly environment. The SCAAP proposals directly relating to visitor access to the town's core tourist facilities adjacent to the seafront include retention of the same quantum of publicly available off-street parking in the southern part of the town centre nearest to the tourist facilities (south of the railway line).

3.7 Highway works on Queensway as part of the **Town-Centre Redevelopment Improvement Project (TRIP)** part-funded by the National Productivity Investment Fund will allow easier access to car parks in Southend Central Area. The improvements will enable car park users to access parking at Warrior Square, Tylers Avenue and York Road from Queensway, reducing access traffic on roads within the core of the town centre which will in turn bring environmental benefits through improved air quality and the ability to improve the public realm to help restore a sense of place (townscape benefits).

3.8 The Queensway scheme includes opening routes to Warrior Square, York Road and Tylers Avenue car parks from Queensway as shown in Figure 3:1. Not only does this improve access to shoppers, it provides a much more accessible route for seafront visitors to park in town centre car parks if the main sea front car parks are full.

Figure 3:1: Future car park access opportunities route arising from TRIP improvements



Tourism Strategy Infrastructure - Getting here and moving around by 2027
Pre-arrival information provided on the *visitsouthend* website will help ensure visitors have the information needed to plan their stay. Partners across Southend will provide clear information on their own promotional material to assist with the best way to reach their particular destination.
Partnership working between the Business Improvement District and the Council will ensure accurate and useful information is provided.
Variable Message System communication and smart city technology will communicate with mobile devices when in the Borough so that drivers can be assisted to the optimum routes and find parking locations quickly.
Clear signage will help drivers to find all areas efficiently whether seeking the central seafront, blue flag beaches at Shoeburyness and Thorpe Bay or Leigh.
Investment already made in road improvements help to improve access to the central seafront at peak times will be supplemented by park and ride options development and traffic management arrangements to ensure as efficient a journey as possible is achieved weekend or mid-week.
Council investment planned in 2017/18 will have developed additional parking provision in the central area of Southend.
Public parking will be clearly signposted with long stay and short stay locations with pricing tariffs to match expectations and competitive with other destinations of similar demand. Parking provision will have been reviewed and refreshed through a comprehensive parking strategy to address needs of the visitor economy and to support the growth agenda.
Coaches will be welcomed in Southend with dedicated parking facilities away from the central area but with ample drop off and pick up points at the key seafront and popular locations. Coach operators will be able to make short break tours as part of their programme providing coach groups with itineraries to match needs including history, activities, seaside fun, theatre etc. These overnight packages will enhance the value of tourism from this sector from the traditional day visitors only.
Disabled groups will be welcomed on our beaches with dedicated facilities at City Beach, Three Shells beach and its lagoon and at Thorpe Bay (Tram Stop shelter).
Mobi-chairs supported by Southend Dial will be in place. Disabled drop off bays on City Beach will assist at this busy location where also ramp access to the beach and disabled toilet facilities ensure a welcome for all.
Public transport Rail partners on both routes to Southend will be key to assisting with promotional and marketing of the destination along with adding value to the travel planning by visitors to the area and moving them around with minimal impact on the road network. A modern fleet of trains running on a reliable network will make travel by train an easy choice. Rail operators will play a key and regular part of the Tourism Partnership.
Promotional offers to reach Southend outside of the peak will deliver our strategic objectives of extending the season throughout the year. Ticket deals will develop to enable good value ticket prices that provide for visitors to stop overnight.
Smart ticketing and interoperability between bus and rail operators will enable visitors to easily select public transport as a preference with both ease of access and value for money.
Bus operators across the Borough will be engaged with the Tourism Partnership to link travel promotion and provide options for residents and visitors to explore the area. Staying for a short break in Southend using public transport will be made easy with ticketing options allowing overnight visits

Contents of this section

3.9 The first two parts of this section include background relating to:

- **Southend's seafront visitor destinations and access**: the report outlines the main visitor destinations in Southend and the access options available for visitors with full detail in Appendix B. For Southend Central Area, an outline of the findings of parking occupancy surveys, which highlight the patterns of car parking occupancy at times of peak demand, is provided;
- **Southend's visitors:** explores the limited information available about the location and journey purposes of Southend's visitors;

3.10 The third part of the section contains a **Visitor Access and Parking Management Plan**: a recommended visitor access and parking management plan to better manage peak day demand.

Southend's seafront visitor destinations and access

Introduction

3.11 Southend's tourism and leisure attractions are principally located in the central seafront area around its iconic Pier which include City Beach, Adventure Island theme park, Sealife Adventure, Kursaal bowling centre, restaurants, cafes, and related entertainment facilities.. This is the main area for trip demand. However, visitors are also attracted to Southend's retail and leisure offer in the town centre - Southend is also an important regional shopping centre with an extensive High Street offer - and to the town's seven miles of beaches and tourist facilities which stretch over a wider area from Leigh-on-Sea in the west to Shoeburyness in the east. The foreshore is also designated an area of international importance for nature conservation.

3.12 This section considers the access options for Southend's visitor destinations. We have split the Borough into three main visitor areas: Southend Central Area (as defined by the Southend Central Area Action Plan), West Southend and East Southend.

3.13 Access profiles for each of these areas are described in Appendix B The profiles consider the destinations within each area and the access options available to visitors.

Southend Central Area

Description

3.14 Southend Central Area is dominated by retail, office and leisure/tourism land uses. The retail offer of the town centre is "anchored" by the Victoria indoor shopping centre to the north and the Royals indoor shopping centre to the south with the pedestrianised High Street running between them containing a variety of smaller retail and leisure units. The north of the centre also contains a concentration of cafes, restaurants and bars centre around the Odeon Cinema adjacent to the Victoria.

3.15 Due to the linear nature of the central area stretching for nearly two miles from north to south, the greatest pressure for car parking facilities is within the southern part of the centre at car parks located nearest to the town's tourist attractions on the foreshore. This north/south split of the centre is approximately defined by the rail line (London Fenchurch Street to Shoeburyness operated by c2c) running east to west across the centre.

Summary of access opportunities

3.16 **Parking:** Southend Central Area has 2,562 spaces in key visitor car parks to in the central seafront and town centre area south of the railway line. There are also 580 paid-for spaces on-street or in private car parks to the south of the Southend Central Area. Since the adoption of the SCAAP, the Southend on Sea Borough Council has acquired the old Gas Board site on Eastern Esplanade and is currently adapting the site for public car park use. This will accommodate approximately 200 car parking spaces and offers the opportunity for "overspill" parking to accommodate demand for parking close to the seafront on busy days. A new 200-space underground car park will also be built as part of a new museum to be constructed on Cliff Gardens. To the north of the Central Area there are around 2,800 spaces in key car parks that could be used by visitors, albeit they are further from the main tourist destinations at the

seafront. There are also numerous spaces in car parks less suitable for visitors (supermarkets, stores and temporary car parks). Car parking provision is relatively high – visitors are likely to be able to find a space easily except for on busy peak days when there is a shortage of available spaces close to seafront tourist attractions.

3.17 Parking demand is highly seasonal:

- On a busy Summer Saturday the key visitor car parks fully by around midday with spare capacity most likely to be found in car parks in the north of the Central Area;
- Outside of the Summer period, there is a high availability of spare parking capacity,

3.18 **Rail:** There are six trains an hour serving Southend Central station Monday to Saturday with four trains an hour on a Sunday, linking to London Fenchurch Street. Southend Victoria is served by three trains an hour Monday to Saturday with two trains an hour on Sundays, linking to London Liverpool Street. Tourist destinations are generally within walking distance of one of the two rail stations and main car parks. For this reason, there is little need for onward travel by public transport once a visitor has arrived at a rail station. The rail service pattern on weekdays and Saturdays service is well spaced out and frequent, offering a "turn up and go" frequency with an average interval between trains of 10 minutes and a maximum interval between trains of 15 minutes. The Sunday service is not evenly spaced meaning that the maximum interval between trains is 25 minutes – less likely to be considered convenient by travellers. With nine trains an hour linking Southend to London, Southend Central Area is exceptionally well served by rail for a town of its size, offering a similar frequency of services to London as Brighton. Southend is better served by rail than competitor destinations – the frequent rail service is a real asset for Southend to exploit.

3.19 **Bus**: There is a comprehensive local bus network but few longer distance bus options for visitors, the main route being the X30 bus from Stansted Airport to Southend via Chelmsford. An open-top seafront bus route ran in Summer 2016 along the seafront. The number 9 service from Rayleigh to Shoeburyness links car parks and attractions to the east of the Central Area.

3.20 **Public transport accessibility:** There are approximately 105,000 people living within a 30 minute of less travel time of Southend Central seafront and 580,00 within 60 minutes.

3.21 **Cycling:** The National Cycle Network runs along the seafront from Chalkwell to SHoeburyness offering high quality off-road cycling infrastructure attractive to visitors during their trip. Cycling also offers a potential onward travel option from rail stations and car parks further from the main attractions – there are three small scale bike hire options which could be expanded.

3.22 **Park and Ride:** There are several options for accessing Southend Central Area by parking close to a rail station or bus route and continuing the journey by rail or bus to stations / bus stops in the Central Area. None of these options is currently presented as park and ride for Southend, nor are they likely to be currently used as such by many people. Assessment of park and ride options found:

- Potential for park and ride by rail from Leigh-on-Sea, Pitsea and Benfleet stations. The potential is limited by the combined cost of rail fares and parking which may not be competitive with town centre parking and ease of finding the stations from the strategic routes into Southend.
- Potential for park and ride using existing bus services which pass close to existing car parks that are under-used on weekends and public holidays (Civic Centre, The Hive and

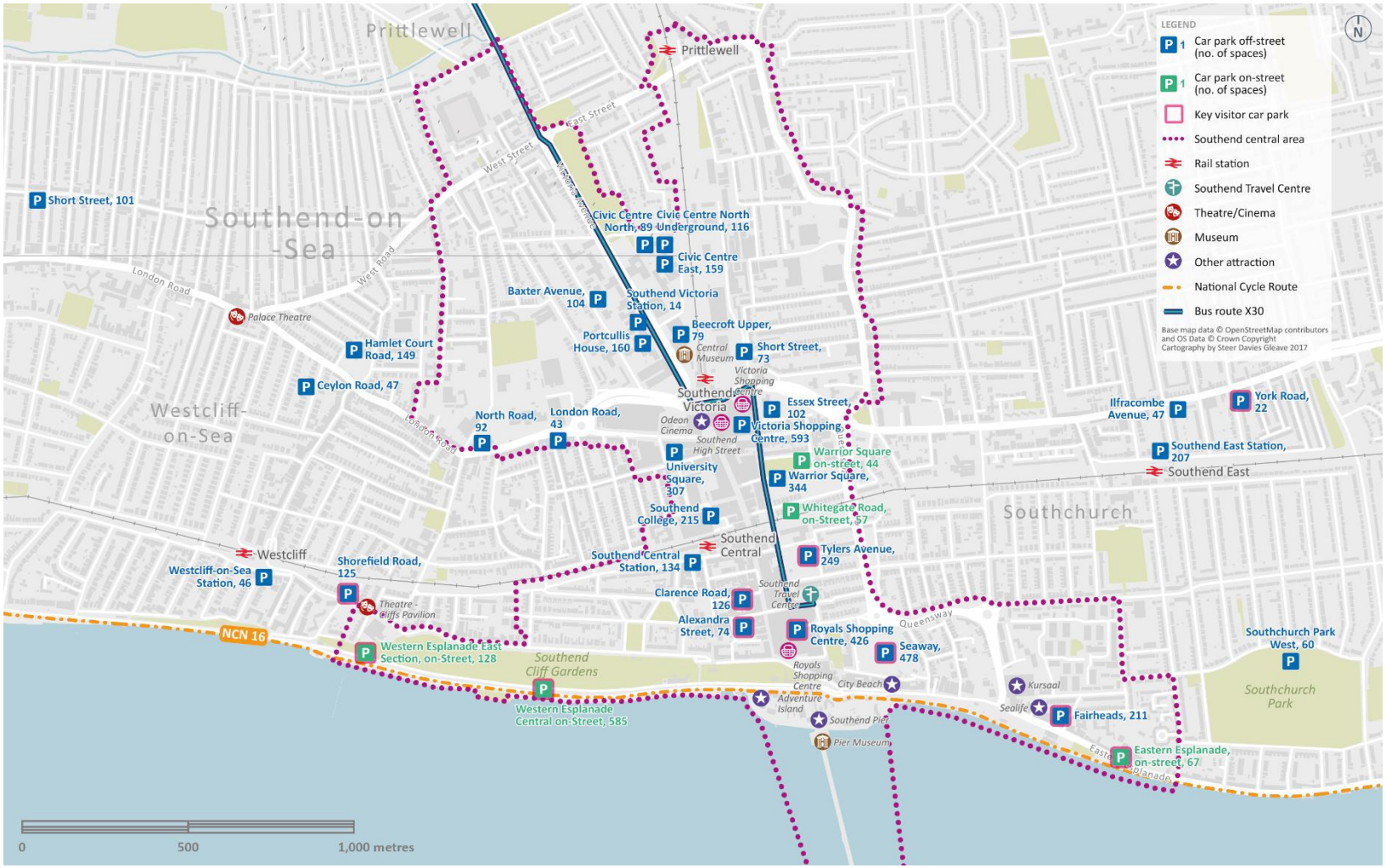
Beecroft, and Roots Hall). Potential is limited by low service frequency on Sundays and there would need to be a bespoke combined bus and parking pricing strategy to encourage use.

- Potential for park and ride using a new, dedicated shuttle bus using parking at schools off Prittlewell Chase and Kenilworth Gardens which could be explored in more detail with the schools. The cost of running a shuttle bus, signage and promotion of the service may limit the feasibility of this option

Key destinations

3.23 The map in Figure 3:2 shows the location of the main visitor attractions, principal parking areas, and public transport access points.. The parking areas shown on the map focus on the larger car parking areas likely to be used by visitors– there are multiple on-street parking areas available in addition to those shown on the map. This plan considers the parking supply most likely to be used by visitors.

Figure 3:2: Southend Central Area - Visitor Attraction, Parking and Transport Access Locations



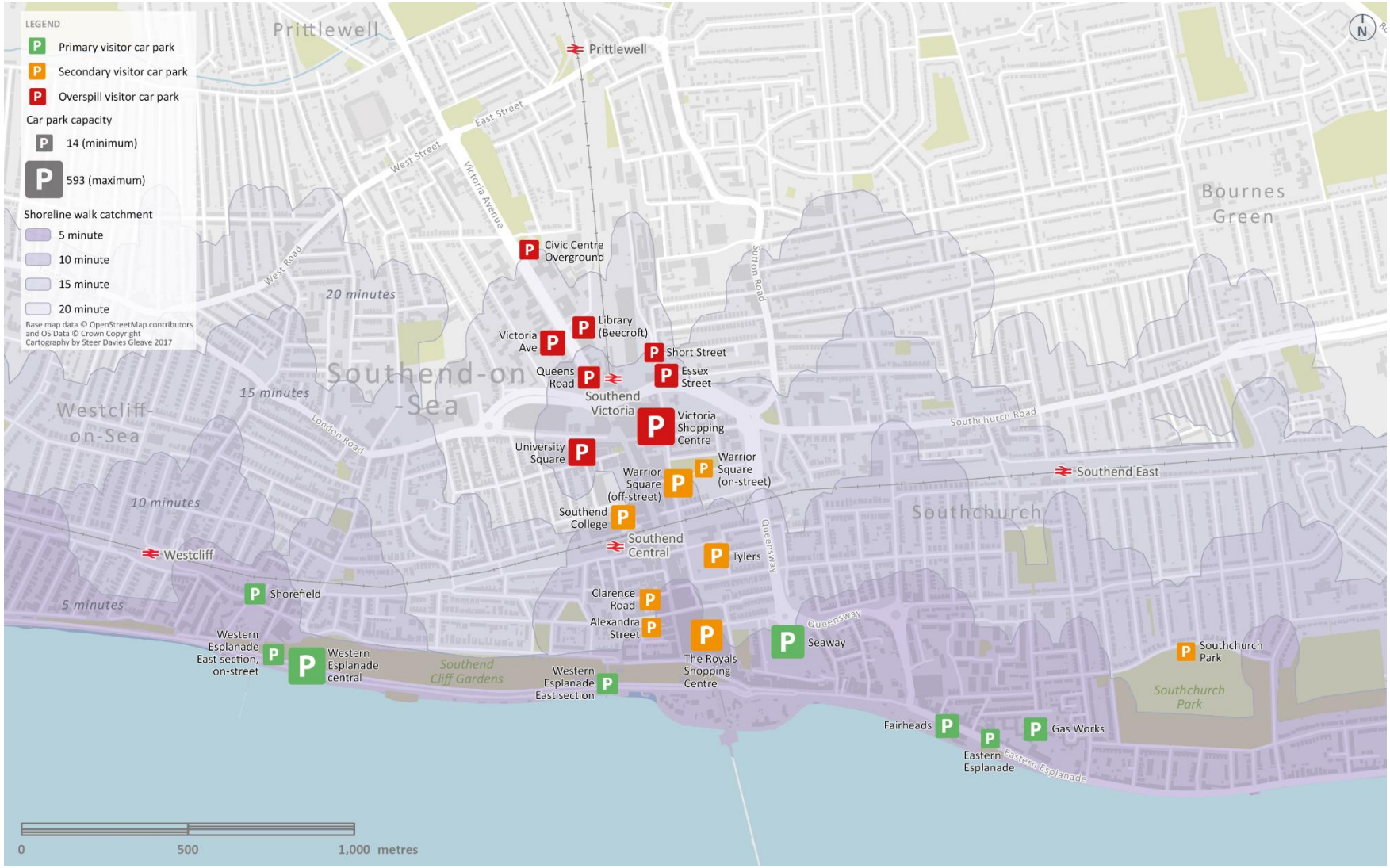
Categorisation of parking

3.24 The parking supply within Southend Central Area includes car parks which are more suitable to be signed for seafront visitors, due to proximity to the seafront, and those which are more distant from the seafront and/or more suitable for shoppers and other town centre visitors. The map in Figure 3:3 shows an illustrative categorisation of key car off-street parks and major on-street parking areas in Southend Central Area. The categories are as follows:

- Primary car parks: on the seafront and or primarily serving seafront visitors within around 5 minutes' walk.
- Secondary car parks: primarily serving the town centre, within ten minutes' walk from the seafront.
- "Overspill" car parks: primarily serving the town centre, more than ten minutes' walk.

3.25 The signage strategy in section four considers options for dynamic signage to these car parks.

Figure 3:3: Categorisation of parking in Southend Central Area



3.26 The image in Figure 3:4 illustrates some of the access problems on busy days in Southend to address. The images were taken on April 9, 2017, a sunny Sunday when temperatures reached 22C. While this is outside of the main peak season, it illustrates a day of high visitor demand.

Figure 3:4: Southend on a hot sunny Sunday in April

1. Traffic queuing on Queensway south from the railway bridge
2. Long queues to the entrance of The Royals car park on Chichester Road
3. Seaway car park full
4. Fairheads car park full
5. Royals Shopping Centre car park full
6. Spare capacity available in Tylers Avenue car park
7. Drivers unable to turn right to access parking at Tylers Avenue
8. Roundabout blocked by southbound drivers making right turn towards Royals causing tailback of northbound traffic

West Southend

Description

3.27 Principal destinations in West Southend include Leigh-on-Sea, Chalkwell and Westcliff. As noted in the Tourism Strategy, *"Leigh-on-Sea is relatively affluent and has a good local economic mix and sense of place that appeals to locals and visitors alike. It is a visitor destination in its own right. This is based on the appeal of Old Leigh as an active fishing port and historic centre, quality independent shops offer and thriving hospitality sector".*

3.28 Chalkwell is closer to Southend Central than Leigh-on-Sea and has an attractive beach and park are which has facilities for sports and recreation, as well as ornamental gardens.

3.29 Westcliff is just to the west of Southend Central. The Cliffs Pavilion theatre, and local cafes/restaurants attracts both local visitors and tourists to the area. The beach area continues on from Chalkwell to Southend Central Area.

Summary of access opportunities

3.30 **Parking:** There are around 1,200 car parking spaces in West Southend with the bulk of these in Leigh (814). Details of each car park in the area are shown in Appendix B. Car parking at Leigh Station is predominantly aimed at rail users and is at or close to capacity during weekdays. On weekends, there is spare capacity, though there is a regular car boot sale on Sundays. Off-street car parks are relatively limited, hence there is a high level of on-street parking. At busy times, this is likely to result in significant levels of vehicle circulation as drivers seek spaces. The largest off-street car park is at Leigh station, which has capacity at weekends but is busy during the week. The car park is principally for rail users so there is limited wayfinding for local attractions for visitors using that car park. Historic Leigh has high visitor appeal but there is a lack of signage to Leigh at key junctions (A127/A129 and A13/A130). There is also a lack of signage to Leigh from local approach roads and appropriate car parks.

3.31 **Rail:** All three stations (Leigh, Chalkwell and Westcliff) are served by the c2c service as described earlier. The station at Leigh is 700 metres (an 8-10 minute walk) to the principal tourist attraction of Old Leigh Village, the station at Chalkwell gives direct access to Chalkwell beach and Esplanade and Westcliff station is 200 metres (a 2-3 minute walk) to the seafront or 500 metres / 5-6 minute walk to Cliffs Pavilion theatre.

3.32 **Bus**: There is a comprehensive local bus network but few longer distance bus options for visitors, the main route being the X30 bus from Stansted Airport to Southend via Chelmsford. An open-top seafront bus route ran in Summer 2016 along the seafront. The number 9 service from Rayleigh to Shoeburyness links car parks and attractions to the east of the Central Area.

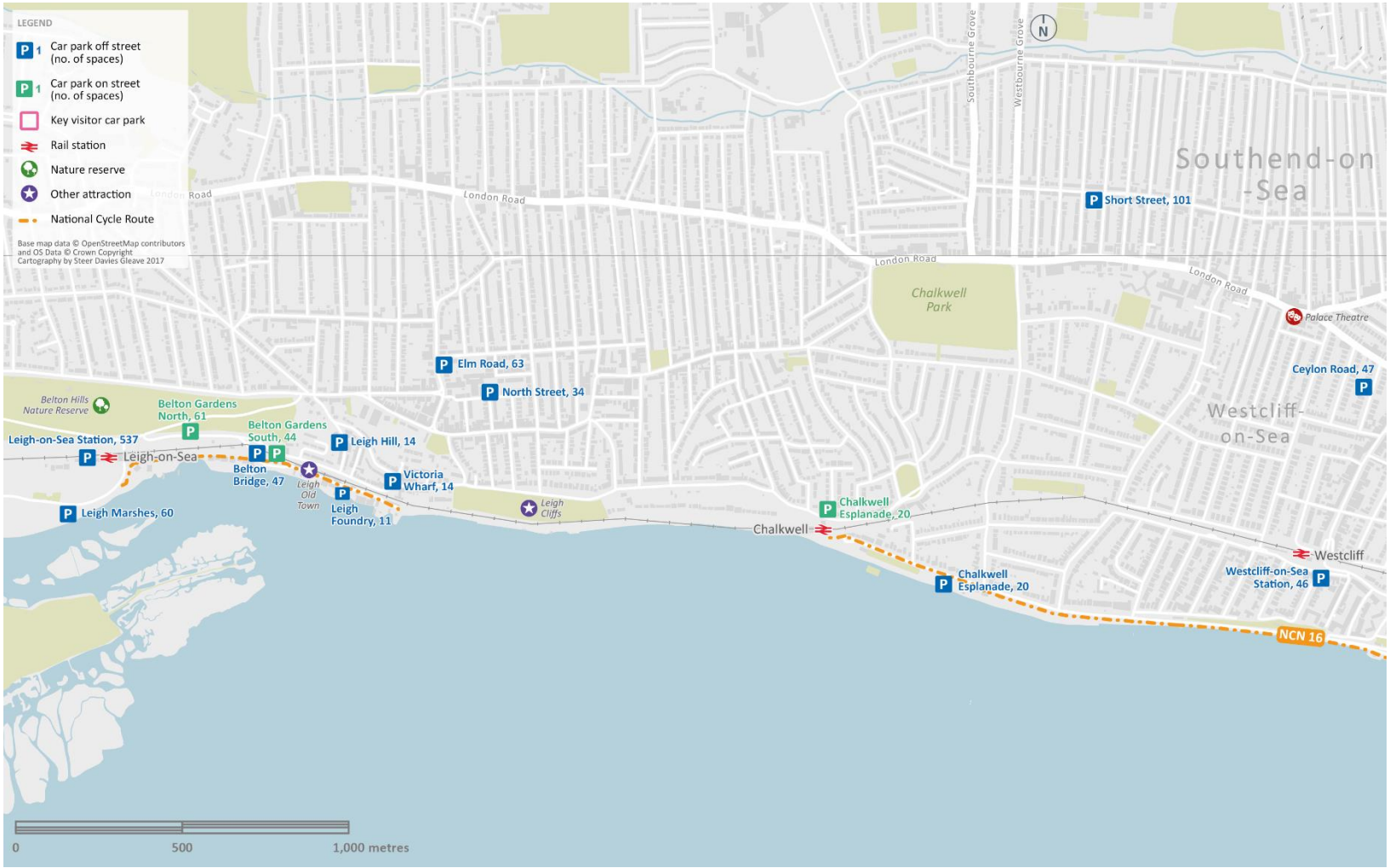
3.33 **Public transport accessibility:** There are approximately 120,000 people living within a 30 minute of less travel time of West Southend seafront and 735,000 within 60 minutes.

3.34 **Cycling:** The seafront cycle route (National Cycle Network route 16) terminates at Chalkwell and there is no cycling permitted on the seafront "cinder path" between Leigh and Chalkwell, restricting the potential for cycling journeys by visitors between West Southend and Southend Central. Chalkwell station is particularly well located for those wishing to visit the seafront-onward travel by bicycle along the seafront route could be facilitated through a bike hire dock at the station and a continuation of the seafront bus service.

Key destinations

3.35 Leigh on Sea, Chalkwell and Westcliff have, as expected, fewer defined visitor attractions than the Town Centre and Central Seafront area. The location of parking facilities, main visitor attractions and public transport access points in West Southend is shown in Figure 3:5

Figure 3:5: West Southend - Visitor Attractions, Parking and Transport Access Locations



East Southend

Description

3.36 East Southend`s visitor destinations comprise Shoeburyness and the continuation of the seafront from Southend Central, though there are fewer specific visitor attractions with the beach as the main draw for visitors in this area. As noted in the Tourism Strategy, Shoeburyness's offer for visitors is less well defined than that of Leigh's. Gunners Park is becoming more popular as a destination, and investment in the Garrison has helped to preserve the unique heritage of the area as well as supporting the local economy.

Summary of access opportunities

3.37 **Parking:** Parking in East Southend is designed to accommodate peaks in visitor demand principally through provision of car parks at East Beach, Shoebury Common and Thorpe Esplanade which offer relatively small areas of surfaced car parks with marked bays, with additional "overspill" parking on grassed areas for use at busy times. As such, it has a large provision of parking relative to the visitor attractions. Including season overspill supply, there are almost as many spaces in East Southend (4,500) as for the Southend Central Area. There is a high level of car parking provision close to the seafront, offering highly convenient parking for visitors who are primarily visiting for access to the beach. Road signage on approach routes does not communicate the visitor offer (principally easy parking close to the beach) in East Southend.

3.38 **Rail:** All three stations in East Southend (Shoeburyness, Southend East and Thorpe Bay) are served by the c2c service as described earlier. Shoeburyness is 400 metres (a 7 minute walk) to the seafront, Southend East is a 1.1km (a 11-13 minute walk to the seafront) and Thorpe Bay is 1.3 km (a 13-15 minute walk) to the seafront. Stations in East Southend are less convenient for accessing the seafront attractions with longer walking distances than from stations in West Southend and Southend Central.

3.39 **Bus**: The key services which runs along the seafront into Southend is the number 9 linking Shoeburyness–Thorpe Bay–Southend–Hospital–Airport–Eastwood–Rayleigh every 12 minutes Monday to Saturday daytime and every 30 minutes on Sundays. This service offers potential for travel between East Southend and Southend Central Area. Bus Route number 9 offers a regular link along the seafront into Southend Central and there is a high quality off-street cycle route, offering the potential for visitors to travel between East Southend and Southend Central by bus or bike.

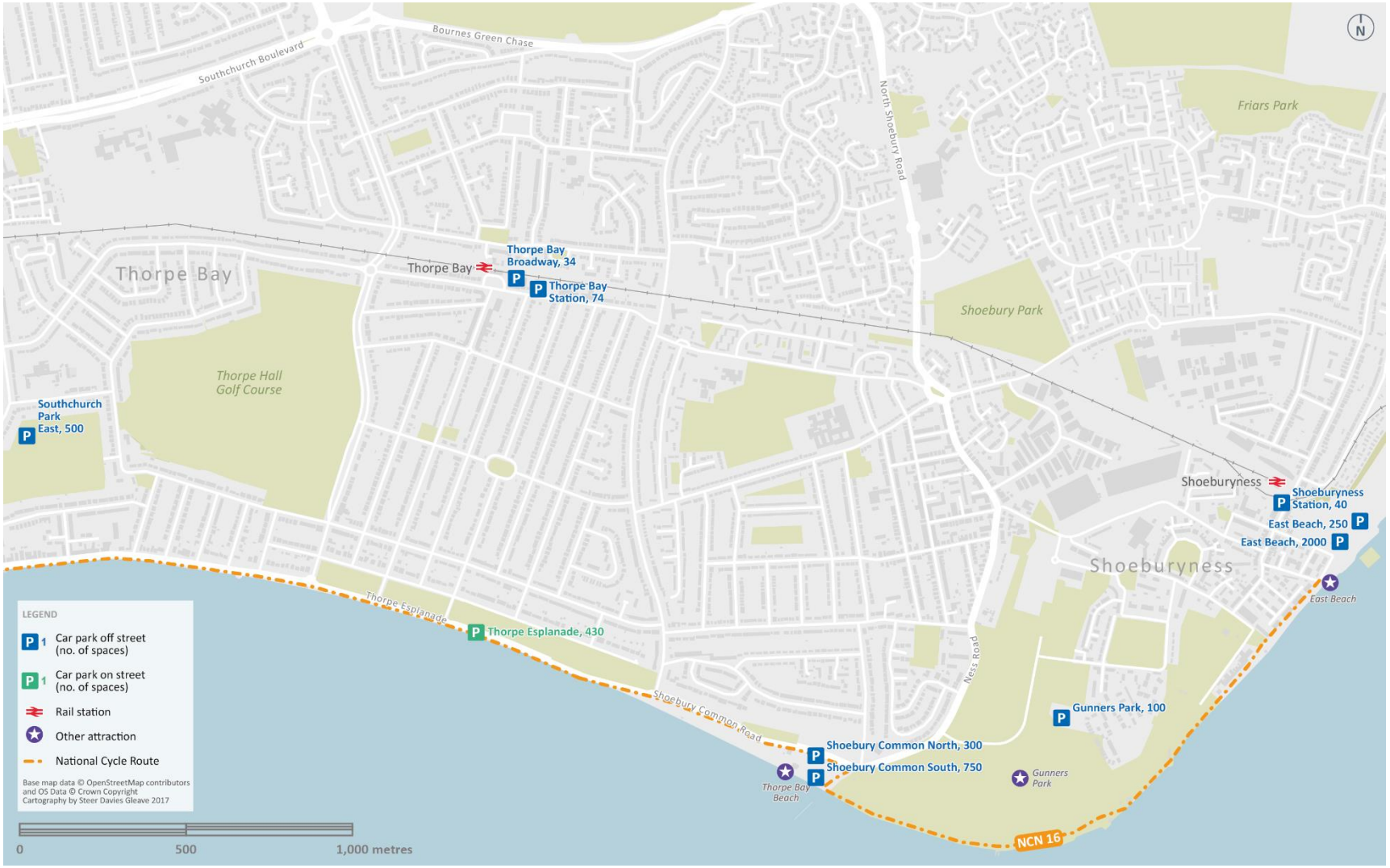
3.40 **Public transport accessibility:** There are approximately 90,000 people living within a 30 minute of less travel time of West Southend seafront and 430,000 within 60 minutes.

3.41 **Cycling:** The segregated seafront cycle route runs along the seafront from Shoeburyness to Chalkwell, offering an attractive cycling environment for visitors.

Key destinations

3.42 Shoeburyness and Thorpe Bay have fewer visitor destinations than Southend Central and the attraction for tourists lies mainly on the coastline. The location of all on-street parking locations, any large visitor attractions and public transport access points in East Southend is shown in Figure 3:6.

Figure 3:6: East Southend visitor attractions, parking and access options



Southend's visitors

Location and Journey Purpose of Visitors

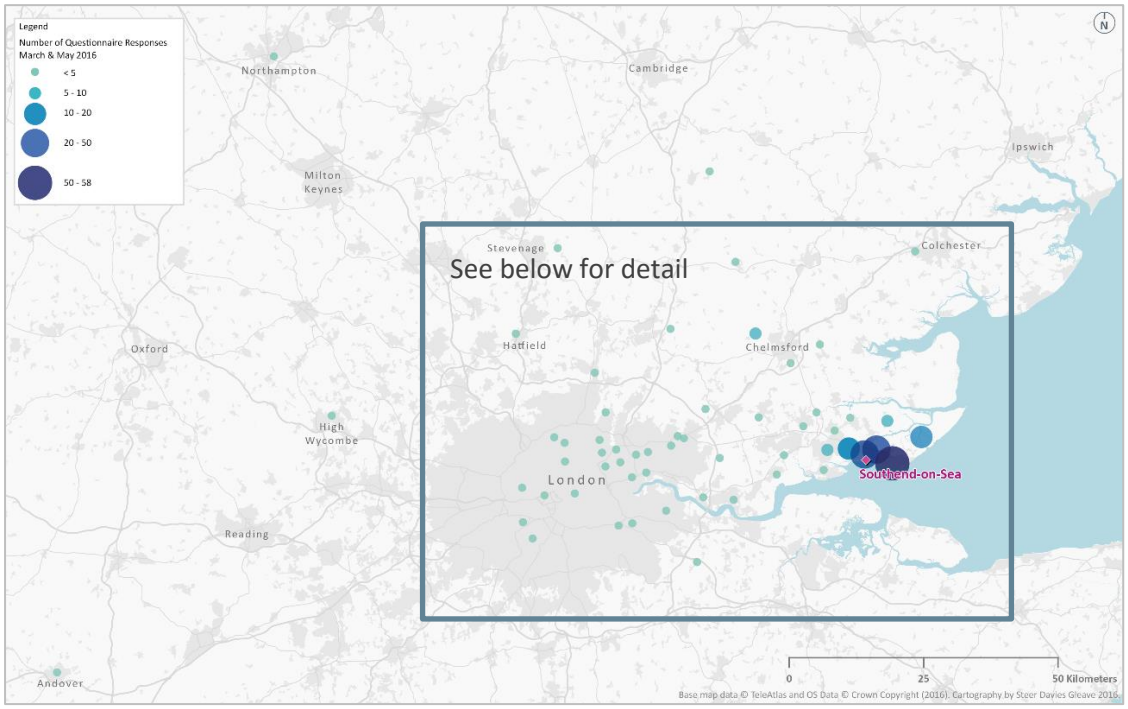
3.43 There is limited available information about the origin, nature and behaviour of visitors to Southend available, which is something to be addressed as part of this plan (see Action 5.2 Visitor experience surveys).

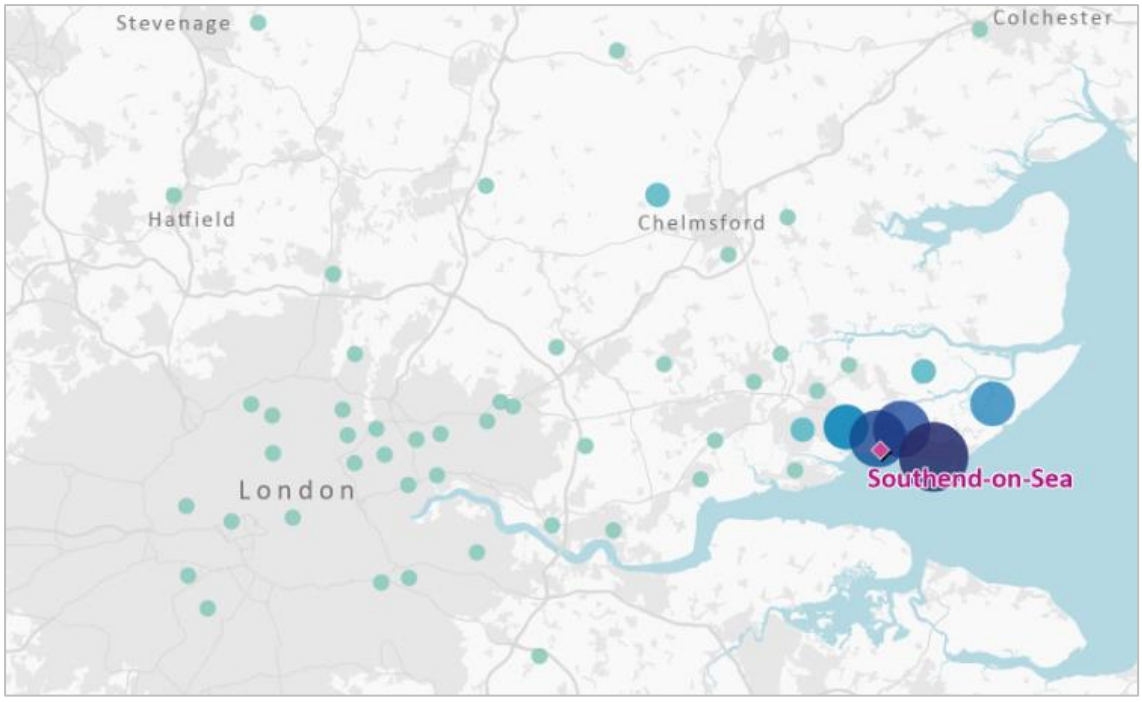
3.44 As noted in the Tourism Strategy, there are approximately 6.5 million visitors to Southend annually. An intercept survey in Southend town centre conducted as part of the Car Parking Study asked respondents to state the purpose of their journey and their journey origin (postcode district). The map overleaf (Figure 3:7) shows the home postcode areas of those respondents who gave their journey purposes as seafront / amusements, which is one of the most popular visitor activities in the central area.

3.45 This gives an indication of the visitor catchment for Southend Central Area (which is likely to be similar to other parts of Southend). As well as indicating that seafront and amusement visitors are likely to be drawn from within the Borough (69% gave a SS postcode district), it shows a cluster of visitors from north and east London and from other parts of Essex.

3.46 The Southend Tourism Strategy notes that day visitors make up 96% of all trips. It also notes the significance of visiting friends and relatives in the mix of the visitor economy (almost 50% are for this journey purpose). Visitors are therefore likely to be repeat visitors who are familiar with travelling to Southend.

Figure 3:7: Origins of visitors to Southend Central Area - journey purpose "seafront/amusements"





Visitor Access and Parking Management Plan

3.47 This section contains a suggested plan for improving access for visitors and better management of parking on peak days, drawing on the existing access opportunities and potential improvements identified in section two.

Objectives

3.48 The plan has the following objectives:

- Encourage travel behaviour change by Southend residents on peak days
- Provide visitors to Southend Borough with comprehensive, up to date **pre-trip** information about all travel options available through a range of media
- Provide visitors to Southend Borough with live travel information **during their trip** to Southend through a range of media
- **Actively manage** traffic on days of high visitor demand through a range of on the ground interventions
- **Understand visitor experiences** and behaviours through ongoing communications after the visit to Southend.
- **Improve access options** through improved infrastructure management and transport service improvements.
- **Designation of visitor destinations** to better inform visitors of options across the Borough including the various offers for visitors in Central, West and East Southend

3.49 The plan aims to influence visitor decisions at key points as summarised in Table 3.1.

Table 3.1: Influencing decisions at key points

Decision point	Desired visitor behaviours
Decision to visit Southend	Choose Southend in preference to other destinations
Which part of Southend to visit	Consider the whole Southend visitor offer
Mode of travel	Make an informed choice that includes consideration of all travel options
Timing of journey	Be aware of busy times and quiet times and availability of parking that may influence travel choice
Route Choice	'Last 5 miles' route choice to distribute demand around network
Choice of parking location	Be aware of all parking options in advance
Decision whether to re-visit	Come back to Southend Give feedback on the experience Recommend visiting Southend to others

Measures

3.50 A series of measures are presented under each objective as follows:

Objective 1: Encourage travel behaviour change by Southend residents on peak days

3.51 Southend-on-Sea Borough Council and its partners' communication channels have a local audience – there are good channels through which to communicate messages to Southend residents, who are more likely than non-residents to see messages through local channels. Influencing the travel behaviour of local residents on peak days, to discourage use of parking south of the railway line, can help to accommodate visitor demand in that area. There are several strong existing communication channels such as The Council's In-Motion website, which can be used to promote behaviour change, address perceived barriers and provide incentives to making changes

Action 1.1: Peak day communications

3.52 Provision of information and messaging to visitors to encourage them to consider their travel options on peak days, and in the days preceding peak days.

3.53 For the purposes of this plan, peak days are defined as:

- Weekends in Spring and Summer
- School holidays (particularly July and August).
- Public holidays.
- Days of good (sunny, warm) weather, though such days are more difficult to predict and thus plan for.

3.54 The focus will be on reducing demand for parking by local residents in key visitor car parks on peak days and congestion on the approach roads. Messages include:

- Notifying residents of times and locations of expected congestion hot spots.
- Re-time your journey to avoid congestion.
- Avoid the queues, use car parks in the north of the town centre (there will be reduced pricing, incentives for residents and local shoppers to use these car parks).
- Walk, cycle or use public transport.
- Providing payment incentives to entice local residents to use low profile parking areas.

3.55 Communications to be made through a range of media channels including:

- Southend-on-Sea Borough Council social media, linking appropriately to other local social media streams. The social media reach of a sample of local Twitter accounts is shown below.
- MySouthend portal – e.g. banners on MySouthend linking to a page that promotes alternative travel behaviours on busy days, lets residents know which car parks will be busy at what time of the day.
- Newsletters.
- Information displays / posters in car parks.
- Variable message signs.
- Local media.

3.56 Planning workshops with local stakeholders (The Council parking and comms teams, Essex County Council, visitor attractions, private car park operators) are proposed to scope the messages and communication channels.

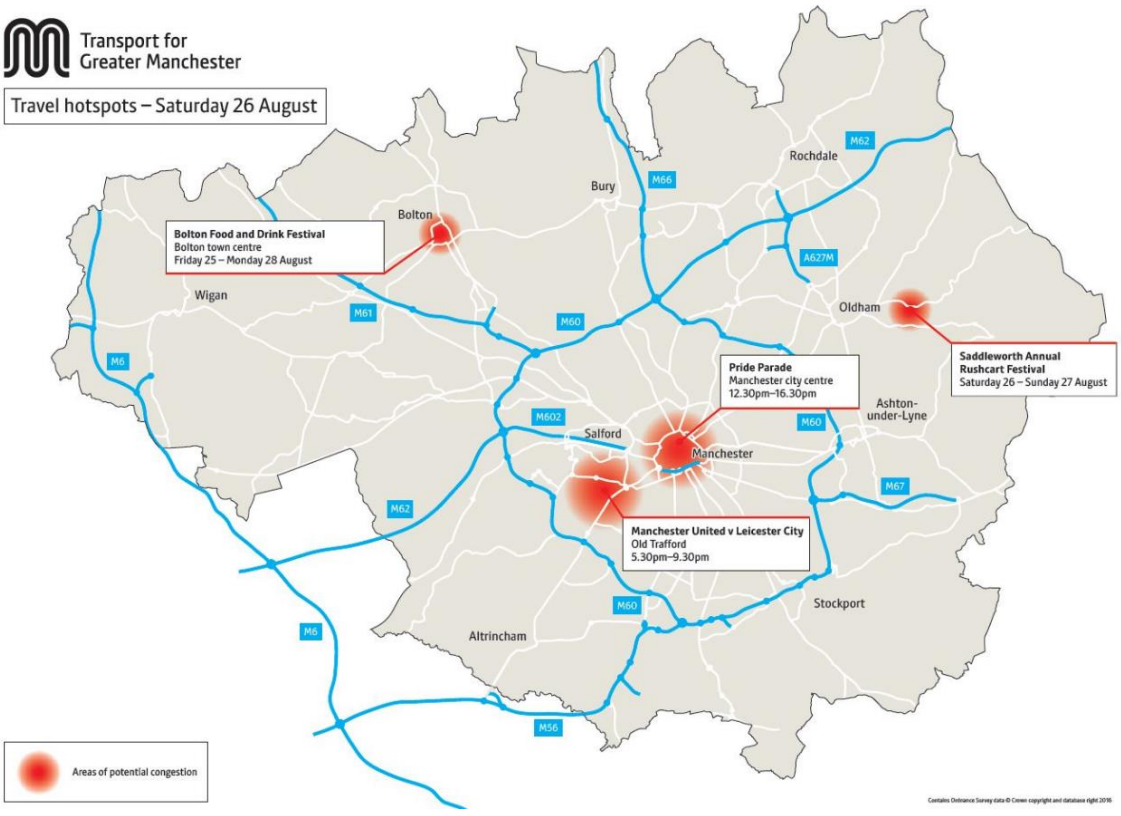
3.57 Communication channels may include local social media: the Council and Visit Southend Twitter accounts are key communication tools with over 23,000 followers. There are other local social media channels with a greater reach who could communicate travel messages as shown in Table 3.2.

Table 3.2: Local Twitter accounts

Twitter account	Followers
Southend-on-Sea Borough Council	14,300
Visit Southend	8,900
Adventure Island	5,500
Royals Shopping Centre	3,100
Victoria Shopping Centre	1,700
BBC Essex	41,700
Love Southend	5,000
Essex Travel News	39,700
Visit Essex	12,200

3.58 An example of communication of expected congestion hotspots by a local authority (Transport for Greater Manchester) in advance of major events on social media is shown in Figure 3:8.

Figure 3:8: Example of communicating expected congestion hotspots for major events



Objective 2: Provide visitors to Southend Borough with comprehensive, up to date pre-trip and pre-arrival information about all travel options available through a range of media

3.59 Travel information in Southend is provided through a range of channels with little co-ordination between them. Short and longer-term improvements to travel information provision are suggested as follows.

Action 2.1 Online parking map (in progress):

- An online map to be displayed on Southend-on-Sea Borough Council website and linked to from websites showing:
  - All car parks in Southend including privately operated
  - Live availability of spaces including colour coded "P" symbols
  - Walking times to key destinations
  - The ability for users to be able to predict likely availability of parking in the future (based on historic availability data)
  - Link to weather forecast to inform likely high demand periods
- Make the online feed of parking occupancy available as an API to allow third part websites and app developers to link to it.
- A local travel map (paper version) showing all car parks in Southend and access routes. The map will show all local travel options (including key cycle routes, train stations, the travel centre), tourist destinations and indicate walking distances from car parks to those destinations. This will consolidate the key information from existing mapping including the Southend town map (Visit Southend), Southend bus map (Southend Council), Southend cycle map (Cycle Southend) and the online car parking map.
- Providing an out of hours TDM position for busy days in the summer to co-ordinate information releases via all media sources and react to situations with specific and measured / targeted messaging.

Action 2.2 Improved travel information on Visit Southend

3.60 Improved information and links to journey planners for driving directions, public transport, walking and cycling including postcodes for specific car parks.

Action 2.3 Improved information on Southend Council's Parking pages

3.61 Users will be provided with accurate information online about parking tariffs, walking times and distances from car parks to the Central Area and seafront in order that they can make informed decisions about where to park based on the amount they are willing to pay for parking and the distance they are willing to walk.

Action 2.4 Benchmark digital assets

3.62 The Council will benchmark the design format and user experience of the transport information on all Southend digital assets against comparable sites.

Action 2.5 Develop digital assets

3.63 Taking into account the user research, improved digital assets will be implemented. This may include:

- Consolidation of travel information sites and associated brands into a more coherent travel information offer.
- Re-design of websites to improve the visitor experience and make them easier to navigate;
- Better use of journey planners to allow for a more personalised journey planning experience, allowing the user to compare potential routes and modes based on price, duration etc.
- Development of a bespoke peak day travel portal for Southend that promotes alternative travel behaviours on busy days, lets residents know which car parks will be busy at what time of the day etc. An example is Transport for Greater Manchester's bespoke events pages for Manchester City football fixtures: https://www.tfgm.com/travel-updates/manchester-city/matchday-travel-advice

Objective 3: Provide visitors to Southend Borough with improved travel information during their trip to Southend through a range of media

Action 3.1: Ensuring up-to-date live travel information provision

3.64 The Council will ensure up to date travel information is providing to visiting drivers through a range of media. Information may be provided from a range of and sources will include:

- Congestion hot spots and suggested routes to avoid them.
- Car park occupancy and guidance to finding available spaces.

3.65 Messages may be communicated using dynamic roadside signage, web and social media, radio bulletins and communications to in-car systems

3.66 The role of the Council will be to monitor the provision of such information via existing channels and, where necessary, to intervene to ensure the appropriate information is being provided in the right format at the right time.

Action 3.2: Wayfinding

3.67 The Council will improve wayfinding from car parks to attractions through the following measures:

- Improved signage at car park entrances to ensure car park names are prominent on signage that directs drivers into car parks and on welcome signs on the entrances. Drivers who are re-directed from seafront car parks by VMS require additional reassurance that they are using the car park that has been advised, and that the car park they are using is appropriate for their destination.
- Local area maps at pedestrian exit points / payment machines in each car Council operated car park. The Council will also liaise with private car park operators to provide appropriate mapping and information for display in private car parks.

Objective 4: Actively manage traffic on days when of high visitor demand through a range of on the ground interventions

Action 4.1: Designated traffic management response crew

3.68 Provision of a designated traffic management response crew on busy visitor days will help to manage the circulation of vehicles, divert traffic away from full car parks and prevent the obstruction of key junctions within Southend town centre.

3.69 The Council will work with Essex County Council to provide a peak day control team. This approach is utilised nationally for the management of traffic at large scale events where severe highway impact and congestion arise. The allocated resource will monitor car parking occupancy and congestion from a central control point, communicating with staff on the ground at seafront car parks.

3.70 The team on the ground will have access to live car park occupancy information for every car park so they can advise drivers who are unable to park at seafront car parks on their alternative options. The team will also have paper maps to hand out to drivers to help them find alternative parking locations.

3.71 A Traffic Management Crew will be in place to install temporary road closures and traffic management at Seaway roundabout. The Traffic Management Crew will focus on ensuring traffic movement at the Seaway roundabout is maintained using a pre-defined operations plan.

3.72 Traffic management options for the crew include:

- Closing Chancellor Road at the point when queues to The Royals Shopping Centre are anticipated to extend to the junction of Seaway roundabout, diverting drivers back up Queensway to alternative parking in north of Southend. Dynamic signage will inform drivers of car parks where there is spare capacity.
- Safely allowing temporary right turns from Chancellor Road into Church Road to allow drivers queuing for Royals Shopping Centre car park to "escape" from the queue and proceed to the rear of the bus station to access Tylers/Warrior Square or Essex Street / Victoria Shopping Centre car parks.

Action 4.2: Peak day messaging

3.73 The Council will co-ordinate peak day messaging to visitors using social media at key time periods. Example messaging by hour on a peak day, responding to the changing traffic conditions and parking occupancy, is shown in Table 3.3.

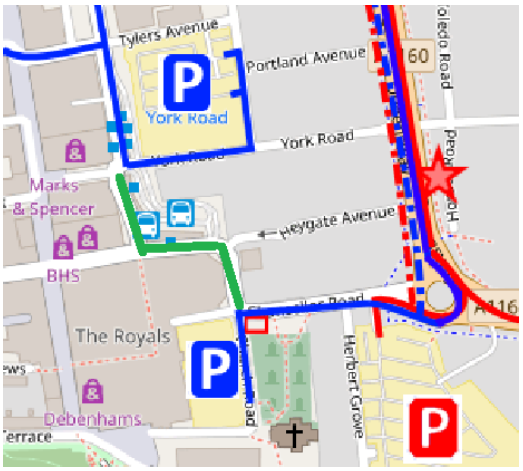
Table 3.3: Example social media peak day messaging

Time	Car parks reaching full occupancy	Example social media messages
09:00		- Visit Southend, plan your journey to avoid jams - (weblink) - Save on parking - £3 long-stay parking at Civic Centre – (weblink)
10:00		Have a relaxing trip to Southend, book your parking in advance and we'll reserve it for you
11:00	Fairheads Green	Seafront Parking filling up, use the town centre car parks to reduce queuing
12:00	Seaway Western Esplanade Tylers Royals	**Key message to encourage retweets**: Seafront parking full - park and walk from town centre car parks Map of congestion Google maps Map of live availability of parking
13:00	Shorefield Road	Key message as above
14:00	Clarence Road Alexandra Road	Key message as above
15.00	All seafront parking full.	Key message as above. Beach parking available at in East Southend

Action 4.3: Review the "No Motorised Vehicle" ban from Chancellors Road to Chichester Road

3.74 There is currently a no motorised vehicle ban from Chancellors Road to Chichester Road (Green area in Figure 3:9 below). When Royals Shopping Centre car park is full and traffic queues back to Seaway roundabout (see Figure 3:4), there is no obvious escape route for queuing traffic. When The Royals and Seaway are full, traffic needs an exit route to get to alternative car parks. There are no suitable routes once on Chancellors Road as the one through road is closed to general traffic by a No Motor Vehicles Traffic Order. It is recognised that this has been provided for a reason (to prevent rat running), but on very busy days, the route could be opened temporarily by marshals to allow the queue to escape. This should be in exceptional rather than normal circumstances.

Figure 3:9: Area subject to No Motor Vehicle Order (shown in green)



Objective 5: Understand visitor experiences and behaviours

3.75 The Council will use data analytics and user experience surveys to better understand the flows of visitors to Southend and their experiences.

Action 5.1 Data analytics

3.76 Understanding behaviours and patterns during the busiest days will inform planning for future peak periods. Data to collect and analyse is summarised in Table 3.4. Further work is required to understand the data available from Stratos relating to vehicle movements, journey times and how this can be used/displayed.

Table 3.4: Data requirements

Information	Source	Status
Car park occupancy	Car park occupancy system data	Data already collected, used on an ad hoc basis
Vehicle movements	Traffic counts inbound routes (Siemens Stratos)	Historic congestion data are available from HERE
Journey Time info	BT / Google journey time data /Siemens Stratos	Needs collecting to define intervention points based on threshold levels of congestion
Messaging	Audience statistics for social media etc.	Data available but not currently collated
Visitor statistics, key destinations	Seafront footfall counts Rail ticket sales Visitor numbers large attractions	Not currently collected Data available but not currently collated Data not currently provided

Action 5.2 Visitor experience surveys

3.77 Visitor feedback will be obtained through an annual survey of visitors. The surveys will obtain information under the following topics to inform future planning of access to Southend.

- Mode of travel used
- Information sources used and influence on behaviour
- Exposure to messages and influence on behaviour
- Attractions visited
- Satisfaction with the journey to, and travel within, Southend.

3.78 Experience surveys may be supported by incorporation of travel information, travel and parking into mystery traveller exercises which provide detailed accounts of the whole visitor experience.

Action 5.3 User research

3.79 The Council will undertake user research to understand how visitors and the local population access travel information, and their experience of using existing information sources to identify the strengths and weaknesses of the existing digital offer. This should include user testing on all the ways in which travel information is presented in Southend, focusing on the following websites:

- Southend Council: travel information and car parks, parking and permits sections within the parking, travel and roads section;
- Visit Southend;
- Cycle Southend; and
- Ideas in Motion.

3.80 The user research will also identify the other information sources used by visitors on journeys to Southend and points at which their behaviour was or could be influenced. This will include digital information, wayfinding signage and other information sources used during a journey (which may include satellite navigation, radio, social media).

Objective 6: Improve access options

3.81 Review of the access options for each area of Southend identified several areas where relatively small improvements could make access considerably easier and enhance the visitor offer. These include:

Action 6.1: Additional bikeshare docking stations:

- Additional bikeshare docking stations at entry points including Southend Central Station, Southend Victoria, Leigh Station, Chalkwell Station.

Action 6.2: Seafront bus route:

- A Summer seafront bus route (building on the Summer trial of route 68) and extending to Thorpe Bay/Shoeburyness, allowing Thorpe Bay visitors access to attractions in Southend Central. Extension of the route could facilitate park and ride into Southend Central from central car parks in the east.

Action 6.3: Cycle route signage:

- Improvements to the cycle route signage between Southend Victoria station / Victoria Avenue and the seafront. Route options include High Street, Chichester Avenue and Queensway. None currently offers a seamless, well signed cycle journey to the seafront. Route improvements would enable onward travel from Southend Victoria Station and park and cycle from Civic Centre using the MotionHub bikeshare.

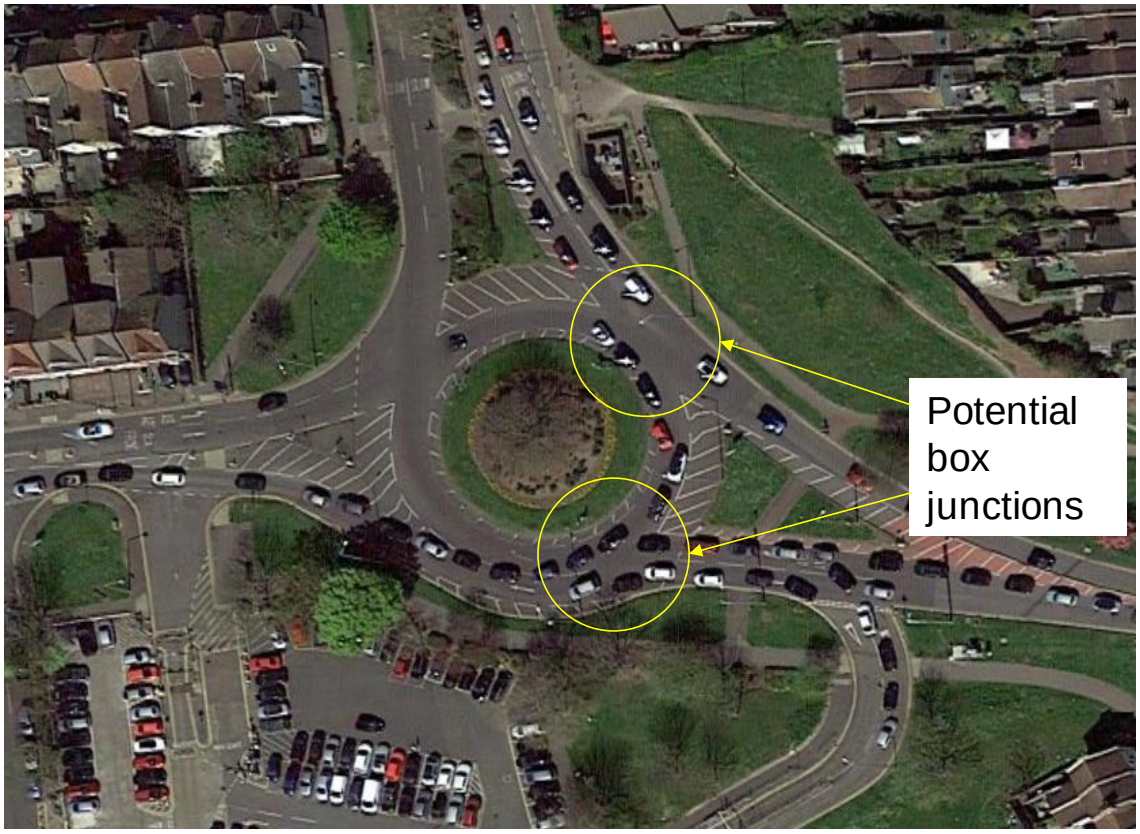
Action 6.4: Seafront pedestrian/cycle route:

- Improvements to the seafront path between Leigh-on-Sea and Chalkwell to create a shared pedestrian/cycle route. This would complete a segregated seafront cycle route from Shoeburyness to Leigh, which would add to the visitor offer. It would also facilitate park and cycle from Leigh station. In the longer term, improvements to create a link to Pitsea could be a next phase, further improving the leisure cycle offer.

Action 6.5: Highway works

- Building on the more people-friendly road layout at Southend Victoria station and the Better Queensway proposals, there is scope to continue improvements to Queensway to make a more user-friendly pedestrian / cycle boulevard in place of the existing vehicle-oriented dual carriageway design.
- Queensway improvements could be further supported by traffic management improvements at Queensway and Seaway roundabout, supporting to keep traffic moving around this key junction, particularly for any unexpectedly busy days (e.g. hot Spring or Autumn days outside the main visitor season). Consideration should be given to the following improvements:
    - Yellow box junction treatments to prevent blocking of the roundabout (Figure 3:10).
    - Installation of traffic signals – this would provide the ability for the Traffic Control Centre to adjust signal timings to alleviate queuing.

Figure 3:10: Potential box junction improvements at Seaway roundabout



Action 6.6: Improve walking routes

- Pleasant walking routes may help to encourage people to use alternative car parks away from the seafront. Potential locations for improvements include Chichester Road, which links Warrior Square is Victoria and Essex Street car parks in a 10- 15 minute walk from the seafront, but is dominated by traffic, with little active frontage. High Street is a much more pleasant environment, and therefore much more attractive to pedestrians, and could be signed as the preferred seafront access route. Another alternative is via Queensway, where an extensive scheme is planned to reduce the dominance of traffic there, perhaps creating a linear park along the corridor, in line with the actions set out in 6.5 above.

Action 6.7: consolidate Tylers Avenue and York Road car park into one car park.

- To maximise the benefits from the new turning arrangements possible from Queensway, consolidate the parking supply provided by Tylers Avenue and York Road into one car park.

Objective 7: Develop a seasonal park and ride offer

3.82 From the analysis earlier in this section, the following actions are proposed to increase the potential for park and ride at locations where potential is rated as medium or low to high potential sites:

Action 7.1: Develop and promote seasonal park and ride by rail

- **Offer development***:* Engage with C2C to develop a Park and Ride offer at Leigh-on-Sea, Pitsea and Benfleet on Summer weekends. It is suggested that the offer is presented as an online bookable offer combining free or discounted parking with low rail fares. Discuss the potential for more even spacing of Sunday services with C2C.

- **Site access***:* Scope the preferred access routes from strategic routes (A130, A127, A13 as appropriate) Initial suggested routes to consider are shown in **Error! Reference source not found.** below.
- **Signage improvements***:* Ensure appropriate signage is in place for users to find the park and ride site. Initially, temporary static signs (yellow AA signs) using symbols for pre-booked users to follow to be installed at key junctions are recommended.
- **Offer promotion***:* Develop marketing plan through Visit Southend and rail operator website.
- **Trial***:* Undertake the above actions with a view to trialling in Summer 2018.

Action 7.2: Develop and promote seasonal park and ride by bus

3.83 It is recommended that the Council scopes each potential park and ride offer in discussion with landowners at the potential sites identified and Arriva. Specific actions for each site are recommended as follows:

CIVIC CENTRE/ BEEHIVE:

- **Offer development***:* Finalise the offer and pricing in discussion with Arriva for bus fares and Mobon for parking payment. Develop promotional materials and identify promotional channels. Discuss the feasibility of more frequent Sunday services linking Civic Centre to the seafront.
- **Signage improvements***:* Install temporary variable message signs informing drivers on Victoria Avenue of the Park and Ride option or incorporate in new RGB VMS
- Install temporary information boards and signage posts within car parks, informing users of bus stop locations, service frequencies and fares.
- **Offer promotion***:* Agree promotion of Park and Ride through the visitor working group.
- **Trial***:* Operate an additional trial on Summer weekends in 2018.

ROOTS HALL / RBS

- **Offer development:** Engage with Southend United Football Club and Royal Bank of Scotland regarding the potential use of their car parks for seasonal park and ride by bus.

THORPE ESPLANADE

- **Offer development***:* The potential to use parking at Thorpe Esplanade for planned park and ride into Southend Central Area is relatively limited (as it is not located close to main routes into Southend). However, there is value in raising awareness of the potential for travel from East Southend/Thorpe Bay/Shoeburyness by bus into Southend Central Area through the following actions:
  - Agree a short hop seafront bus fare with Arriva.
  - Install information boards within car parks to advertise the service, and promote the service elsewhere in the local area.
  - Improve bus stop waiting facilities and information on Thorpe Esplanade.

Action 7.3: Park and Ride by shuttle bus

- **Offer development***:* Engage with bus operators regarding potential shuttle services (including feasibility, costs, potential diversion of existing routes during Summer weekends etc.)
- Engage with the owners of land identified as potential park and ride sites (schools off Prittlewell Chase and Kenilworth Gardens) and Southend United Football Club regarding potential use and how they could support the offer.

- Consider use of planning conditions for any future sites developed along the A127 and A13 corridors to make parking which is under-used at weekends available for use as park and ride sites.

4 Signage strategy

Introduction

4.1 A proposed signage strategy to improve signage to the principal car parks in Southend-on-Sea (Southend) has been produced. This section includes a summary of the proposed strategy - the strategy in full which considers visitor demand, route identification and alternative routes , is contained in Appendix C.

Objectives

4.2 The objectives of the signage strategy are:

- To direct drivers to the most appropriate car park;
- To encourage use of less well used car parks, particularly on days of high demand;
- To provide guidance on the most appropriate route to the car parks, particularly on days of high demand.

User groups

4.3 Broadly speaking, there are three main user groups in Southend considered in the strategy:

- Shoppers;
- Commuters; and
- Seafront visitors.

4.4 Of these, commuters are generally regular users who will form their own opinion of which car park suits them best and how to access it.

4.5 Shoppers may also be regular users but will not visit as frequently as commuters.

4.6 Seafront visitors are far more likely to be occasional visitors, and may only visit the town on busy summer days. Furthermore, they are likely to be less familiar with the road network, and therefore far more reliant on signs and satellite navigation.

4.7 Commuters and regular shoppers are less likely to be influenced by signs than occasional visitors such as those who only occasionally shop in the town, or who visit very occasionally for leisure purposes.

4.8 The proposed signage strategy must therefore provide direct guidance for occasional (tourist) visitors, as well as providing information to regular users regarding current traffic conditions, allowing them to make an informed decision on the best route on a particular day.

Dynamic signage

4.9 Existing Variable Message Signs (VMS) in Southend uses technology that is up to 15 years and, while this is reliable, would need to be upgraded to support new sign faces and messaging systems. The signs include inset panels in static signs, usually indicating the number of spaces available in each car park listed on the sign. Within the town centre close to specific car parks there is little wrong with this principle – the signs provide relevant information when they display details of one or two car parks.

4.10 At the entrance to the town centres there are some larger VMS signs containing details of around 8 car parks. These are difficult to take in when driving past and therefore are of limited value to those unfamiliar with car park names and locations. See Figure 4.1.

Figure 4.1:Existing Large VMS Sign

4.11 Since the first VMS signs were installed, technology has moved forward. Multi-character signs and the ability to display pictograms have been around for some time, but some manufacturers now produce signs capable of displaying full colour hi resolution images. These are fully programmable and can be used to display a range of information, depending on prevailing conditions.

4.12 An example in Reading (Figure 4.3) provides parking information and an example in Coventry (Figure 4.3) is located on a gantry on the ring road, incorporating directional signage. These signs provide a fully variable message capability.

4.13 In the case of Southend town centre, most car parks are either Shoppers car parks or seafront car parks, with few routinely used for both outside of the peak period. However, on busy days, for example the Christmas shopping period or on a summer Saturday, spare capacity in one group of car parks can be used to reduce demand on other car parks.

Figure 4.2: Full colour VMS parking sign – Reading (SWARCO)

Figure 4.3: Full colour VMS – Coventry Ring Road

Proposed strategy

4.14 The proposed strategy establishes a core route into the town centre and sea front areas comprising the A127 via Cuckoo Corner, Victoria Avenue, and then via Queensway to the sea front.

4.15 During the summer, when the central seafront car parks are full, car parks such as the Victoria Centre, Warrior Square, York Road/Tylers Avenue could be used to accommodate seafront visitors as noted in the SCAAP, but to make effective use of these car parks, Variable Message Signs can be used to advise drivers that the seafront car parks are full and that there is alternative parking at other locations.

4.16 By locating Variable Message Signs (VMS) further out, for example on the A127 Princes Avenue, drivers can be advised that the seafront car parks are busy, and that alternative beachfront parking is available in Chalkwell, Thorpe Bay, or Shoeburyness.

4.17 The proposed strategy therefore comprises signing the main routes and alternatives consistently, using a mix of static signage, full colour VMS signs, and inset VMS panels similar to those in use now. The signs can be linked to the council's Cisco Kinetic Platform referred to in the Technology Plan, such that live data from the car parks can be captured and reflected on the signs; traffic can be signed away from the busiest corridors and encouraged to use less well used car parks.

4.18 By replacing the largest VMS signs with full colour VMS signs, they can display messages indicating availability at each major car park as they do at the moment if that is the council's preferred choice. At busy times, the signs could be amended to provide specific routeing advice, for example Seaway car park full – use Victoria Centre car park. The proposed routes and locations of signs are shown in Figure 4:4 and described in Figure 4.2 which also includes proposed messaging for the "base" scenario of an off-peak weekday.

4.19 Other scenarios and strategies which could be incorporated into this dynamic signage framework include:

- Peak season (summer) weekend;
- Peak season (summer) weekend – when the journey time to seafront via Victoria Avenue exceeds the journey time to seafront using alternative routes (e.g. Princes Avenue);
- Peak season (summer) weekend – when Central Area key visitor car parks are full but spaces are available in other town centre car parks;
- Peak season (summer) weekend – when Central Area key visitor car parks are full but spaces available elsewhere on the seafront (e.g. East Southend, Thorpe Bay);

4.20 The exact signage messaging to be adopted is dependent on:

- Changes to access to car parks arising from the junction amendments on Queensway, as part of the Town Centre Re-development Improvement Programme (TRIP); and
- The chosen approach to routeing traffic using alternative routes to Victoria Avenue on peak days. Options include Sutton Road and Bournemouth Park Road.

Figure 4:4: Proposed routes and sign locations

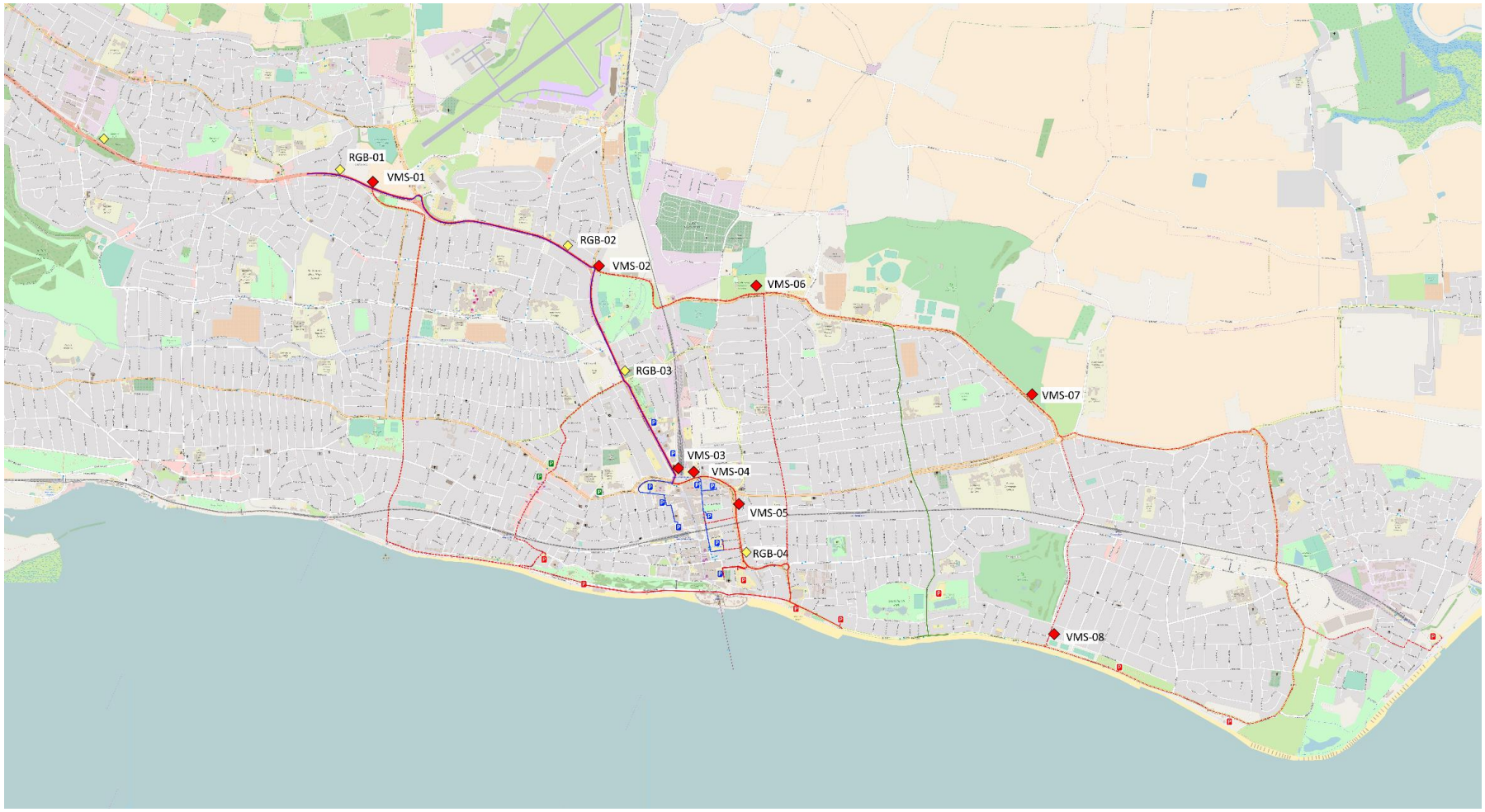


Figure 4:5: Sign locations and contents for base scenario (off-peak weekday)

Sign	Location	Type	Comment	Base scenario: off-peak weekday: suggested sign contents
RGB-00	On A127 at borough boundary	Large RGB sign	Optional sign	Welcome to Southend Event news Road works
RGB-01	On A127 approaching A1158 Princes Avenue junction	Large RGB sign	Main decision point – central seafront straight on, western seafront right	Welcome to Southend Event news Road works
VMS-01	On A127 at A1158 Princes Avenue junction	VMS panel embedded in direction flag	Repeater for RGB-01	Blank
RGB-02	A127 on eastbound approach to Cuckoo Corner (Victoria Avenue)	Large RGB Sign	Decision point – central seafront and main shoppers car parking right, alternative routes straight ahead	Map showing town centre and central seafront right. Thorpe beaches straight ahead
VMS-02a	A127 at Cuckoo Corner (eastern splitter island)	VMS Panel	Two signs needed: one on eastern splitter	Thorpe “P” left Shoppers and seafront “P” right
VMS-02b	A127 at Cuckoo Corner (southern Victoria Avenue splitter island)	VMS Panel	..and one on southern splitter island	Shoppers and seafront “P” left
RGB-03	A127 Victoria Avenue north of B1015 West STreet	VMS Panel	Proposed as alternative to existing large VMS near Civic Centre (which should be removed)	“P” Town centre shoppers “P” seafront
VMS-03	A127 Victoria Avenue adjacent to Victoria Station	VMS Panel	Provides guidance at entrance to Queensway	“P” shoppers *** spaces left *** spaces right
VMS-04	Queensway west of Chichester Road	VMS Panel	Replacement for existing sign directing shoppers (optional)	P” shoppers *** spaces ahead *** spaces right

Sign	Location	Type	Comment	Base scenario: off-peak weekday: suggested sign contents
VMS-05	Queensway north of Whitegate Road	VMS Panel	Directors shoppers to turn right towards Warrior Square	"P" Shoppers *** spaces ahead *** spaces right
RGB-04	Queensway north of Seaway roundabout	Large RGB sign	Key decision point for seafront and for shoppers	"P" shoppers *** spaces ahead *** spaces right
VMS-06	A1159 Eastern Avenue approach to Bournemouth Park Road	VMS Panel	Entry to alternative route to central seafront	Blank
VMS-07	A1159 Royal Artillery Way approach to A13 roundabout	VMS Panel	Decision point for central seafront, Thorpe or East Beach	Thorpe ahead East beach left
VMS-08	Thorpe Hall Avenue approach to seafront	VMS Panel	Decision point for traffic arriving at seafront on busy day	"P" Southend Central seafront right "P" Thorpe left

Proposed signage principles:

4.21 The Council will adopt the following principles for signage:

- Avoid adding too much information to any one sign – the existing large VMS signs are difficult to read as they have too much information on them. It is better to display signs showing three or four lines pointing to shoppers and sea front car parks as a category rather than listing each individual car park at this stage.
- Signs located on the entry routes do not need to show much detail under normal circumstances. For example signs on the approach to Victoria Avenue could show a junction Pictogram with Beaches signed ahead, and Town Centre & Pier parking signed right. At busy times these could be amended to read Pier car parks full – use town centre parking. The signs could also be amended to direct traffic along one of the alternative routes or to advise that all seafront and town centre car parks are full and direct traffic to Thorpe Bay or Shoeburyness.
- Review the town's brown tourist signs to remove destinations that no longer exist, and to route traffic to the preferred car parks.

Overview

4.22 Southend is a busy town with three major generators of parking demand:

- Commuters
- Shoppers (both regular and occasional)
- Seaside visitors.

4.23 Of these, commuters and regular shoppers will work out their own preferred parking arrangements and routes, and direction signage is of limited benefit in normal circumstances. Improved signage would be helpful to these groups on very busy days.

4.24 Occasional shoppers and tourist visitors may not know the town very well, and are therefore much more reliant on signage.

4.25 The town's road hierarchy does provide alternative routes to the main car parks, however these routes are not well signposted. This results in a high level of demand on the core route of Victoria Avenue and Queensway, where on busy days, traffic experiences significant delay. There are journey time savings for drivers who take alternative routes, or who visit alternative seafront destinations.

4.26 The proposed strategy therefore recommends improving the signage along the core routes through a mix of variable message and static signage, including the provision of signs at some new sites. The most strategic locations should be equipped with High Resolution full colour signs that can display a wide range of signs. These signs should be connected to the Borough's control centre so that they pick up real time parking information. They can also be overridden to display specific messages should the need arise.

4.27 Much of the existing static signage provides good information, but it is recommended that the area between Tylers Avenue Car Park and The Royals car park is reviewed as a whole to provide clearer directions to drivers trying to find Tylers Avenue and York Road car parks, or for drivers trying to escape from the queue for The Royals car park. It is also recommended that the council considers a scheme to improve the walking route along Chichester Road which has little to encourage walking to the seafront from the car parks at its northern end.

5 Tariffs and season tickets

Introduction

5.1 An analysis of parking tariffs for car parks operated by Southend-on-Sea Borough Council was undertaken to address the recommendations of the Car Parking Study (November 2016) to:

- Take a more responsive approach to charging for car parking, taking into account the varying levels of demand on different days and at different times of the year
- Encourage use of car parks which are further away from the seafront attractions in order to spread demand across the network, thus alleviating pressure on the busiest car parks in Central Area South.

5.2 The review considered tariff structures in relation to demand at peak times, including duration of stay and occupancy levels throughout the year. The review in full can be found in Appendix D.

5.3 The key observations were:

- Within the Central Area seafront on-street parking tariff band, there is no differential between the tariffs for the on-street parking (Western Esplanade central) located closest to the pier and Adventure Island and the seafront parking which is further from the pier (Western Esplanade West). While there is high demand for all seafront parking on peak days, a lower tariff for areas furthest from the pier could help spread demand along the seafront and discourage drivers from heading for the seafront Central Area, if they do not have a pressing need to park in that area.
- The Central Area shoppers tariff band includes car parks to the south where there is typically high demand (Alexandra Street, Clarence Road and Tylers) and car parks in the north where demand is lower (University Square, Warrior Square, Essex Street).
- There is little price differential between the central seafront and non-central seafront parking areas.

5.4 The research informed proposed tariff changes which were being considered by the Council at the time of writing.

PRICING PROPOSALS TAKEN TO COUNCIL EXEC TO BE INCLUDED HERE WHEN AVAILABLE

6 Implementation plan

6.1 The plan in Table 6.1 sets out each of the strategy actions, funding type (revenue or capital), estimated funding required, timescale for delivery and key partners involved.

Table 6.1: Implementation plan

Item	Action	Funding	Cost (low<£10k, med 10-25k, High 25k-100k, Very high 100k+)	Timescale	Partners
Smart City Technology Plan					
Online map development	Integrate historical parking occupancy data	Revenue	Low	Short term (6 mths)	Swarco, APCOA
	Linking to online map by other local sites	Revenue	Low	Short term (6 mths)	Visitor attractions, private car park operators, major employers, major retailers
Contactless payment	Launch Mobon app	Revenue	Low	Short term (6 mths)	Mobon
	Promote Conduent platform	Revenue	Low	Medium term (6 mths to 1 year)	Conduent
Website overhaul	Benchmarking of Southend digital assets	Revenue	Low	Short term (6 mths)	Public transport operators, car park operators, traveline, CISCO
	Website re-design and enhanced journey planning	Revenue	High	Short term (6 mths)	Council web team
	Development of peak day travel portal	Revenue	Med	Medium term (6 mths to 1 year)	Council web team / external supplier, visitor attractions, car park operators, public transport providers, Essex County Council
Planning integrated Smart City platform	Visioning exercise	Revenue	Low	Short term (6 mths)	The Council, Council suppliers,
	Review of existing assets and gaps	Revenue	Low	Short term (6 mths)	The Council
	Trialling new technologies and reviewing	Revenue	Med/High	Medium term (6 mths to 1 year)	The Council, suppliers

Item	Action	Funding	Cost (low<£10k, med 10-25k, High 25k-100k, Very high 100k+)	Timescale	Partners
	Specification for data platform	Revenue	Med	Medium term (6 mths to 1 year)	The Council
	Specifications for data platform feeds: traffic control, parking management, public transport, shared mobility	Revenue	High	Medium term (6 mths to 1 year)	The Council, suppliers
	Data platform implementation	Capital	High	Longer term (1-3 years)	The Council + suppliers
Public transport	Establish local public transport working group	Revenue	Neutral	Medium term (6 mths to 1 year)	Council, local public transport operators, retail
	Establish visitor public transport working group	Revenue	Neutral	Medium term (6 mths to 1 year)	Council, local public transport operators, retail and visitor attractions
Visitor access and parking management plan					
Encouraging travel behaviour change by Southend residents	Peak day communications – planning workshop	Revenue	Low	Short term (6 mths)	Council comms, Essex CC, Council parking, visitor attractions, private car park operators
Improve existing information resources*	Online parking map Travel information on Visit Southend Information on Council parking pages Wayfinding improvements	Revenue	Med	Short term (6 mths)	Council comms, parking Regeneration and Business Development

Item	Action	Funding	Cost (low<£10k, med 10-25k, High 25k-100k, Very high 100k+)	Timescale	Partners
	Improved information and links to journey planners for driving directions, public transport, walking and cycling including postcodes for specific car parks	Revenue	Low	Short term (6 mths)	The Council comms, Regeneration and Business Development, travel information providers
	Establish reliable journey time feed	Revenue and capital	Med	Medium term (6 mths to 1 year)	Essex CC, suppliers
Active management of traffic on days when of high visitor demand through a range of on the ground interventions	Establish Peak day communications and traffic management response crew Develop peak day messaging content and approach Review "No motorised Vehicle ban" from Chancellors Road to Chichester Road to allow temporary relief on congested days.	Revenue	Med	Short term (6 mths)	Essex CC
Understanding user experiences	Data analytics reporting	Revenue	Med	Medium term (6 mths to 1 year)	-
	Visitor experience surveys	Revenue	Med	Medium term (6 mths to 1 year)	Visitor attractions, private car park operators, The Council regeneration and Business Development
	User research – travel information / signage	Revenue	Med	Medium term (6 mths to 1 year)	The Council comms, travel information providers
	Season ticket holder survey	Revenue	Med	Medium term (6 mths to 1 year)	-
Improve access options	Additional bikeshare docks	Capital	High	Longer term (1-3 years	HourBike
	Seafront bus service	Revenue	High	Medium term (6 mths to 1 year)	Bus operators

Item	Action	Funding	Cost (low<£10k, med 10-25k, High 25k-100k, Very high 100k+)	Timescale	Partners
	Cycle route signage	Capital	Low - Med	Longer term (1-3 years	-
	Seafront pedestrian/cycle route:	Capital	High – very high	Longer term (1-3 years	
	Leigh-Chalkwell path improvements	Capital	Med	Longer term (1-3 years	-
	Sunday C2C timetable improvements	-	-	Medium term (6 mths to 1 year)	C2C
	Queensway highway improvements, changes to turning arrangements	Capital	Very High	Longer term (1-3 years)	-
	Traffic management measures Seaway roundabout	Capital	Med (box junction) Very High (signalisation)	Longer term (1-3 years)	-
	Consolidate Tylers Avenue and York Road car parks into one	Capital	Med	Medium term (6 mths to 1 year)	The Council
	Improved Walking Routes from north-central car parks to seafront	Capital	Med for Quick Wins Very High for larger public realm schemes	Short term (6 mths) – Quick Wins Longer term (1-3 years) for public realm scheme	The Council

Item	Action	Funding	Cost (low<£10k, med 10-25k, High 25k-100k, Very high 100k+)	Timescale	Partners
Signage plan					
Peak day dynamic signage	Dynamic mobile roadside signage	Capital if purchased, revenue if hired	High	Short term (6 mths)	Suppliers, Essex CC
Pedestrian wayfinding	Pedestrian wayfinding boards / maps in car parks	Capital	Med	Short term (6 mths)	The Council parking, private car park operators
Road signage	Renewal /revision of static signage	Capital	Med	Medium term (6 mths to 1 year)	
	Tendering and installation of full colour RGB VMS signs	Capital	Very High (£70k for one £840k for 12 as per signage plan. Could rationalise or phase implementation this if funding does not permit	Medium term (6 mths to 1 year, subject to available funding). Staged implementation possible.	Suppliers
	Tendering and installation of inset VMS signs		High 4x15 character monochrome signs - £17k each. Inset panels in static signs –£5k to £10k per sign	Medium term (6 mths to 1 year, subject to available funding)	Suppliers
Tariffs and season tickets					
Summer weekend tariffs	Tariff changes:	The Council staff time	-	Short term (6 mths)	APCOA
	Promotion of tariff changes	Revenue	Low	Short term (6 mths)	The Council Comms, parking team
Pre-booking	Pre-booking trial, Fairheads	Revenue	Med	Medium term (6 mths to 1 year)	Visitor attractions, suppliers
Season ticket changes	Increase fees Review Clarence Rd season tickets	The Council staff time	-	Short term (6 mths)	-

7 Stakeholder engagement and management plan

Introduction

7.1 This Stakeholder Management and Engagement Plan identifies key sectors, stakeholders and suppliers and sets out a plan for ensuring that there is the opportunity to contribute and engage with the emerging proposals and wherever possible buy-in by the various sectors.

Principles

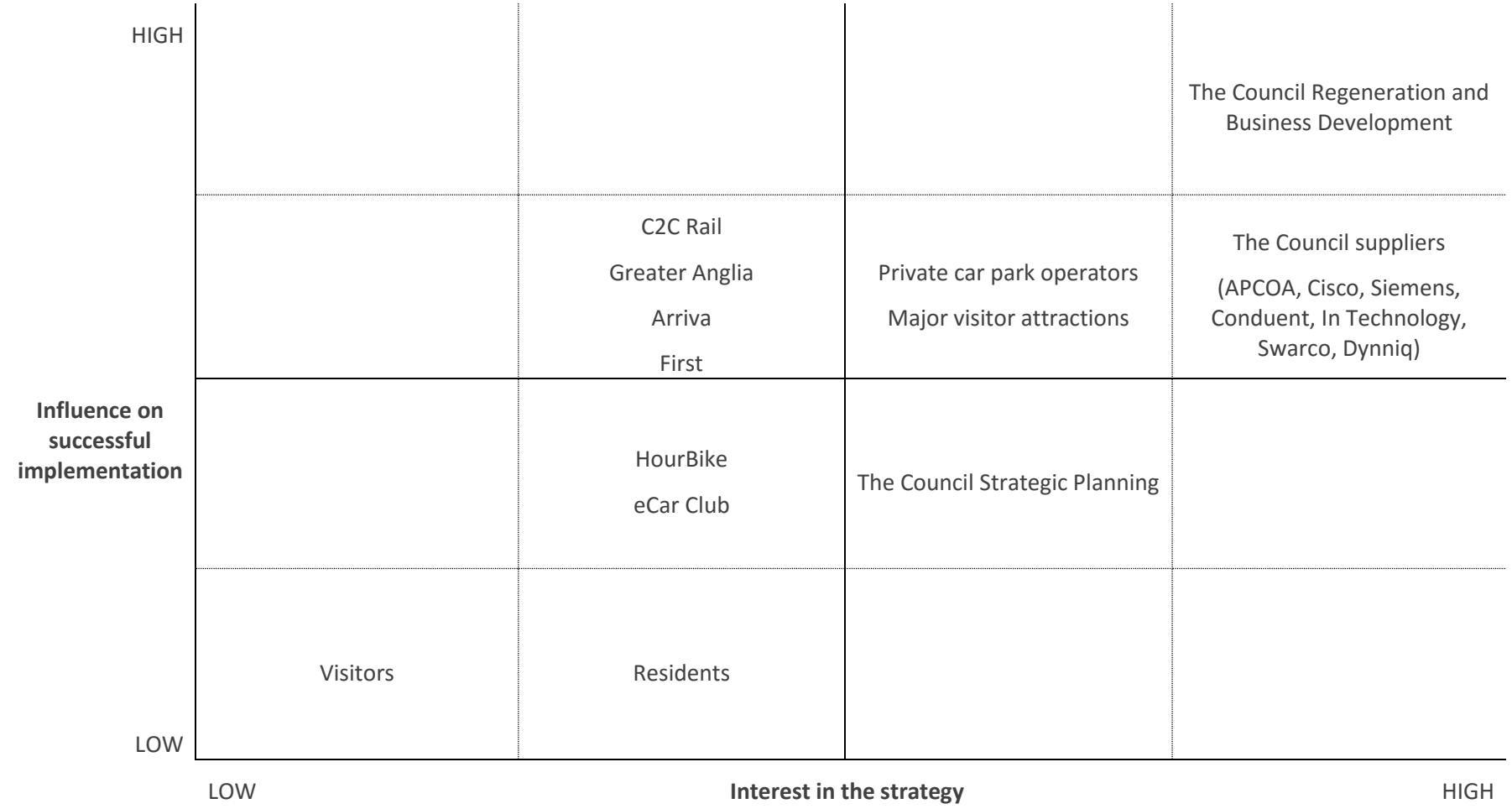
7.2 Stakeholders will be engaged and managed in line with Association of Project Management principles as follows:

- Appropriate stakeholders will be identified early in the project – an initial list has been identified within this document which will be built upon across the various phases of the project lifecycle.
- Early and regular consultation to ensure that requirements are agreed and a delivery solution is negotiated to the agreement of most, if not all, stakeholders. Shifting stakeholder views will be recorded and managed throughout the project.
- Communications: communication of strategy implementation will include a range of mechanisms appropriate to the audience.
- Updating plans: the strategy will be adaptable and where appropriate adapted to reflect stakeholder changes, feedback and project progress

Stakeholder identification and mapping

7.3 A stakeholder identification and mapping exercise undertaken as part of strategy. The chart in Figure 7:1: maps stakeholders by their relative influence and likely interest in strategy implementation. This initial mapping will be updated and added to during strategy implementation, learning from initial stakeholder engagement.

Figure 7:1: Stakeholder map



7.4 Stakeholders have been categorised into three main groups:

- **Delivery lead**: responsible for implementation of the strategy
- **Delivery partners:** directly involved in implementation. Includes internal (The Council) and external stakeholders (The Council suppliers).
- **External stakeholders:** affected by strategy implementation, possibly involved in some elements of delivery

Delivery lead

7.5 Implementation of the strategy will be led by a management team which includes relevant departments within The Council: Strategic Transport Policy, Parking Management and Highways.

Delivery partners

7.6 A range of internal and external partners will be involved in delivery.

- *Internal partners* within The Council include Strategic Planning, Regeneration and Business Development.
- *External partners* include Essex County Council, the Council's existing suppliers (APCOA, Cisco Siemens, Conduent, Swarco, Dynniq) and future suppliers.

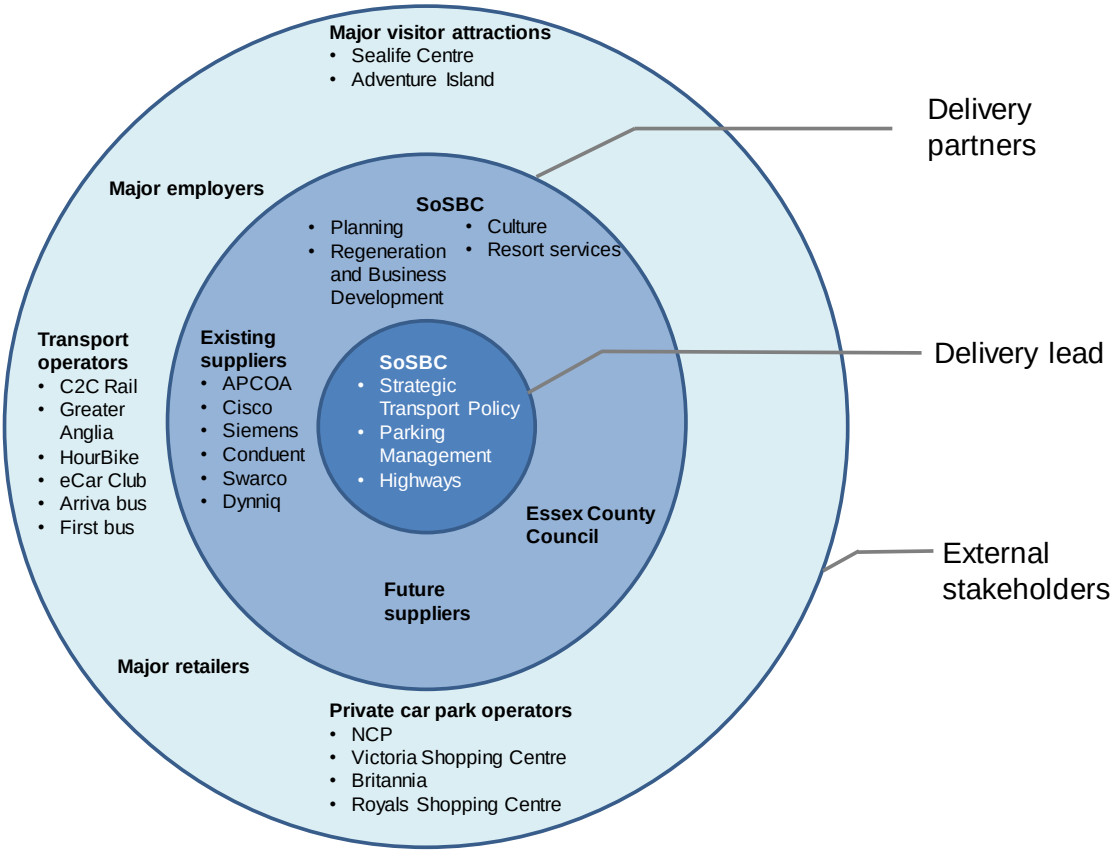
External stakeholders

7.7 External stakeholders include those who will be directly affected by implementation and in some cases, may be involved in delivery of the strategy. They include:

- *Transport operators*: C2C Rail, Greater Anglia, HourBike, eCar Club, Arriva Bus, First Bus
- *Private car park operators*: NCP, Victoria Shopping Centre, Britannia Park, Royals Shopping Centre
- *Major visitor attractions:* Sealife Centre, Adventure Island
- *Users*: Residents and visitors.

7.8 This categorisation of stakeholders is illustrated by Figure 7:2: .

Figure 7:2: Mapping of stakeholder categories



Engagement activities

7.9 Engagement activities will be the responsibility of the strategy delivery lead. The following activities are proposed during strategy implementation as shown in Table 7.1:.

Table 7.1: Engagement activities

	Delivery partners	External stakeholders	Users
Formal reporting: Council committee	✓		
Quarterly progress meetings	✓		
Visioning workshop	✓	✓	
Quarterly newsletters / email updates	✓	✓	
One to one engagement on specific actions	✓	✓	
Media releases, Council newsletters, MySouthend comms, posters in car parks			✓

7.10 Table 7.2 summarises the roles and areas of interest of each of the stakeholder groups.

Table 7.2: Stakeholder roles and areas of interest

			Areas of interest			
Group	**Bodies**	**Engagement / role**	**Smart City**	**Visitor access**	**Signage**	**Tariffs**
Council members	Traffic and Parking Working Party	Sign off strategy and key decisions	✓	✓	✓	✓
Council departments	Transport	Lead implementation	✓	✓	✓	✓
	Parking	Lead implementation	✓	✓	✓	✓
	Strategic Planning	Support implementation	✓			
	Regeneration and Business Development	Support implementation		✓		
	IT	Support implementation	✓		✓	
Council suppliers	Systems suppliers	Support implementation	✓	✓	✓	✓
Transport operators	C2C Rail	Indirect contribution. Engaged and updated	✓	✓		
	Greater Anglia	Indirect contribution. Engaged and updated	✓	✓		
	HourBike	Indirect contribution. Engaged and updated	✓	✓		

			Areas of interest			
Group	**Bodies**	**Engagement / role**	**Smart City**	**Visitor access**	**Signage**	**Tariffs**
	eCar Club	Indirect contribution. Engaged and updated	✓	✓		
	Arriva	Indirect contribution. Engaged and updated	✓	✓		
	First	Indirect contribution. Engaged and updated	✓	✓		
Private car park operators	NCP	Indirect contribution. Engaged and updated	✓	✓	✓	
	Victoria Shopping Centre	Indirect contribution. Engaged and updated	✓	✓	✓	
	Britannia	Indirect contribution. Engaged and updated	✓	✓	✓	
	Royals Shopping Centre	Indirect contribution. Engaged and updated	✓	✓	✓	
Major visitor attractions	Sealife Centre	Indirect contribution. Engaged and updated		✓	✓	
	Adventure Island	Indirect contribution. Engaged and updated		✓	✓	
Users	Residents	Keep updated			✓	✓
	Visitors	Keep updated			✓	✓

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Appendices

A Smart City Technology Plan: additional information

Contents:

A.1 Literature review

Intelligent Mobility (IM) Traveller Needs and UK Capability Study, Transport Systems Catapult

A.1 This Transport Systems Catapult report draws upon previous research conducted in the wider Intelligent Mobility sector. "The IM Traveller Needs and UK Capability Study", written by Corporate Value Associates and published in 2015 by the Transport Systems Catapult - "the UK's technology and innovation centre for Intelligent Mobility" - aimed to develop shared knowledge of the needs and values of UK travellers, and how technological innovations can help to improve transport services. The Transport Systems Catapult serves to "drive UK global leadership in Intelligent Mobility, promoting sustained economic growth and wellbeing, through integrated, efficient and sustainable transport systems". The study made use of a market research sample of 10,000 respondents, 100 experts and 50 company interviews.

A.2 A major finding of the study was the need for improvements in the user experience of UK travellers. The study notes that "75% of all journeys made in the UK are subject to negative experiences (i.e. pain-points), many of which may be addressed with Intelligent Mobility solutions", highlighting both the need for improvements to service, and the potential role of smart technologies in this process.

A.3 More specifically, the study found that parking-related pain-points are encountered in 12% of UK journeys, with the average driver spending "over 6.45 minutes searching for a parking space on each journey". Findings from interview surveys with residents and visitors to Southend town centre and seafront conducted on behalf of Southend-on-Sea Borough Council in 2016 gave an indication of the extent to which Southend's visitors experience these pain-points: in March, 7% of respondents reported having to make more than one attempt to park, while on the May Public Holiday, a typically busier period for visitors, this proportion increased to 22% - an indication of the seasonal variations in parking availability in Southend.

A.4 The Transport Systems Catapult report emphasises the importance of "a sufficiently high coverage of 'smart parking bays'" in order to achieve a "tangible reduction in time spent searching for parking". A solution blending a selection of the "plethora" of available technologies, including road/bay sensors, CCTV/specialist camera (image recognition), vehicle connectivity, and crowdsourced information, is suggested to be likely to provide the most value. The authors also suggest that local authorities should be given the freedom to conduct "trials and experimentation" in the development of parking solutions, and to share the knowledge developed in these trials, fundamental to which will be the sharing of data.

A.5 The report provides further suggestions that these parking solutions should:

- incorporate space reservation (found to be the "most valued aspect" of a parking solution);
- deliver a "seamless traveller experiences and desirable benefits, such as integrated payment";
- integrate with enforcement (to ensure "back-end cost savings" and "a reliable user experience for travellers"); and,
- facilitate development of deeper insight through data collection and analysis (this will enable a greater understanding of the impact such solutions "will have on achievable space utilisation and to measure how traveller parking behaviours change once the ability to reserve space becomes more widespread").

A.6 Encouragingly, the study found that there is a clear appetite among UK travellers to use smarter parking solutions, determining that drivers would be willing to pay an additional £0.42 per journey "to be able to reserve a parking space and be guided to it". Overall, the study concluded that UK travellers are generally "progressive and ready for new developments in mobility":

- 57% of respondents were open to sharing their personal data in order to get a better service.
- Smartphone penetration in the UK is currently at 72%, and growing. 54% of smartphone owners consider it essential to their journey.

A.7 On the subject of information and accessibility, UK transport systems providers face a challenge to "create relevant, personalised and context-aware information". Smart solutions have the potential to greatly improve access to and from places, but their usefulness "depends on their ability to provide relevant data in a contextualised and proactive way". The success of this will depend on the ability of "innovators in this space to access as much transport data as possible".

The Impact of Parking Pain in the US, UK and Germany

A.8 In July 2017, INRIX Research, a private research company with a focus on optimising movements of people and goods, published a paper titled "The Impact of Parking Pain in the US, UK and Germany". Their study draws upon the INRIX Parking database, "covering 100,000 locations across 8,700 cities worldwide", combined with "a large-scale analysis of almost 18,000 drivers' parking behaviour and experiences" in 30 cities across the US, UK and Germany. The INRIX Research team consists of "economists, transport policy specialists and data scientists with a mix of research backgrounds from academia, think tanks and commercial research and development groups".

A.9 In their study, INRIX Research are quick to observe that parking "imposes a similarly significant burden on drivers and the wider economy" to congestion, reporting that "drivers spend an average of nearly nine minutes in pursuit of a parking spot". Their analysis quantifies this as an annual economic cost to UK drivers of £31.2 billion.

A.10 This figure reflects the cumulative impact of several parking-related pain points, namely the search for parking, parking fines and overpayment. In particular, searching for a parking space is estimated to waste UK drivers on average 44 hours per year (67 hours in London), translating to a cost of £23.3 billion. Non-economic impacts are also considered in the report; 32 % of U.S. male drivers "reported being in a confrontation with another driver over parking in the past year", while 40% of all drivers "reported having missed an appointment due to problems finding parking".

A.11 In simple terms, the INRIX report demonstrates that "parking pain is a universal problem that imposes significant economic and non-economic costs", and that there is "tremendous enthusiasm among drivers for solutions". INRIX are optimistic that "many of these parking pains can be eased by technology".

A.12 A survey of 18,000 drivers by INRIX investigated the most desirable functionalities of such technologies:

Table Error! No text of specified style in document..**1: Desirable technology functionalities**

Feature	% of drivers who would either "like to" or "love to" use a technology with this feature
Compare closest and cheapest parking	81%
Real-time parking availability	84%
Advanced parking reservation	71%
Advanced payment	62%
Navigation with parking	80%

A.13 However, the report also advises caution when considering the propensity of users to adopt new parking technologies – 46% of UK drivers surveyed said they would not be willing to pay a fee, on top of the parking charge, to use an app or related technology to pay for their parking.

A.14 Their survey also revealed a very even distribution in preferences of payment methods. 28% of respondents preferred to pay cash at a machine, 27% to pay card at a machine, 20% to use a payment system integrated into their navigation, while 25% preferred to use a separate mobile app.

A.15 Useful insights into drivers' behaviour and decision-making also emerged from the survey. Security is consistently felt to be the most important factor in selecting a car park, and 69% of UK respondents responded that they are more likely to drive if they know that parking is available.

A.2 Methodology for understanding user needs

A.16 The personas developed in this study were based upon data collected in the previous parking strategy conducted on behalf of Southend-on-Sea Borough Council in 2016. The surveys were carried out separately in March and May (a Wednesday, Friday and Saturday in March, and Sunday 29th/Bank Holiday Monday 30th May) to allow seasonal variation to be studied.

A.17 Survey participants were asked for demographic information including their age range and gender, information on the nature of their visits to Southend, and which mode of transport they used to get there.

A.18 Of particular value to the development of these personas were the following insights:

- Age and gender
- Mode of travel
- Home post code
- Purpose of their visit
- How frequently they visit Southend

A.19 Patterns naturally emerged from common behavioural and demographic traits. For example, those visiting Southend from nearby postcodes were more likely to walk or take the bus, those from outside of Southend had a far greater propensity to drive, and that the majority of those visiting Southend for education walked or used public transport. Postcodes of visitors were matched to Mosaic classifications to add a little more detail to the personas.

A.20 As an example, the majority of visitors to Southend from external postcodes on the May bank holiday weekend were visiting for the purpose of leisure. Of these leisure travellers, more than half arrived by car, and most of these car drivers were between 26 and 65 years of age. Furthermore, it was found that the average level of car occupancy of these visitors was four

(including the driver). Combining these insights leads naturally to the conclusion that to improve the visitor experience in Southend for maximal benefit, it is important to understand the needs and behaviours of families driving to Southend for a summer day out.

A.3 Travel information

Table A.1: Summary of travel information websites

Website	Information
Southend Council parking pages	Directory of car parks Opening times and fee tariffs Individual car park maps (no overview map) Link to Mobon user guide and other static PDF info, but does not seem to explicitly mention or explain Mobon anywhere else. No link to option for space reservation
Southend Council travel information page	Links to pages for information on cycling, taxis, Dial-a-Ride service, road safety, public transport, Southend Airport, and traffic cameras.
Southend Council public transport pages	Public transport information is quite far down the list on the travel information page – not obvious or promoted. Bus and train information page provides link to traveline South East website for "help with planning your journey" and Ideas in Motion website for help and ideas on alternative travel.
Southend Council Visiting Southend page	Travel directions by road and public transport Static instructions accessed via "Events and Leisure", disaggregated from the "Travel Information" section.
Ideas in Motion	Recommends using Google Maps, traveline or GoEuro to plan journey, with external links to these. Provides live information in the form of Twitter feeds from operators.
Traveline South East	Public transport journey planner available, but less user-friendly or obvious than Google Maps
Visit Southend	Google map showing each car park in Southend central area and postcode Summary bus and rail info and links Short Summary travel directions Contains direct link to (and explanation of) Mobon
Essex County Council Live Traffic Information	Shows incidents, live traffic status and offers some advice (e.g. delays likely). Potentially helpful information for drivers.
Mobon	Booking a parking space through this app and website seems user-friendly and intuitive once you've arrived at the page and logged in.
Everyday Travel App	Journey information for daily saved routes.
Highways England / Traffic England	Map showing live traffic information, traffic cameras, incidents/roadworks. Only relevant to drivers and does not seem to provide much/any useful info for Southend.
The AA	Route planner, traffic news, maps and hotel information – only information relevant to drivers though.

A.4 Potential solutions from existing suppliers

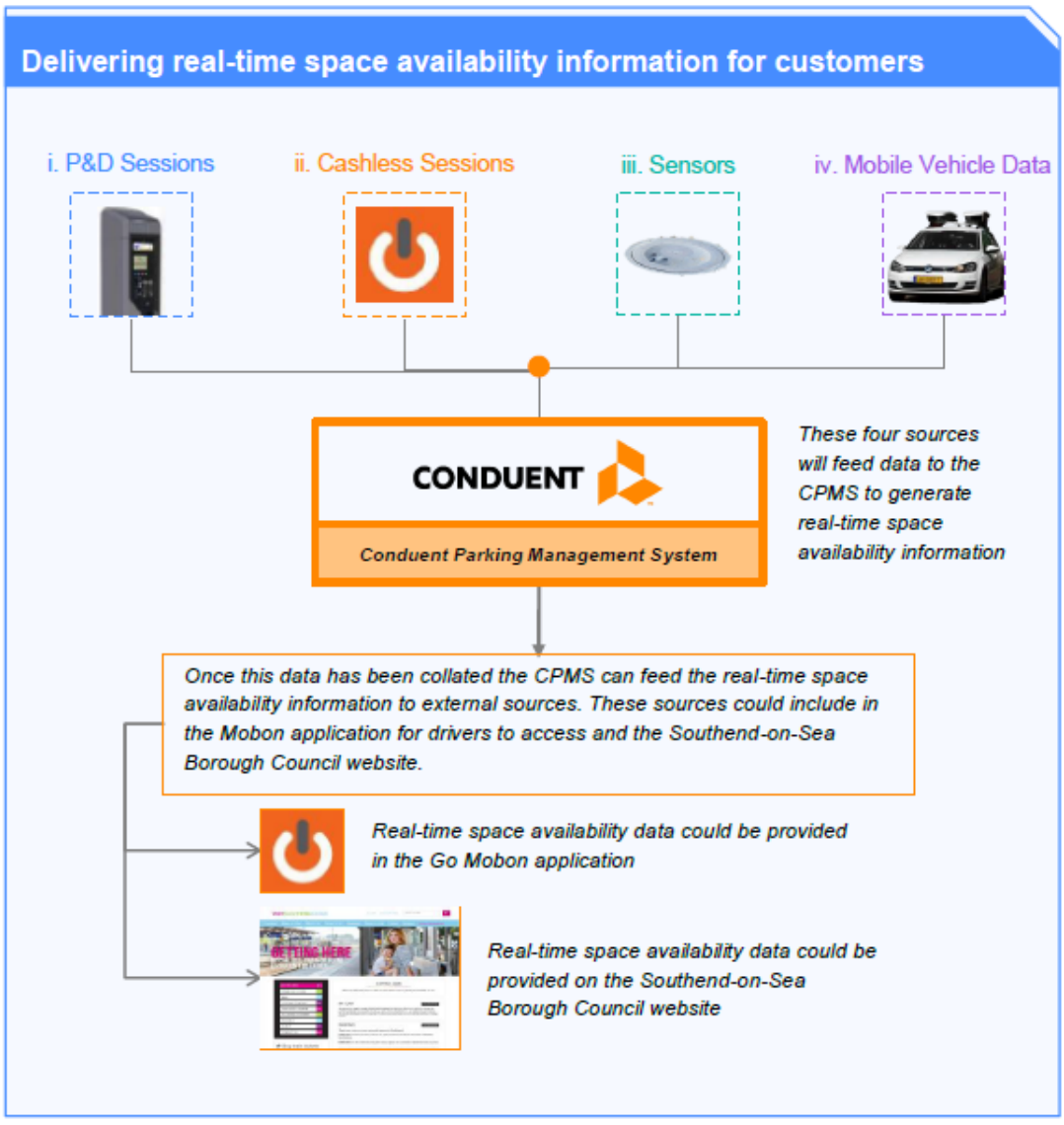
Conduent

A.21 Conduent currently has a solution that manages payment flows for parking in Southend, including the use of a mobile app (Mobon). Conduent has indicated that it could expand their platform to provide Southend-on-Sea Borough Council with a more detailed level of insight on parking conditions. This would involve the real-time collation of space utilisation and

occupancy data into the Conduent platform from a range of sources (Pay & Display systems, cashless transactions through the Mobon app etc., in-space sensors, and floating vehicle data where available). The platform would then provide data feeds to users via the Mobon app to identify the real-time availability of spaces, and feeds and reports to Southend-on-Sea Borough Council to provide them with intelligence on the current and historical situation.

A.22 The diagram below sets out Conduent's proposed solution.

Figure A.1: Conduent's proposed parking insights platform (source: Conduent)



Siemens Stratos

A.23 The Stratos system is a cloud-based strategic traffic and network management tool that consists of a number of modules. Southend-on-Sea Borough Council currently makes use of the Siemens Stratos system to manage their traffic signals and for implementing certain strategies based on observed behaviour.

A.24 Siemens indicated that the Stratos system could be used more widely in Southend to bring together data from a series of sources, and to manage traffic and movement based on a more granular view of the network.

A.25 Other modules that the Stratos system supports include variable message signs, intelligent parking, car park management, journey time monitoring, disruption management, and environmental modules.

A.26 Making broader use of the Siemens Stratos solution in Southend could potentially bring the system into more of a central role that:

- Takes input data from a number of sources around the region (e.g. parking sensor data, floating vehicle data, payment information, enforcement statistics etc.);
- Processes the information to inform certain management strategies (e.g. altering traffic signals to respond to not just congestion, but also environmental conditions); and
- Provides a consolidated view of the current and historical trends within the region to be passed on to different providers. Data feeds could also be passed on to a wider smart city platform (such as that provided by Cisco).

A.5 Improvements already made

A.27 The Council has already made improvements to the presentation of live car park occupancy data through development of a more user-friendly map on the Visit Southend website which shows the location of each car park, live information about the number of spaces available and links to the Google Maps journey planner to help users find each car park. The website is shown in Figure .

A.28 Free Wi-Fi in Southend town centre is available, giving easier access to travel information for users. The coverage as of October 2017 is shown in Figure 2.

Figure A.2: Recently launched interactive parking map

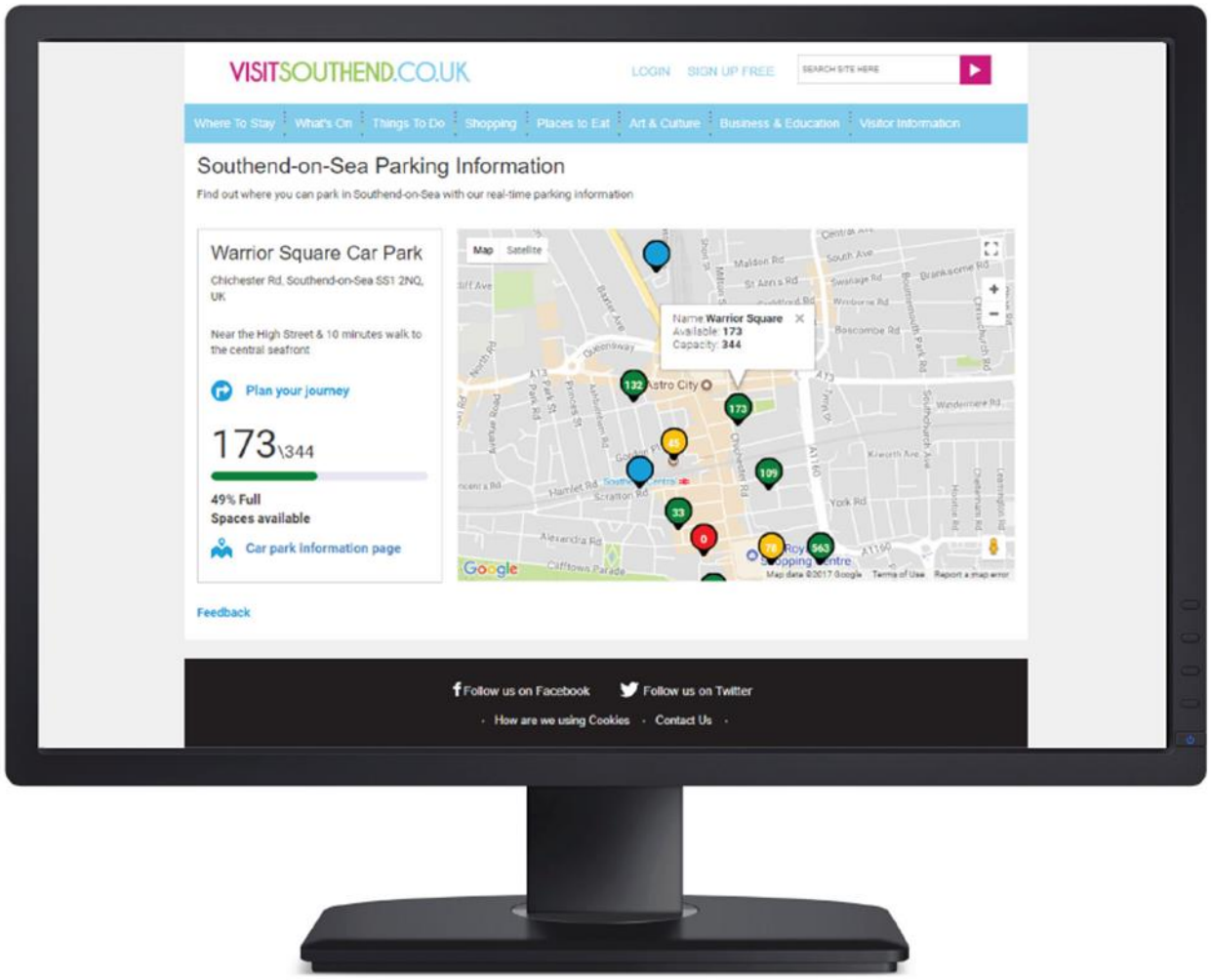


Figure A.3: Southend Town Centre Free-Wi-fi

B Access options: Southend Central Area, West Southend and East Southend

Southend Central Area

Access options- parking

B.1 The 'Key Visitor Car Parks' located in the south of the central area are shown in Table B.1 below. These are identified in the SCAAP (Policy DS5, Table 5)[1]. Planning policy requires that any development proposals that come forward on the key visitor car parks will need to ensure that there is no net loss of key visitor car parking in the interests of safeguarding the vitality and viability of the tourist facilities located in the central seafront area.

Table B.1: Key Visitor Car Parks to the south of the Central Area

Car park	Spaces
Fairheads	211
Seaway	478
Royals Shopping Centre	426
Shorefield Road	125
York Road	93
Tylers Avenue	249
Alexandra Street	74
Clarence Road	126
Western Esplanade Central	585
Western Esplanade East	128
Eastern Esplanade.	67
Total	**2,562**

B.2 Since the adoption of the SCAAP, the Southend on Sea Borough Council has acquired the old Gas Board site on Eastern Esplanade and is currently adapting the site for public car park use. This will accommodate approximately 200 car parking spaces and offers the opportunity for "overspill" parking to accommodate demand for parking close to the seafront on busy days.

B.3 A new 200-space underground car park will also be built as part of a new museum to be constructed on Cliff Gardens.

B.4 In addition to the key parking areas above and the acquisition of the old Gas Board site, there are approximately 580 additional paid for parking spaces provided on-street or in private car parks to the south of Southend Central Area as shown in Table B.2, which is also taken from the SCAAP document.

[1] Available online at: **http://www.southend.gov.uk/info/200420/development_plan_documents/391/southend_central_area_action_plan_scaap/1**

Table B.2: Publicly available paid for parking in Central Area South

Publicly available paid for Parking	Number of Spaces*	Within a "Key Visitor Car Park
Southend Central Station NCP**	138	No
Beach Road**	40	No
Marine Plaza**	67	No
York Road	22	No
Clifftown Road on-street	11	No
Baltic Avenue on-street	6	No
Clarence Road on-street	16	No
Clarence Street on-street	12	No
Weston Road on-street	19	No
Nelson Street on-street	18	No
Capel Terrace on-street	6	No
Alexandra Street on-street	16	No
Cambridge Road on-street	24	No
Alexandra Road on-street	39	No
Cashiobury Terrace on-street	14	No
Runwell Terrace on-street	6	No
Prittlewell Square on-street	43	No
Royal Terrace on-street	19	No
Clifton Terrace / Clifftown Parade on-street	45	No
Devereux Road on-street	19	No
Total	3142	N/A
* Base date May 2016		
** Private Car Park		

B.5 Car parks to the north of Southend Central Area are further from the seafront and tourist destinations. The key public car parks are shown in Table B.3.

Table B.3: Key Car Parks to the north of the Central Area

Car park	Spaces
Essex Street	102
University Square	307
Victoria Shopping Centre	593
Warrior Square	344
Warrior Square on-street	44
Short Street	101
Beecroft Library / The Hive	79
Southend College	215
Civic Centre North	89
Civic Centre North Underground	116
Civic Centre East	159
London Road	43
Southend Victoria station	14
Portcullis House	160
Baxter Avenue	104
Britannia Parking	241
Whitegate Road on-street	57
London Road on-street	43
Total	**2,811**

B.6 In addition, there are spaces in car parks less suitable for visitors (supermarkets, stores and temporary car parks) and numerous paid-for on-street parking spaces.

Access on peak days

B.7 On a Summer Saturday, the most popular car parks in the Central Area South car parks fill by midday. Data from 22 August 2015 shows the accumulation on a busy day in the peak period. On that day car parks filled in the order as shown in Table B.4. Broadly speaking, it can be expected that seafront car parks are full by lunchtime.

Table B.4: Time at which car parks reach capacity on peak days

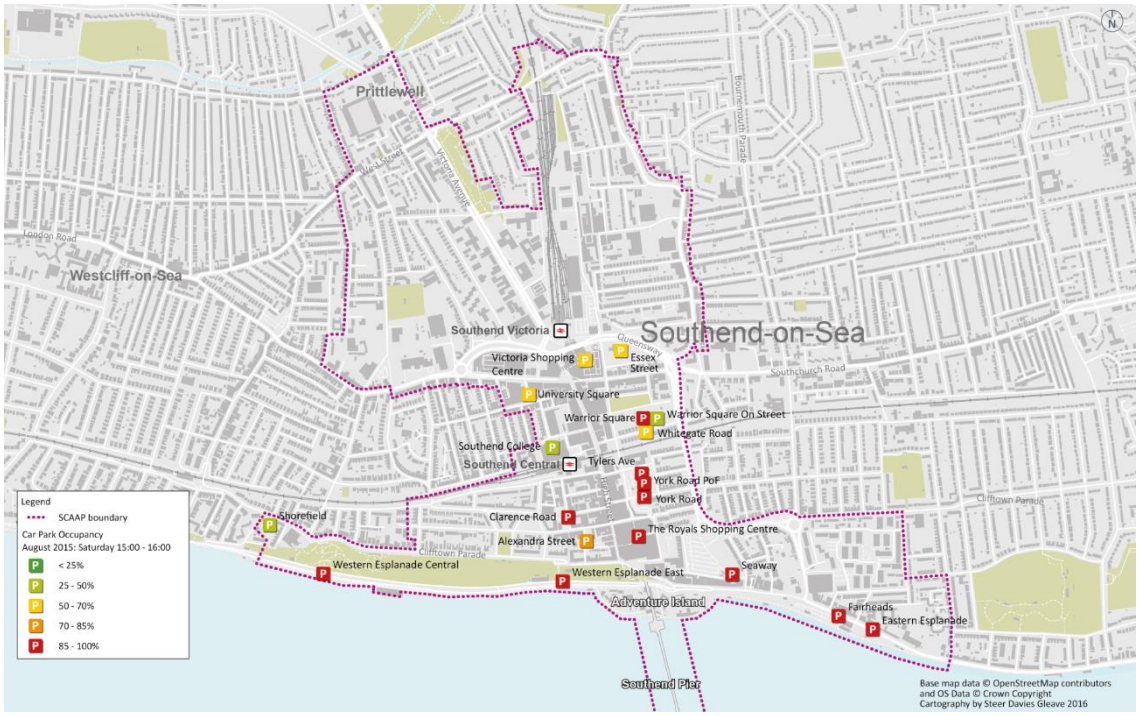
Car park	Time at which it reaches capacity on busy Summer Saturday
Fairheads	11.00
Seaway	12.00
Western Esplanade on-street	12.00
Tylers Avenue	12.00
Royals	12.00
Shorefield Road	13.00
Clarence Road	14.00
Alexandra Street	15.00

B.8 The distribution of parking occupancy in Southend Central Area at the peak period of occupancy (15:00 – 16:00) on a typical Summer Saturday in August is shown in Figure B.5. All Central Area South parking areas are close to capacity apart from Shorefield Road.

B.9 There are eleven parking areas which exceeded 85% occupancy at points during the day: Eastern Esplanade (on-street), Fairheads, Tylers Ave, Seaway, Royals Shopping Centre, Western Esplanade Central (on-street), Alexandra St, Clarence Rd, York Road pay on foot car park, York Road (on-street), Western Esplanade East Section (on-street).

B.10 Generally these car parks exceeded 85% occupancy in the period between 12:00 and 16:00. Overall the network was 78% utilised at its peak period of occupancy but there was a notable imbalance between the eleven very popular car parks, and the less popular car parks.

Figure B:1: Distribution of demand at the peak period of demand (Saturday)



B.11 Information from the car parking management system provides an estimate of average and maximum occupancy levels by time of day. The period from May 2015 to April 2016 was analysed and the figures are shown in Table **Error! No text of specified style in document.**.5.

Key observations

- Fairheads has higher weekend average and maximum occupancy - the car park is full at some point on every weekend. Seaway is typically less busy but is on a similar tariff.
- Alexandra Road and Clarence Road are much busier than other car parks on the same tariff (Essex Street, Tylers, University Square).
- Southend College is little used on weekends, and is closed on Sundays.
- Seafront car parks and other key visitor car parks in the South are busier on weekends than on weekdays (Seaway, Fairheads, Western Esplanade, Shorefield Road). Some car parks further north in the town centre are notably busier on weekdays than at weekends (Clarence Road, Warrior Square, Southend College). There is a group of car parks where

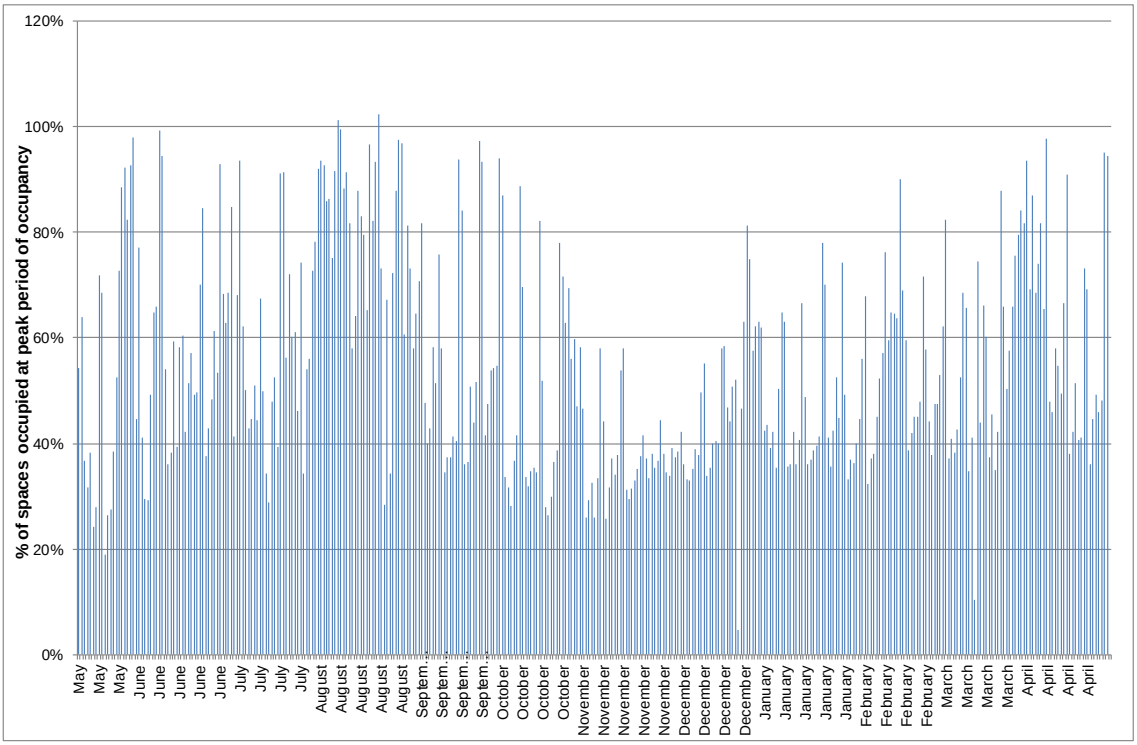
occupancy is similar on weekdays and weekends (Alexandra Road, Essex Street, Tylers, University Square, Victoria Centre, Royals Shopping Centre).

Table Error! No text of specified style in document.**.5: Summary of occupancy by car park May 2015 to April 2016**

Car park	Weekday average	Weekend average	Weekday maximum	Weekend maximum
Alexandra Road	51%	52%	71%	76%
Ceylon Road	15%	13%	24%	23%
Clarence Road	49%	40%	84%	77%
College	56%	11%	83%	22%
Essex Street	30%	27%	51%	53%
Fairheads Green	28%	57%	55%	99%
Hamlet Court Road	15%	17%	26%	28%
Royals Shopping Centre	36%	39%	73%	75%
Seaway	15%	31%	31%	62%
Shorefield Road	16%	32%	71%	71%
Tylers Avenue	33%	31%	58%	56%
University Square	28%	27%	50%	56%
Victoria Centre	29%	32%	50%	69%
Warrior Square	39%	24%	60%	46%
Western Esplanade	21%	38%	39%	70%
Overall	29%	32%	51%	61%

B.12 While the level of demand for travel to Southend during the peak season does vary according to weather conditions, analysis of historic data has identified the typical pattern of peak demand - high occupancy days in the key visitor car parks to the south of Southend town centre tend to occur in the Summer period. Through other months, the peaks are at weekends but generally there is a high availability of spare parking capacity. While data are unavailable on the patterns of demand for car parks outside of the central area, a similar pattern of demand can be expected.

Figure B:2: Peak occupancy of the Central Area South parking areas: Daily VMS records May 2015-April 2016



Access option- Rail

B.13 The Southend Central Area has two rail stations – Southend Central and Southend Victoria. Table B.6 shows the stations served by trains to Southend Central and usual daytime frequency for weekdays, Saturday and Sunday. The same information for services to Southend Victoria station is shown in Table B.7.

Table B.6: Southend Central Rail Services

Rail service			
	Daytime frequency (trains per hour)		
	Monday to Friday	Saturday	Sunday
Basildon route **Fenchurch Street – Limehouse – West Ham – Barking – Upminster** – West Horndon – Laindon – Basildon – **Pitsea – Benfleet – Leigh-on-sea – Chalkwell – Westcliff – Southend Central –** Southend East – Thorpe Bay – Shoeburyness	4	4	2
Fenchurch Street – Limehouse – West Ham – Barking – Upminster – Ockendon – Chafford Hundred– Grays-Tilbury Town-East Tilbury – Stanford-le-Hope **Pitsea – Benfleet – Leigh-on-sea – Chalkwell – Westcliff – Southend Central –**	2	2	2
Total	**6**	**6**	**4**

Table B.7: Southend Victoria Rail Services

Rail service	
	Daytime frequency (trains per hour)

Rail service			
	Monday to Friday	Saturday	Sunday
Greater Anglia service summary – London Liverpool St – Stratford - Shenfield – Billericay – Wickford – Rayleigh – Hockley – Rochford – Southend Airport – Prittlewell – Southend Victoria	3	3	2

Access option - Buses

B.15 The Southend-on-Sea Travel Centre is located in the southern part of the centre adjacent and to the east of the High Street as illustrated in **Error! Reference source not found.**.

B.16 For the Summer 2016 peak season an open-top seafront bus route (68) operated from Southend Central Pier to Leigh-on-Sea along the Esplanade. The service offered £2.00 singles, £3.00 returns and £4.00 hop-on-hop-off tickets with child concessions and a group ticket for £10.00. The route was a trial for six weeks during the Summer season. There were requests for this service to be extended to the whole seafront (including Shoeburyness). This may be considered if the route runs next year.

B.17 There are few long distance bus options for visitors - the main route being the X30 bus service which runs hourly seven days a week and from Stansted Airport and Chelmsford to Southend.

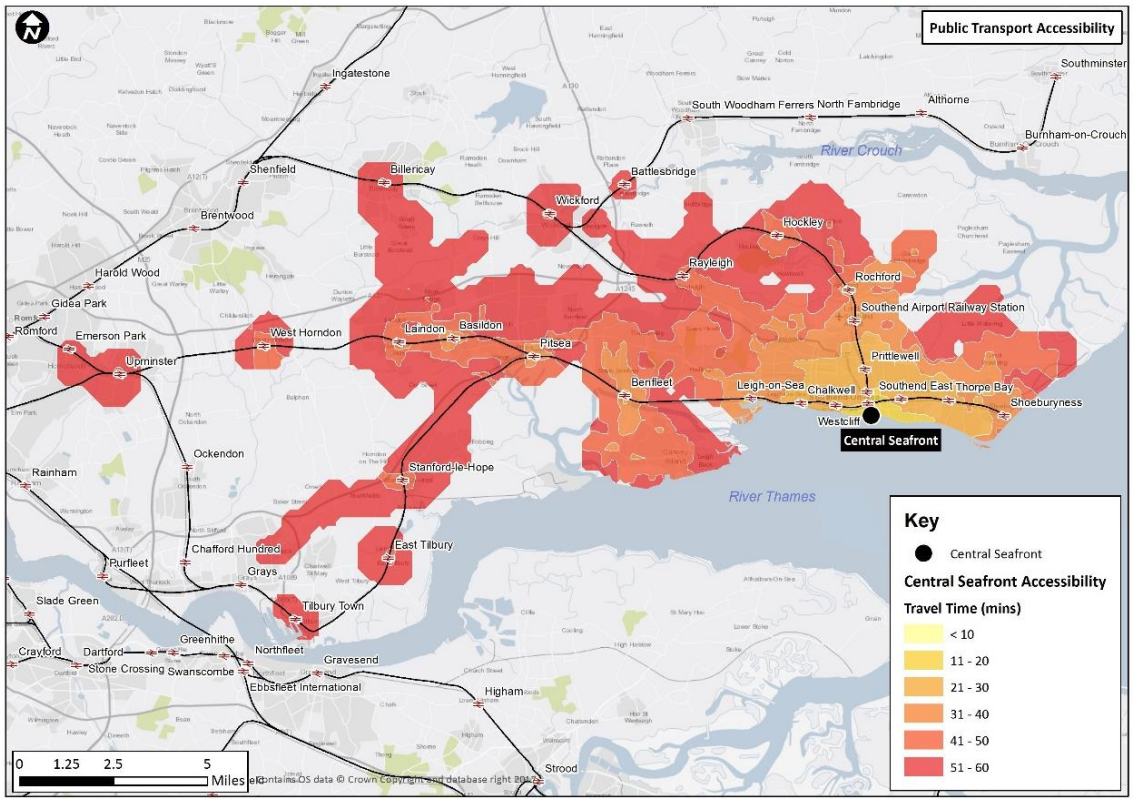
B.18 The Travel Centre is served by buses from most areas of the Borough and outside into Rochford and Castle Point.. Key routes from neighbouring towns include:

- Rayleigh - 7.8 and 9 (serve seafront and link to Shoeburyness)
- Basildon – 25, 25A
- Canvey Island – 21, 21B
- Chelmsford – 3, 3A, 3B, 11A
- Hadleigh – 25B, 26

Public transport accessibility

B.19 The public transport accessibility for Southend Central seafront is shown in Figure B:3. It shows that approximately 105,000 people are within a 30 minute or less travel time and approximately 580,000 people are within a 60 minute or less travel time. These journey times reflect typical traffic conditions.

Figure B:3: Central Seafront Public Transport Accessibility



Access option: cycling

B.20 The National Cycle Network Route 16 runs along the seafront from Chalkwell to Shoeburyness. The route offers high quality off-road cycling infrastructure which is highly attractive to visitors and families as shown in **Error! Not a valid bookmark self-reference.**.

Figure B:4: Attractive off-road cycling route, Western Esplanade

B.21 Southend currently has three bike hire options: Motion Hub, Bike and Go and the Comfy Saddle

- **The Motion Hub Southend Bikeshare scheme offers 20 bikes (made up of 12 electric bikes** and 8 pedal bikes) at three docking stations with one additional location planned. The scheme, operated by Hourbike has a simple tariff of £2 per hour with no membership fee. Visitors are therefore able to access the bikes via machines at the docking station without prior membership and can make point to point journeys.
- **Bike and Go** at Southend Victoria has six bikes available to rent from the ticket office. Only registered Bike and Go members can hire bikes – membership is £10. A daily hire costs £3.40 and the bikes are equipped with a lock and lights. Bikes must be returned to the railway station at the end of the hire.
- **Comfy Saddle** offers bike hire from the shop at Central Station, with a range of good quality, traditional town bikes. Prices and availability are obtained by calling into the shop or over the phone. It is possible to arrange a longer hire and have the bikes delivered to hotels or accommodation.

B.22 All provide a potential onward travel option - visitors could, for example, park at the Civic Centre car park, pick up a Motion Hub bike and cycle to the seafront, via the shared use path alongside Queensway. This route is currently not well signed but improvements to signage and waymarking are underway. Similarly, rail passengers arriving at Southend Victoria could make use of Bike and Go. Both options are very small in scale at present however. For longer stays or more comfort the Comfy Saddle has a good range of options.

Access option: Park and Ride

B.23 There are several options for accessing Southend Central Area by parking close to a rail station or bus route and continuing the journey by rail or bus to stations / bus stops in the Central Area. None of these options is currently presented as park and ride for Southend, nor are they likely to be currently used as such by many people.

B.24 A park and ride trial for Southend Central Area was undertaken on the August public holiday in Summer 2017, a warm, sunny day of particularly high demand for travel to Southend seafront. Drivers arriving into Southend were able to park at the Civic Centre car park for £3.00 all day, with bus travel priced at £1.00 per passenger. There was minimal advertising of the service, which was reflected in the relatively low take-up.

Potential future park and ride sites

B.25 The SCAAP Parking study included a recommendation to explore seasonal Park and Ride by rail from Leigh-on-Sea station.

B.26 Three other options have also been explored:

- Seasonal park and ride by rail, from other stations on rail lines into Southend;
- Seasonal park and ride by bus, using existing services; and
- Seasonal park and ride by bus, using a new dedicated Park and Ride shuttle service.

B.27 Seasonal park and ride sites using existing parking facilities only have been considered. "Stand alone" year-round park and ride site has not been considered[2].

B.28 Based on successful destination Park and Ride elsewhere in the UK, a high potential option would have the following characteristics:

- A large number of parking spaces;
- A frequent public transport service;
- A short public transport journey time;
- Easy access from main routes into Southend without requiring significant diversion;
- A public transport service which serves the desired destination (seafront) directly; and
- A total cost which, for a family travelling together, is competitive with the equivalent cost for parking in the Central Area close to the seafront.

[2] Note: standalone, dedicated Park and Ride

A standalone, dedicated Park and Ride site, operating throughout the year with dedicated bus services has not been considered. Such sites tend to work best in towns and cities where there is a high demand to access a central area where parking is highly constrained throughout the year. Examples include Oxford, Cambridge and York where there is a shortage of parking within the historic centres to meet demand and where tourist demand is less seasonal. In Southend, there is a smaller number of days in the year when there is significant parking pressure– on typical days outside of the peak summer season, there are sufficient spaces within the central area to meet demand . As such, temporary park and ride facilities, using spare parking capacity available during these peak periods of demand are most suitable to Southend, rather than dedicated park and ride facilities, for which there would not be sufficient year-round demand.

B.29 Each of these elements is rated using a high, medium and low potential rating as described in Table B.8.

Table B.8: Park and Ride rating criteria

Potential rating	Parking spaces	Service frequency	PT journey time (approx.)	Access to site	Access to seafront	Total cost (family)
High	More than 250 spaces	At least 5 services per hour	15 minutes or less	Easy access from main routes into Southend without requiring significant diversion	Serves seafront directly	£10+
Medium	100- 250 spaces	2-4 services per hour	15 to 30 minutes	Fairly easy access from main routes into Southend with some diversion	Within ten minutes walk of seafront	£5-10
Low	Less than 100 spaces	Less than 2 services per hour	More than 30 minutes	Difficult access from main routes with significant diversion	More than ten minutes walk from seafront	£5.00 or less

B.30 Using the above criteria, the potential sites for Park and Ride using existing rail and bus services are summarised in the following tables and figures:

- Table B.9 considers park and ride using existing rail services with potential locations shown in Figure B:5;
- Park and ride using existing bus services is considered in Table B.10 with locations shown in Figure B:6; and
- Table B.11 considers park and ride, using a new, dedicated shuttle bus service.

B.31 For park and ride using existing bus services, the sites considered are all located on the number 9 bus route which is the only service which serves the seafront directly on a high frequency service.

B.32 In summary:

- There is some potential in park and ride by rail from Leigh-on-Sea, Pitsea and Benfleet stations using a regular service that links to Southend Central station, which is a short walk from the seafront. The potential is limited by the combined cost of rail fares and parking which may not be competitive with town centre parking and ease of finding the stations from the strategic routes into Southend.
- There is some potential for park and ride using existing bus services which pass close to existing car parks that are under-used on weekends and public holidays (Civic Centre, The Hive and Beecroft, and Roots Hall). Potential is limited by low service frequency on Sundays and there would need to be a bespoke combined bus and parking pricing strategy to encourage use.

- There is some potential for park and ride using a new, dedicated shuttle bus using parking at schools off Prittlewell Chase and Kenilworth Gardens which could be explored in more detail with the schools. The cost of running a shuttle bus, signage and promotion of the service may limit the feasibility of this option.

Table B.9: Seasonal Park and Ride options, using rail existing services

Rail station served	Potential sites	Parking spaces	Service frequency	PT journey time (approx.)	Access to site	Access to seafront	Total cost (family)	Other issues	Overall potential
Southend Central	Leigh-on-Sea station	537	Saturday 6 p/h Sunday 4 p/h	**20 minutes:** 10 minutes train 10 minutes walk	Not easy or well signed from A127, A130 or A13	500-600 metre walk, easy and well signed	**£8.65** (£6.35 rail (Group Save)+ £2.30 parking)	Sunday departures not evenly spaced Sunday car boot sale	Medium
Southend Central	Pitsea station	114	Saturday 6 p/h Sunday 4 p/h	**27 minutes** 17 minutes train 10 minutes walk	Close to A13 junction	500-600 metre walk, easy and well signed	**£12.50** £10.50 rail (Group Save)+ £2.50 parking	Sunday departures not evenly spaced Car park relatively small at 110 spaces	Medium
Southend Central	Benfleet Station	125	Saturday 6 p/h Sunday 4 p/h	**22 minutes** 12 minutes train 10 minutes walk	Possible good access option via Canvey Way but not currently signed from A130 junction	500-600 metre walk, easy and well signed	**£8.65** (£6.35 rail (Group Save)+ £2.30 parking)	Sunday departures not evenly spaced Car park relatively small at 125 spaces	Medium
Southend Victoria	Rayleigh	424	Saturday 3 p/h Sunday 1 p/h	**36 minutes** 18 minutes train 18 minutes walk	Close to A127 junction	1,100 metre walk, well signed	**£19.40** £16.20 rail +£3.20 parking		Low
Southend Victoria	Hockley	147	Saturday 3 p/h Sunday 1 p/h	**31 minutes** 13 minutes train 18 minutes walk	Not close to any major approach routes	1,100 metre walk, well signed	**£15.60** £14.40 rail + £3.20 parking		Low
Southend Victoria	Rochford	205	Saturday 3 p/h Sunday 1 p/h	**27 minutes** 9 minutes train 18 minutes walk	Not close to any major approach routes	1,100 metre walk, well signed	**£14.00** £10.80 rail + £3.20 parking		Low

Figure B:5: Park and ride by rail – potential sites

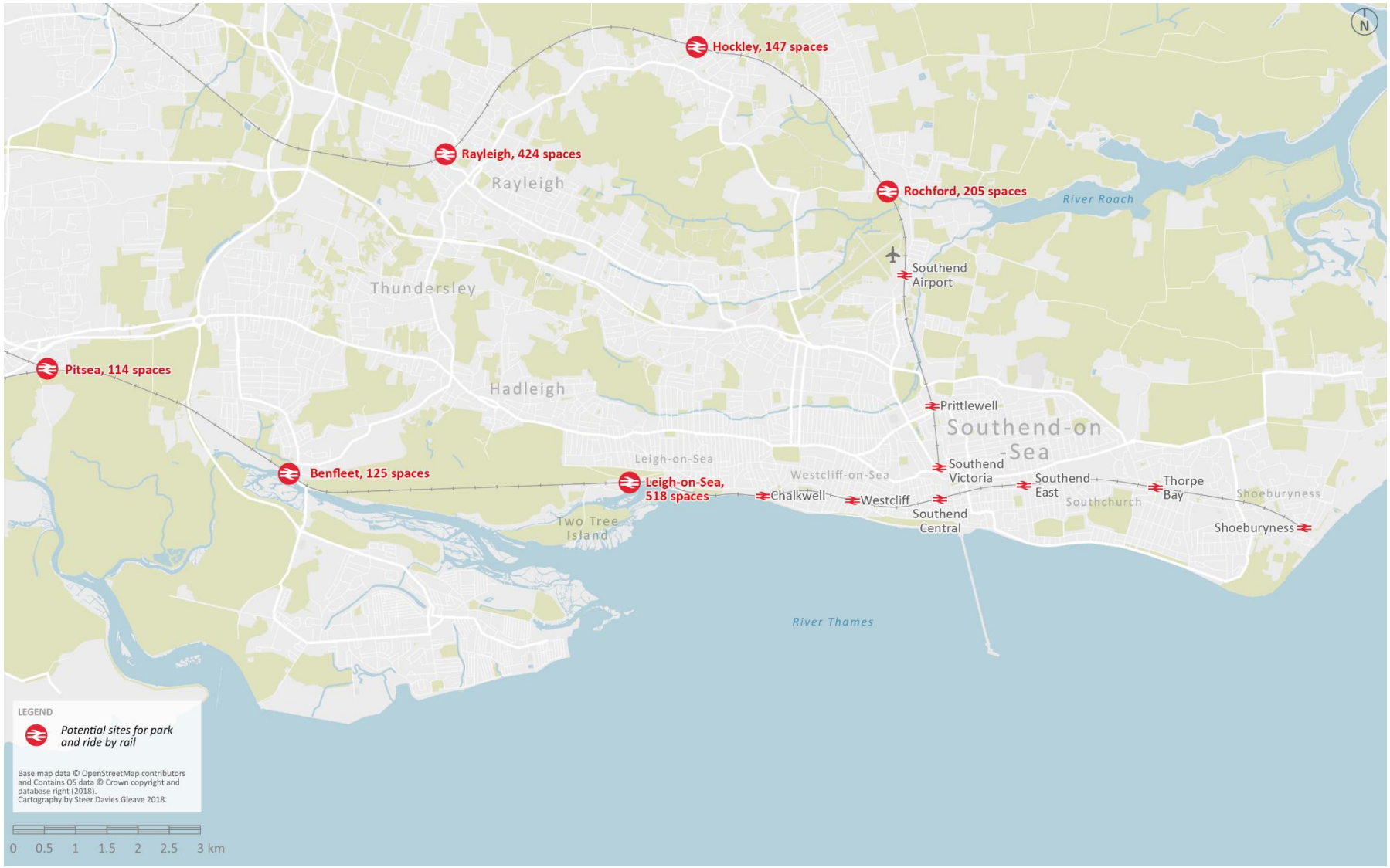


Table B.10: Park and Ride by existing bus (route 9)

Potential sites	Parking spaces	Service	PT journey time (approx.)	Access to site	Access to seafront	Total cost (family)	Other issues	Overall potential
Civic Centre, The Hive and Beecroft	c. 366*	Saturday 5 p/h Sunday 2p p/h	**18 minutes**: 4 minutes walk + 14 minutes bus	Convenient access from Victoria Avenue	Serves seafront directly	c. £7.00 (£1.00 per passenger bus + £3.00 parking)*		Medium
RBS, off Nestuda Way	c.900	Saturday 5 p/h Sunday 2p p/h	**34 minutes:** 5 minutes walk +29 minutes bus	Lack of convenient pedestrian route between car park and bus stops	Serves seafront directly	£11.40 £8.40 bus** + any parking fee)	Pedestrian access gate and crossing point required	Low
Roots Hall	c.350	Saturday 5 p/h Sunday 2p p/h	**25 minutes:** 4 minutes walk 19 minutes bus	Convenient access from Victoria Avenue	Serves seafront directly	£11.40 (£8.40 bus** + any parking fee	Inbound Bus stops not conveniently located near Roots Hall. Site to be re-developed.	Medium
Thorpe Esplanade	420	Saturday 5 p/h Sunday 2p p/h	**12 minutes** 4 minutes' walk 8 minutes bus	Not located close to main access routes into Southend	Serves seafront directly	£11.40 (£8.40 bus** + parking***)		Low

*Prices reflect the special offer introduced as part of the Summer 2017 trial.

** prices are for family day ticket, single / return fares may differ

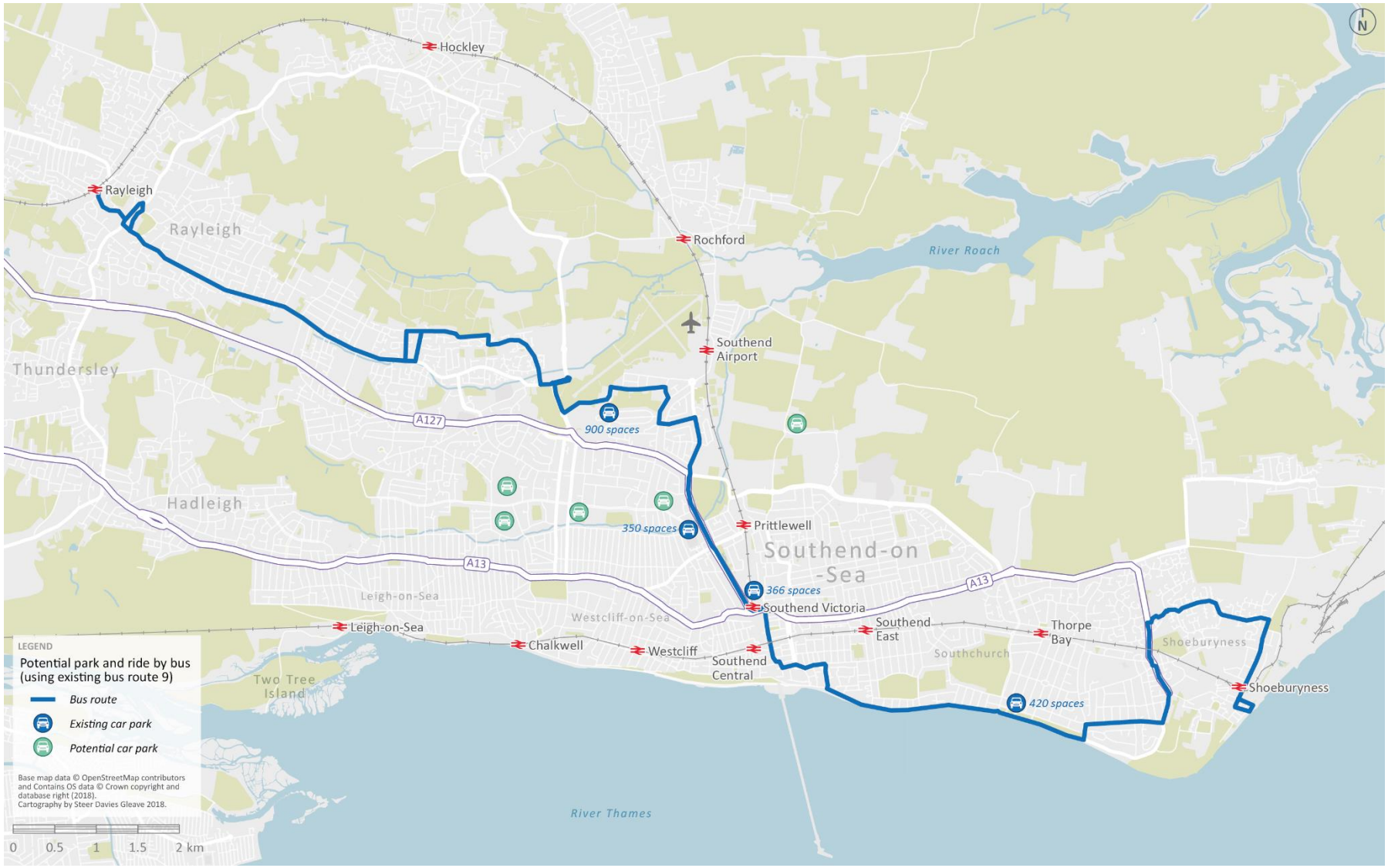
***1 hour - £1.00, 2 hours- £2.10, 3 hours - £3.40, 4 hours - £4.30, 5 hours - £5.40, 6 hours - £6.50, 7+ hours - £12.00

Table B.11: Seasonal Park and Ride options, using a new, dedicated shuttle bus service

Potential site	Parking spaces	Access to site	Issues
Schools off Prittlewell Chase, Kenilworth Gardens	Unknown	Requires diversion of drivers from Victoria Ave, but not significant diversion	Use of playing fields for parking may cause damage Opportunity to operate on Summer holiday weekdays
Fossets Farm (following re-development as football stadium)	2,500 (968 for stadium use)	Requires significant diversion of drivers northbound (counter-intuitive)	Opportunity to operate on Summer holiday weekdays As Fossets Farm is located to the East there is an opportunity for the shuttle bus to use an alternative eastern access route into Southend (Bournemouth Park Road) avoiding Victoria Avenue congestion

Note: this table presents sites where there is no existing route to from the site to the seafront. The sites in **Figure B:6** could also be served by any future shuttle bus services.

Figure B:6: Park and ride by bus – potential sites



Summary of access opportunities in Southend Central Area

- Southend Central Area is exceptionally well served by rail for a town of its size with a high rail service frequency – nine trains an hour link Southend to London during Monday to Saturday daytime, a similar service to Brighton. Southend is better served by rail than competitor destinations – the frequent rail service is a real asset for Southend to exploit.
- Car parking provision is relatively high – visitors are likely to be able to find a space easily except for on busy peak days when there is a shortage of available spaces close to tourist attractions.
- Tourist destinations are generally within walking distance of one of the two rail stations and main car parks. For this reason, there is little need for onward travel by public transport once a visitor has arrived at a rail station.
- There are three, relatively small, cycle hire options available which offer the potential for linking visitors arriving at car parks in the north and Southend Victoria to tourist destinations.
- For local travel, the bus interchange is well located close to the town centre and within a short walk of visitor attractions on the seafront. Bus routes are primarily local with only one significant longer distance route to Southend Airport – the longer distance travel market is well served by rail.
- The seasonal seafront bus route offered a useful visitor link between access points and car parks in Leigh- on-Sea and Chalkwell to attractions in Southend Central. The number 9 service links car parks and attractions to the east of the Central Area.
- There are several potential park and ride options which would require further exploration and trialling on the busiest days when there is significant pressure on parking in the Central Area.

West Southend

Access options - parking

B.33 In total, there are 1,174 car parking spaces in West Southend with the bulk of these in Leigh (814). Details of each car park in the area are shown in Table B.12. Car parking at Leigh Station is predominantly aimed at rail users and is at or close to capacity during weekdays. On weekends, there is spare capacity, though there is a regular car boot sale on Sundays.

Table B.12: Car Park Summary – West Southend

Principal car parks for visitors		
Destination	**Car park**	**Spaces**
Leigh	Belton Bridge	47
	Elm Road	63
	Leigh Marshes	60
	North Street	34
	Belton Gardens North	65
	Belton Gardens South	44
	Station	537
	Two Tree Island	86
	Leigh Foundry	11
	Victoria Wharf	14
	TOTAL	**814**
Chalkwell	Chalkwell Esplanade	140
	TOTAL	**140**
Westcliff	Ceylon Road	58
	Hamlet Court Road	154
	Station	46
	North Road	92
	TOTAL	**344**

Access options - rail

B.34 All three stations (Leigh, Chalkwell and Westcliff) are served by the c2c service as described earlier.

B.35 Table B.13 describes the proximity of each station to the principal attractions nearby.

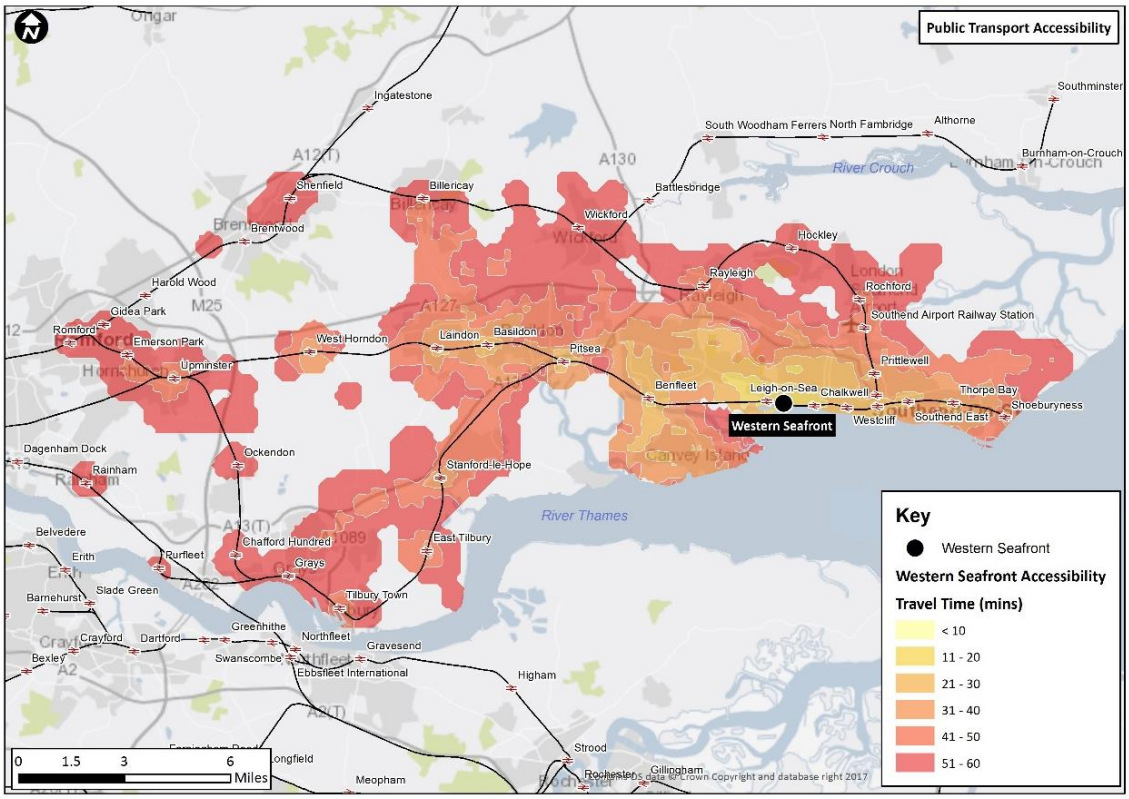
Table B.13: Proximity of Rail Stations to Principal Destinations

Area	Rail stations and proximity to principal destinations
West Southend (Leigh on Sea, Chalkwell, Westcliff)	**Leigh**: 700 metres / 8-10 minute walk to Old Leigh Village **Chalkwell**: direct access to Chalkwell beach and Esplanade **Westcliff**: 200 metres / 2-3 minute walk to seafront. 500 metres / 5-6 minute walk to Cliffs Pavilion theatre.

Accessibility

B.36 The public transport accessibility for West Southend seafront is shown in Figure B:7 below. It shows that approximately 120,000 people are within a 30 minute or less travel time and approximately 735,000 people are within a 60 minute or less travel time. These journey times represent typical traffic conditions.

Figure B:7: Western Seafront Public Transport Accessibility



Access options - cycling

B.37 The seafront cycle route (National Cycle Network route 16) terminates at Chalkwell and there is no cycling permitted on the seafront "cinder path" between Leigh and Chalkwell, restricting the potential for cycling journeys by visitors between West Southend and Southend Central. There is a 1km section of path where cycling is not permitted. In practice, it is likely that this route will be significantly more attractive to those on bicycles compared to the alternative routes along New Road and Cliff Parade, as shown in Figure B:8. The image on the left shows the seafront path. The image on the right shows the road route (Leigh Hill).

Figure B:8: Cycling options linking Leigh-on-Sea to Chalkwell

East Southend

Access options - parking

B.38 Parking in East Southend is designed to accommodate peaks in visitor demand principally through provision of car parks at East Beach, Shoebury Common and Thorpe Esplanade which offer relatively small areas of surfaced car parks with marked bays, with additional "overspill" parking on grassed areas for use at busy times.

B.39 As such, it has a large provision of parking relative to the visitor attractions. Including season overspill supply, there are almost as many spaces in East Southend (4,500) as for the Southend Central Area. The details of car parking facilities in East Southend are shown in Table B.14.

Table B.14: Car Park Summary – East Southend

Principal car parks for visitors	
Car park	**Spaces**
East Beach	250
East Beach Overspill	c.2000
Shoebury Common South	750
Shoebury Common North	300
Southchurch Park West	60
Southchurch Park East	c.500
Thorpe Esplanade	420
Gunners Park	c.100
Total	**c. 4,380**
Other car parks	
Ilfracombe Avenue	52
Thorpe Bay Broadway	34
Southend East station	207
Thorpe Bay station	74
Shoeburyness station	38
Leigh Hill	14

Principal car parks for visitors	
TOTAL	419

Access options - rail

B.40 All three stations are served by the c2c service, stations served are detailed in Table B.15 which describes the proximity of each station the principal attractions nearby. Stations in the East are less conveniently located for the seafront attractions.

Table B.15: Proximity of Rail Stations to Principal Destinations

Area	Rail stations and proximity to seafront
East Southend (Shoeburyness, Southend East, Thorpe Bay)	**Shoeburyness**: 7 minute walk. **Southend East**: 1.1km / 11-13 minute walk **Thorpe Bay**: 1.3km / 13-15 minute walk

Access options - buses

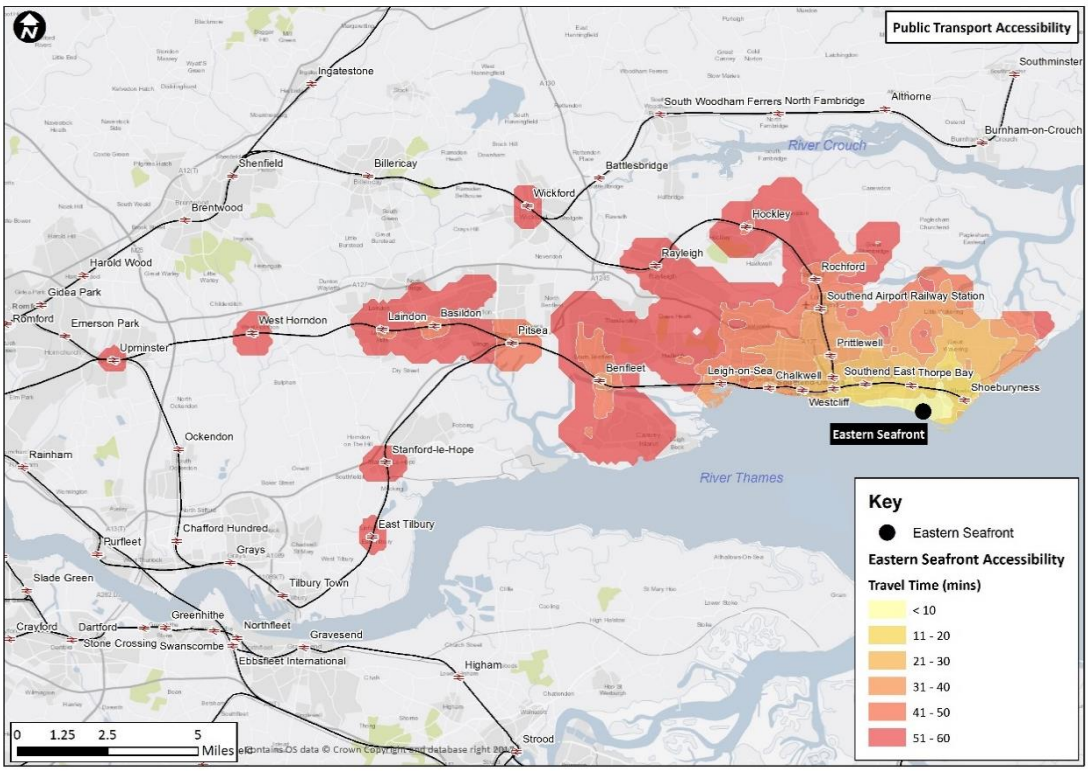
B.41 The key services which runs along the seafront into Southend is the number 9 linking Shoeburyness–Thorpe Bay–Southend–Hospital–Airport–Eastwood–Rayleigh every 12 minutes Monday to Saturday daytime and every 30 minutes on Sundays.

B.42 This service offers potential for travel between East Southend and Southend Central Area.

Accessibility

B.43 The public transport accessibility for Southend Eastern seafront is shown in Figure B:9 below. It shows that approximately 90,000 people are within a 30 minute or less travel time and approximately 430,000 people are within a 60 minute or less travel time. These journey times represent typical traffic conditions.

Figure B:9: Eastern Seafront Public Transport Accessibility



B.44 East Southend can be accessed via the A127 and A1159. On peak days, the route into East Southend is less busy than the route into Southend Central. At present, visitor signage does not encourage visitors to visit East Southend (see section four, signage plan). Those who are primarily interested in visiting a beach with easy parking nearby may be encouraged to visit beaches at Thorpe Bay and Shoeburyness through improved signage.

Access options: cycling

B.45 The segregated seafront cycle route runs along the seafront from Shoeburyness to Chalkwell, offering an attractive cycling environment for visitors.

Summary of access opportunities

- Stations in East Southend are less convenient for accessing the seafront attractions with longer walking distances than from stations in West Southend and Southend Central.
- There is a high level of car parking provision close to the seafront, offering highly convenient parking for visitors who are primarily visiting for access to the beach. Road signage on approach routes does not communicate the visitor offer (principally easy parking close to the beach) in East Southend
- Bus Route number 9 offers a regular link along the seafront into Southend Central and there is a high quality off-street cycle route, offering the potential for visitors to travel between East Southend and Southend Central by bus or bike.

C Signage plan

steer davies gleave

Southend-on-Sea Parking Signage Study

Report
March 2018

Southend on Sea Borough Council

Our ref: 23121701

steer davies gleave

Southend-on-Sea Parking Signage Study

Report

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Prepared by:

Steer Davies Gleave

28-32 Upper Ground
London SE1 9PD

+44 20 7910 5000

www.steerdaviesgleave.com

Prepared for:

Southend on Sea Borough Council

Civic Centre,
Southend on Sea

Contents

Figures

1 Introduction

This report has been prepared to outline a proposed signage strategy to improve signage to the principal car parks in Southend-on-Sea (Southend).

Objectives

The objectives are:

- To direct motorists to the most appropriate car park;
- To encourage use of less well used car parks, particularly on days of high demand;
- To provide guidance on the most appropriate route to the car parks, particularly on days of high demand.

User groups

There are three main user groups to consider in the car park strategy for Southend:

- Shoppers;
- Commuters; and
- Seafront visitors.

Of these, commuters are generally regular users who will form their own opinion of which car park suits them best and how to access it.

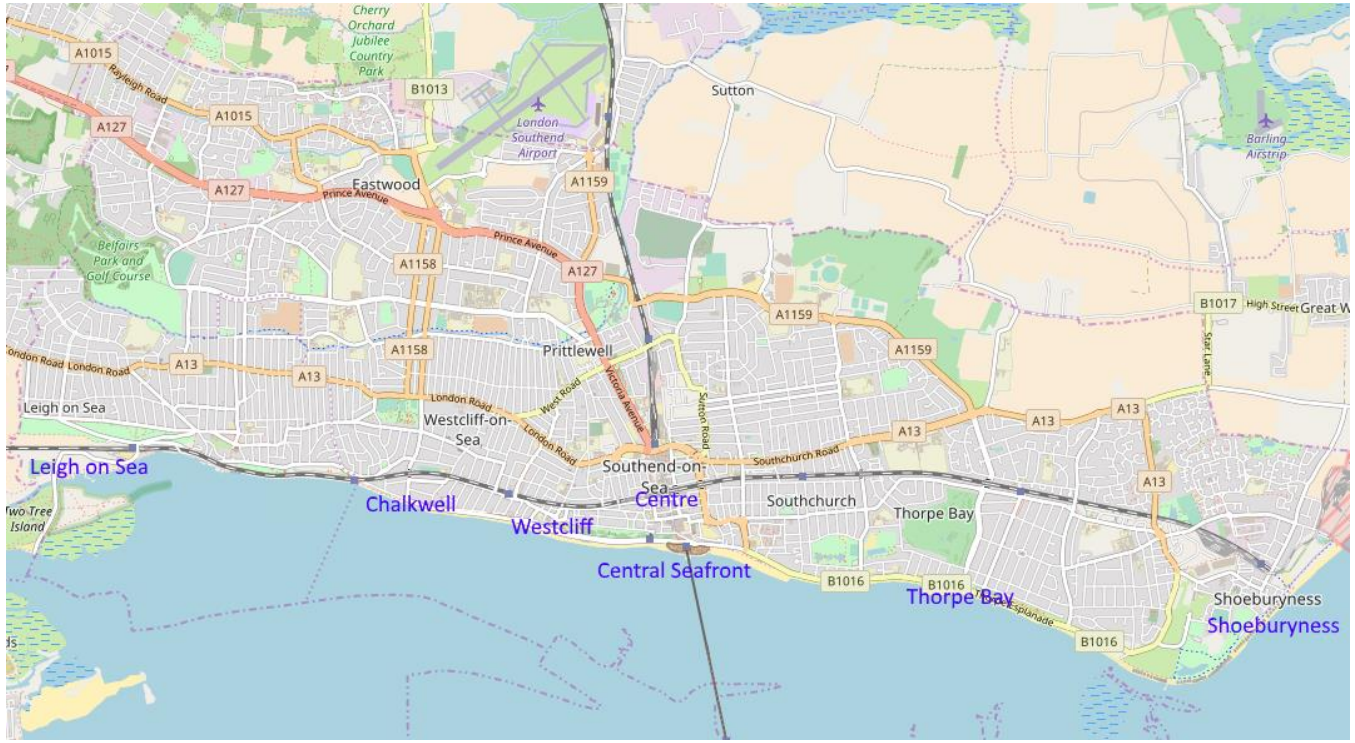
Shoppers may also be regular users but will not visit as frequently as commuters.

Sea front visitors are far more likely to be occasional visitors, and may only visit the town on busy summer days. Furthermore, they are likely to be a lot less familiar with the road network, and therefore far more reliant on signs and satellite navigation.

Commuters and regular shoppers are less likely to be influenced by signs than occasional visitors such as those who only occasionally shop in the town, or who visit very occasionally for leisure purposes.

The proposed signage strategy must therefore provide direct guidance for occasional (tourist) visitors, as well as providing information to regular users regarding current traffic conditions, allowing them to make an informed decision on the best route on a particular day.

2 Existing Situation



Existing Situation

Car park signage in Southend has evolved over many years as the number and location of car parks has changed. Car parking comprises a mix of on-street, privately owned and publicly owned car parks which serve the central shopping area, the sea front, railway stations and local centres.

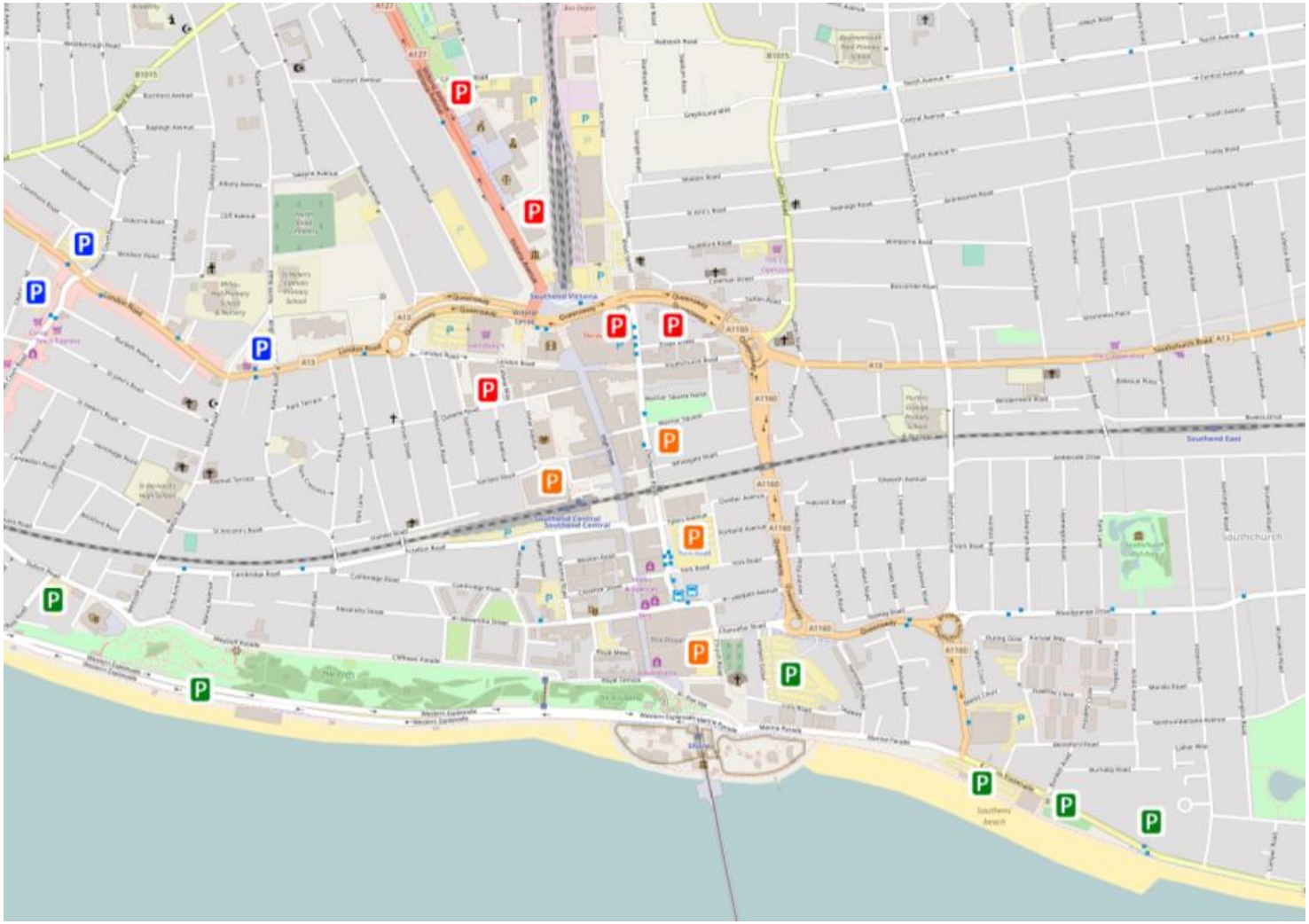
Most car parks are associated with the town centre and the adjacent seafront area focussed around the pier. However, the seafront extends over a distance some five miles between Chalkwell and Shoeburyness, and there are further car parks serving some of these areas. Key destinations are shown in Figure 2.1 below.

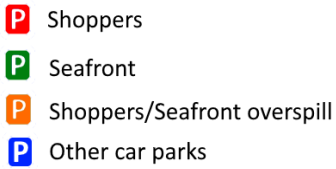
There are also local centres around the borough, and some of these have significant car parks.

The main town centre and seafront car parks are shown in Figure 2.2 below.

Figure 2.1: Key Destination Plan

Figure 2.2: Car Park Locations – central Southend




Shoppers
Seafront
Shoppers/Seafront overspill
Other car parks

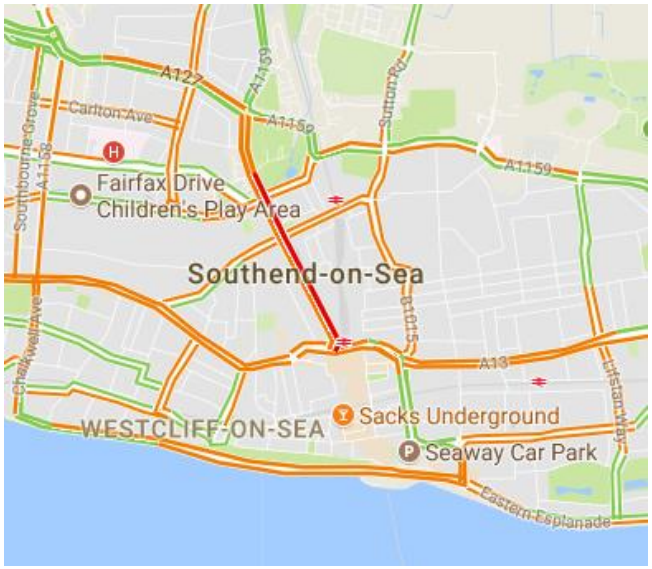
Traffic Demand

A review of traffic conditions on a summer Saturday shows that there is a high level of demand along the A127 Southend Arterial Road, extending through Prince Avenue and Victoria Avenue before continuing around Queensway to the sea front, to the extent that systems such as Google Maps show faster journey times for routes avoiding Victoria Avenue by continuing along Eastern Avenue, before turning south along Sutton Road. Figure 2.3 illustrates typical traffic flows on a summer Saturday in Southend, with the main issues being very apparent on Victoria Avenue.

There is a comprehensive set of variable message (VMS) and static parking signs across the town, which range from direction signs to the major car parks to local signs indicating small off-street or lengths of on-street parking. Some of these signs are fit for purpose as they comply with current regulations; they are in reasonable or good condition; and they form part of a coherent route to the car park indicated (if one is named on the sign).

Conversely, many other signs are not fit for purpose as they do not comply with current regulations; or they are in poor condition; or they do not provide accurate or useful information.

Figure 2.3: Typical Saturday traffic demand



A variable message sign system is in operation in the town, providing details of spaces available in the larger car parks in the shopping and sea front areas. They range from small signs relating to one or two car parks, to a number of large signs listing around eight major car parks, distinguishing between shopping and sea front car parks, but no other distinction.

While it is recognised that the Variable Message Sign system helps drivers to identify car parks where they may be able to park, the technology is old and does not allow the information displayed to be varied to suit the time of year – for instance on summer Saturdays, the demand for sea front parking far outweighs the demand for shoppers' parking where as in December the reverse is true.

Figure 2.4 illustrates existing signage in the town centre area. A larger version is included in Appendix A.

The existing signage when fully operational, offers guidance to individual car parks, but does not offer an overall strategy for making best use of parking within Southend, and therefore a more strategic level of signage is required.

Figure 2.4: Existing Signage

3 Development of a Signage Strategy

Purpose of a Signage System

The purpose of a car park signage system is to direct drivers to a car park serving the area of town they intend to visit where there are available spaces, while minimising excessive travelling.

Principal Car Parks

Town Centre (Shoppers)

Within the town centre the following car parks are useful to shoppers:

- Victoria Shopping Centre
- Warrior Square
- York Road/Tylers Avenue
- University Square
- College
- The Royals Shopping Centre
- Sainsbury's

Short Street and Essex Street car parks are also presently available but will not be included in the future strategy as they are part of the planned Queensway redevelopment.

Clarence Road and Alexandra Road car parks are small local car parks and are also excluded.

Beecroft (formerly the Library) and Civic Centre North car parks also provide additional parking, particularly on the weekends.

A temporary car park is being planned on the Gas Works site, together with parking associated with the new museum development.

The Seaway sea front car park lies close to The Royals, and the Central Station car park also lies close to the shopping area. The latter is used predominantly by commuters and is therefore not included in this strategy.

Seafront

The three main central sea front car parks are the Seaway, Fairheads Green and the Western Esplanade which is a cross between a car park and on-street parking.

There is also provision for a car park at the Gas Work Site. This is presently used for coach parking but could be adapted for general purpose car parking.

The Royals and Tylers Avenue / York Road car parks all lie a short walk from the sea front, while the Warrior Square and Victoria Centre car parks lie within 11 and 15 minutes' walk of the pier respectively (just outside the SCAAP ten minute walking distance).

Visitor Demand

The seafront extends over a distance of some five miles from Chalkwell to Shoeburyness, with further access to the coast slightly further west at Leigh on Sea.

A review of the current images on Google Earth show that on a sunny day in April 2017, most of the visitors are focussed on the area around the pier, with a much lower concentration of visitors in areas such as Thorpe Bay and Shoeburyness.

The strategy must consider whether it is possible to encourage use of car parks away from the central area where traffic flows are lighter and there is more opportunity to park. This is more appropriate for visitors who want to visit a beach rather than those who want to visit the attractions at the pier.

Figure 3.1: Visitors congregate near the pier (April 2017)

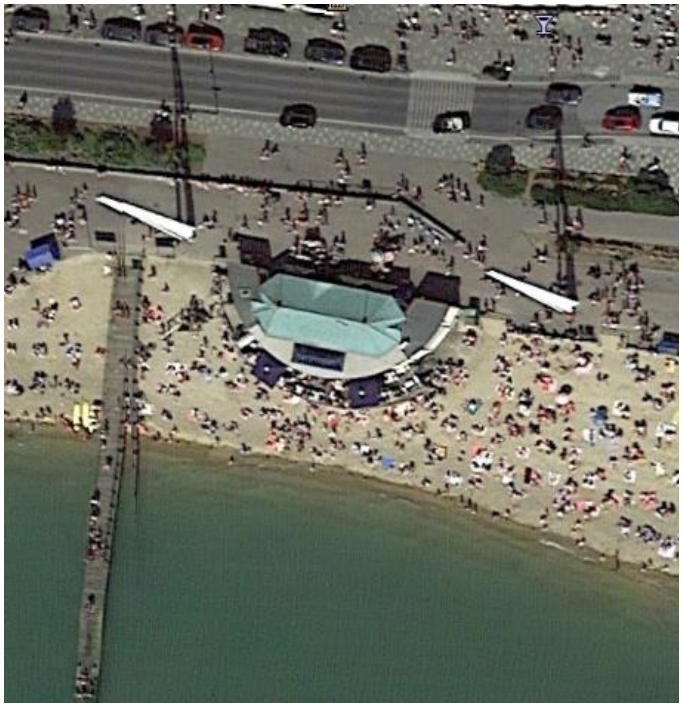
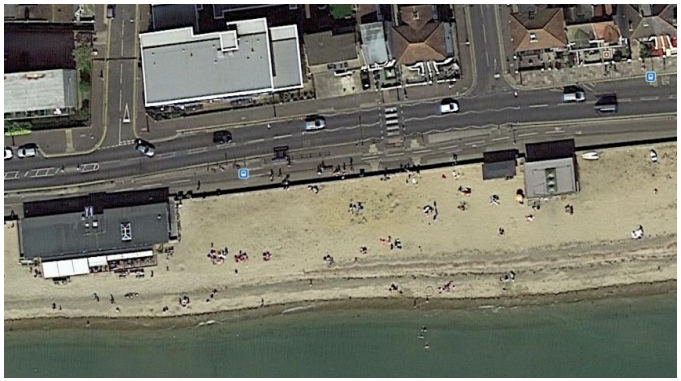


Figure 3.2: Visitors 750m east of the pier (April 2017)



Route identification.

Southend's road hierarchy is based around the two radial routes from London, namely the A127 and the A13. These roads meet outside Southend Victoria Station. From here, Queensway provides the main route to the sea front, which connects also with Southchurch Road and the eastern suburbs of Southend.

The geography of Southend is such that most visitors will approach via either the A127 or the A13. The A127 offers a direct link to the M25 and the M11 and also better connections to the rest of Essex, and therefore this route carries most visitor traffic. The A127 enters Southend from the west, and runs eastward along Prince Avenue before turning south into Victoria Avenue. The illustration below shows the preferred route to each of the above car parks from Victoria Avenue and the A127 Southend Arterial Road.

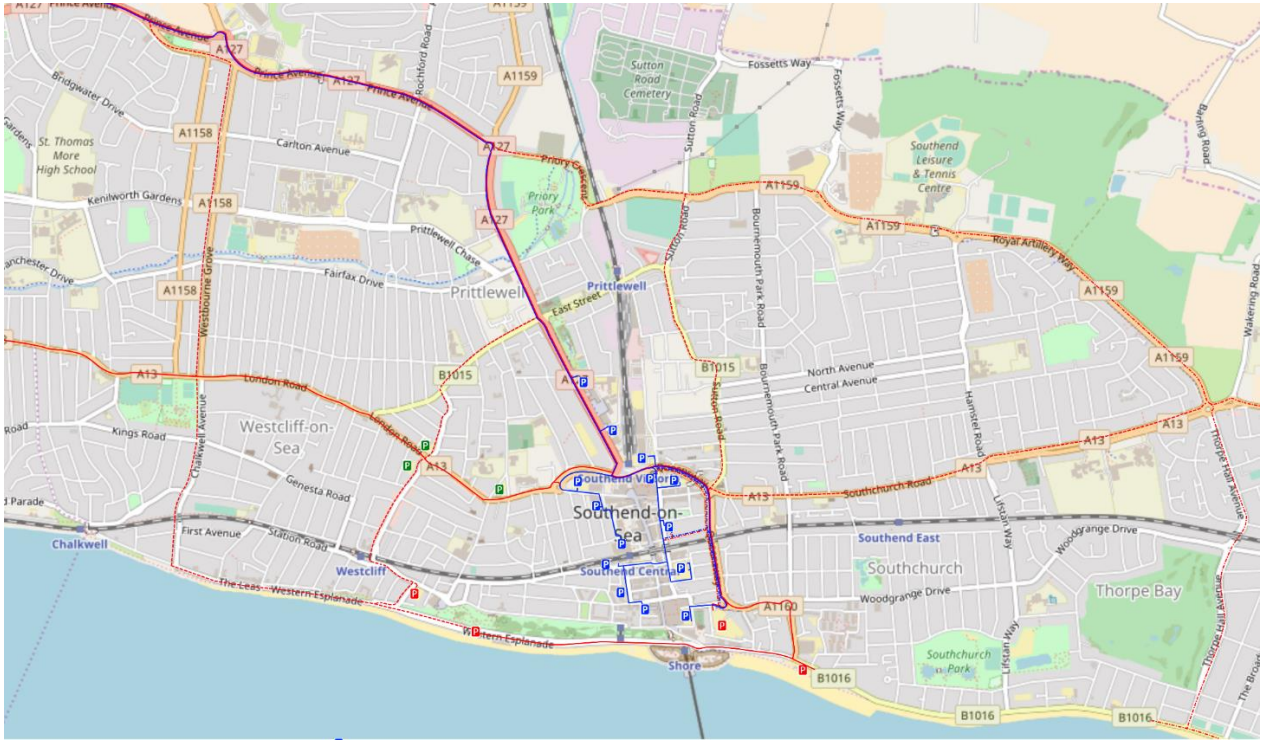


Figure 3.3: **Principal routes and major alternatives**

Alternative Routes

The core A127 route into the town via Victoria Avenue is the signed principal route adequately managing traffic demand most of the time with minimal congestion and offers the most efficient route to the principle car parks. However, on busy days, for example the summer bank holiday weekend, Google Maps and other journey time estimate providers suggest that faster routes are available to the sea front car parks. One alternative is via the A1159 Priory Crescent, Eastern Avenue and Sutton Road which links into Queensway at the Southchurch Road roundabout. On the summer bank holiday, Google Maps suggested a 10 minute journey time saving to the Seaway car park compared with Victoria Avenue. Alternatively Bournemouth Park Road offers a direct link to the seafront, but there is limited capacity for traffic to turn off Eastern Avenue

To the west of the town centre, Southbourne Grove and Westbourne Grove together provide a route to and from the A127 via Chalkwell Avenue to the western end of the Western Esplanade. For traffic that has made it to the northern end of Victoria Avenue, an alternative but difficult route can be found by following West Street, West Road, Hamlet Court Road, Station Road and Shorefield Road, rather than using the preferred route via Queensway. These routes are also shown in Figure 3.3.

The role of VMS Signs

Existing Variable Message Signs comprise technology up to 15 years and whilst reliable would need to be upgraded to support new sign faces and messaging systems. The signs include inset panels in static signs, usually indicating the number of spaces available in each car park listed on the sign. Within the town centre close to specific car parks there is little wrong with this principle – the signs provide relevant information when they display details of one or two car parks.

At the entrance to the town centres there are some larger VMS signs containing details of around 8 car parks. These are difficult to take in when driving past and therefore are of limited value to those unfamiliar with car park names and locations. See Figure 3.4.

Since the first VMS signs were installed, technology has moved forward. Multi-character signs and the ability to display pictograms have been around for some time, but some manufacturers now produce signs capable of displaying full colour hi resolution images. These are fully programmable and can be used to display a range of information, depending on prevailing conditions.

Figure 3.4: Existing Large VMS Sign

Figure 3.5: Full colour VMS parking sign – Reading (SWARCO)

Figure 3.6: Full colour VMS – Coventry Ring Road

The example in Reading provides parking information whereas the Coventry sign is located on a gantry on the ring road. These signs provide a fully variable message capability.

In the case of Southend town centre, most car parks are either Shoppers car parks or sea front car parks, with few routinely used for both. However, on busy days, for example the Christmas shopping period or on a summer Saturday, spare capacity in one group of car parks can be used to reduce demand on other car parks.

4 The proposed strategy

The proposed strategy establishes a core route into the town centre and sea front areas comprising the A127 via Cuckoo Corner, Victoria Avenue, and then via Queensway to the sea front.

During the summer, when the central seafront car parks are full, car parks such as the Victoria Centre, Warrior Square, York Road/Tylers Avenue could be used to accommodate seafront visitors as noted in the SCAAP, but to make effective use of these car parks, Variable Message Signs can be used to advise drivers that the seafront car parks are full and that there is alternative parking at other locations.

By locating VMS signs further out, for example on the A127 Princes Avenue, drivers can be advised that the seafront car parks are busy, and that alternative beachfront parking is available in Chalkwell, Thorpe Bay, or Shoeburyness.

The proposed strategy therefore comprises signing the main routes and alternatives consistently, using a mix of static signage, full colour VMS signs, and inset VMS panels similar to those in use now. The signs can be linked to the council's Cisco Kinetic Platform referred to in the Technology Plan, such that live data from the car parks can be captured and reflected on the signs; traffic can be signed away from the busiest corridors and encouraged to use less well used car parks.

By replacing the largest VMS signs with full colour VMS signs, they can display messages indicating availability at each major car park as they do at the moment if that is the council's preferred choice. At busy times, the signs could be amended to provide specific routeing advice, for example Seaway car park full – use Victoria Centre car park.

Figure 4.1: Proposed routes and sign locations

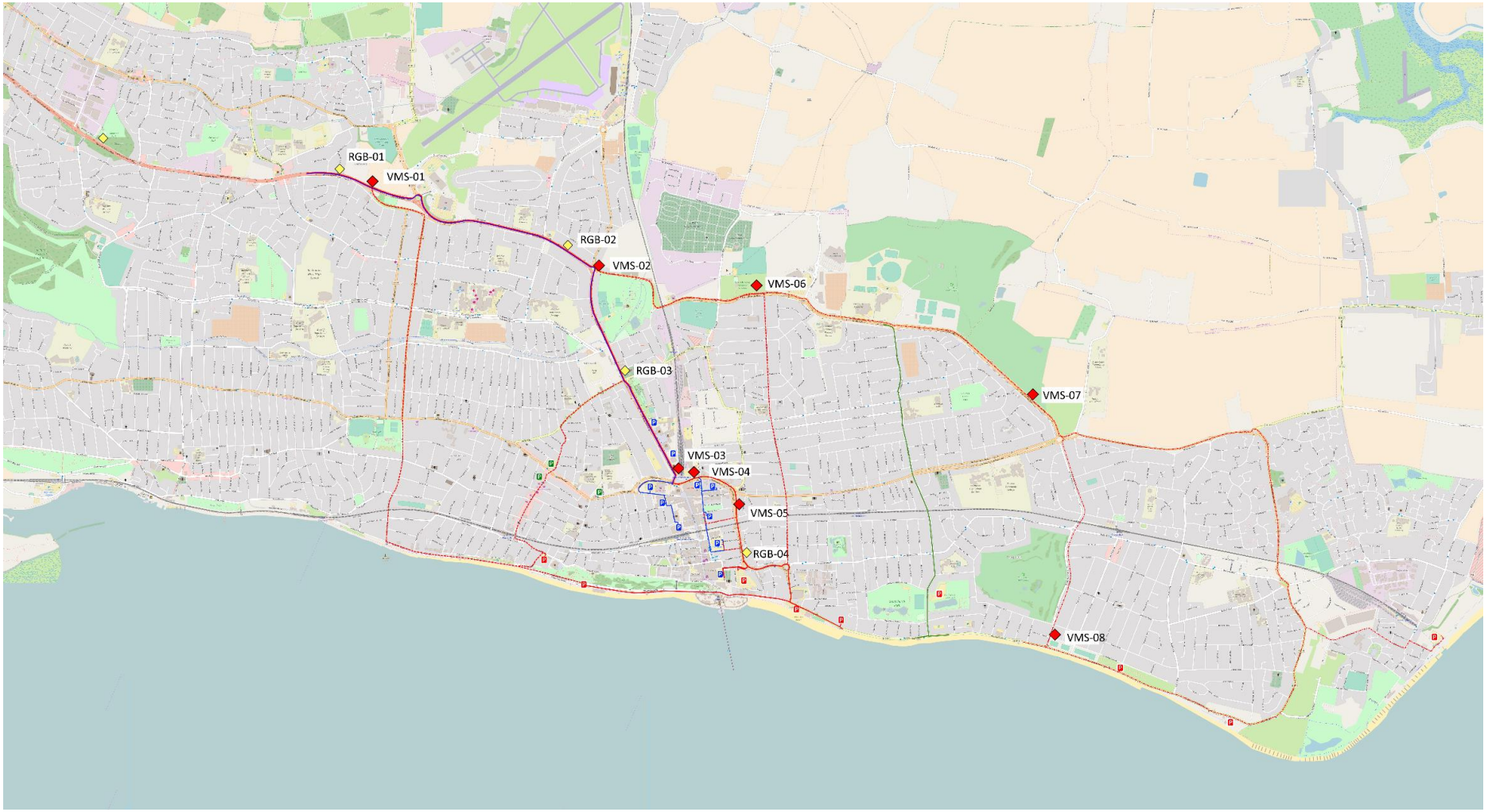


Table 4.1: Sign locations and contents for base scenario (off-peak weekday)

Sign	Location	Type	Comment	Base scenario: off-peak weekday: suggested sign contents
RGB-00	On A127 at borough boundary	Large RGB sign	Optional sign	Welcome to Southend Event news Road works
RGB-01	On A127 approaching A1158 Princes Avenue junction	Large RGB sign	Main decision point – central seafront straight on, western seafront right	Welcome to Southend Event news Road works
VMS-01	On A127 at A1158 Princes Avenue junction	VMS panel embedded in direction flag	Repeater for RGB-01	Blank
RGB-02	A127 on eastbound approach to Cuckoo Corner (Victoria Avenue)	Large RGB Sign	Decision point – central seafront and main shoppers car parking right, alternative routes straight ahead	Map showing town centre and central seafront right. Thorpe beaches straight ahead
VMS-02a	A127 at Cuckoo Corner (eastern splitter island)	VMS Panel	Two signs needed: one on eastern splitter	Thorpe “P” left Shoppers and seafront “P” right
VMS-02b	A127 at Cuckoo Corner (southern Victoria Avenue splitter island)	VMS Panel	..and one on southern splitter island	Shoppers and seafront “P” left
RGB-03	A127 Victoria Avenue north of B1015 West STreet	VMS Panel	Proposed as alternative to existing large VMS near Civic Centre (which should be removed)	“P” Town centre shoppers “P” seafront
VMS-03	A127 Victoria Avenue adjacent to Victoria Station	VMS Panel	Provides guidance at entrance to Queensway	“P” shoppers *** spaces left *** spaces right

Sign	Location	Type	Comment	Base scenario: off-peak weekday: suggested sign contents
VMS-04	Queensway west of Chichester Road	VMS Panel	Replacement for existing sign directing shoppers (optional)	P" shoppers *** spaces ahead *** spaces right
VMS-05	Queensway north of Whitegate Road	VMS Panel	Directors shoppers to turn right towards Warrior Square	"P" Shoppers *** spaces ahead *** spaces right
RGB-04	Queensway north of Seaway roundabout	Large RGB sign	Key decision point for seafront and for shoppers	"P" shoppers *** spaces ahead *** spaces right
VMS-06	A1159 Eastern Avenue approach to Bournemouth Park Road	VMS Panel	Entry to alternative route to central seafront	Blank
VMS-07	A1159 Royal Artillery Way approach to A13 roundabout	VMS Panel	Decision point for central seafront, Thorpe or East Beach	Thorpe ahead East beach left
VMS-08	Thorpe Hall Avenue approach to seafront	VMS Panel	Decision point for traffic arriving at seafront on busy day	"P" Southend Central seafront right "P" Thorpe left

Other scenarios and strategies which could be incorporated into this dynamic signage framework include:

- Peak season (summer) weekend;
- Peak season (summer) weekend – when the journey time to seafront via Victoria Avenue exceeds the journey time to seafront using alternative routes (e.g. Princes Avenue);
- Peak season (summer) weekend – when Central Area key visitor car parks are full but spaces are available in other town centre car parks;
- Peak season (summer) weekend – when Central Area key visitor car parks are full but spaces available elsewhere on the seafront (e.g. East Southend, Thorpe Bay);

The exact signage messaging to be adopted is dependent on:

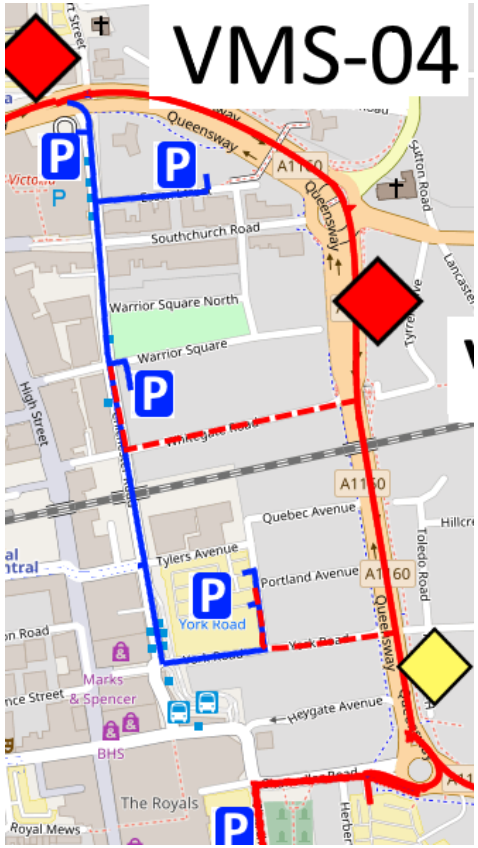
- Changes to access to car parks arising from the junction amendments on Queensway, as part of the Town Centre Re-development Improvement Programme (TRIP); and
- The chosen approach to routeing traffic using alternative routes to Victoria Avenue on peak days. Options include Sutton Road and Bournemouth Park Road.

Further Recommendations

To secure the full benefit of the strategy, the council should:

1. Avoid adding too much information to any one sign – the existing large VMS signs are difficult to read as they have too much information on them. It would be better to display signs showing three or four lines pointing to shoppers and sea front car parks as a category rather than listing each individual car park at this stage.
2. Signs located on the entry routes do not need to show much detail under normal circumstances. For example signs on the approach to Victoria Avenue could show a junction Pictogram with Beaches signed ahead, and Town Centre & Pier parking signed right. At busy times these could be amended to read Pier car parks full – use town centre parking. The signs could also be amended to direct traffic along one of the alternative routes or to advise that all seafront and town centre car parks are full and direct traffic to Thorpe Bay or Shoeburyness.
3. Improve walking routes along Chichester Road, perhaps by encouraging pedestrians to use High Street. The Royals, York Road / Tyler Avenue are reasonably close to the seafront (less than 10 minutes' walk) whereas Warrior Square is slightly further, and Victoria and Essex Street are around 15 minutes walk from the seafront. To encourage people to use these car parks, the walking route to the sea front needs to be pleasant. Chichester Road is dominated by traffic, with little active frontage whereas High Street is a much more pleasant environment, and therefore much more attractive to pedestrians, if slightly longer. Another alternative is via Queensway, where an extensive scheme is planned to reduce the dominance of traffic there, perhaps creating a linear park along the corridor. This lies outside the scope of this study.
4. The Queensway scheme includes opening routes to Warrior Square, York Road and Tylers Avenue car parks from Queensway as shown in Figure 4.5. Not only does this improve access to shoppers, it provides a much more accessible route for Sea Front visitors to park in town centre car parks if the main sea front car parks are full.

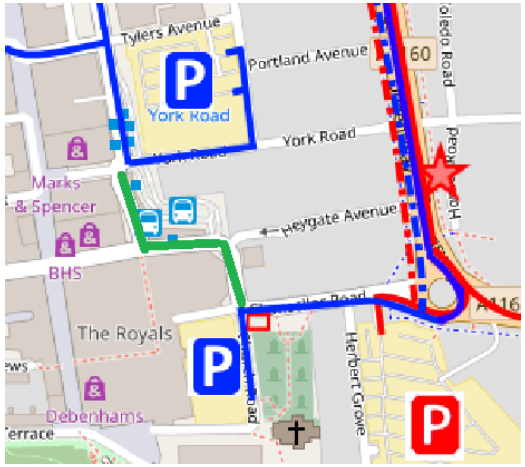
Figure 4.2: Proposed route from Queensway to Warrior Square



5. Consider lifting the No Motorised Vehicle Ban from Chancellors Road to Chichester Road (Green area in Figure 4.6 below) when The

Royals is full and there is no obvious escape route for queuing traffic. As noted above, when The Royals and Seaway are full, traffic needs an exit route to get to alternative car parks. There are no suitable routes once on Chancellors Road as the one through road is closed to general traffic by a No Motor Vehicles Traffic Order. It is recognised that this has been provided for a reason (to prevent rat running), but on very busy days, the route could be opened temporarily by marshals to allow the queue to escape. This should be in exceptional rather than normal circumstances.

Figure 4.3: Area subject to No Motor Vehicle Order (shown in green)



6. Review the town's brown tourist signs to remove destinations that no longer exist, and to route traffic to the preferred car parks.

5 Conclusion

Southend is a busy town with three major generators of parking demand:

- Commuters
- Shoppers (both regular and occasional)
- Seaside visitors.

Of these, commuters and regular shoppers will work out their own preferred parking arrangements and routes, and direction signage is of limited benefit in normal circumstances. Improved signage would be helpful to these groups on very busy days.

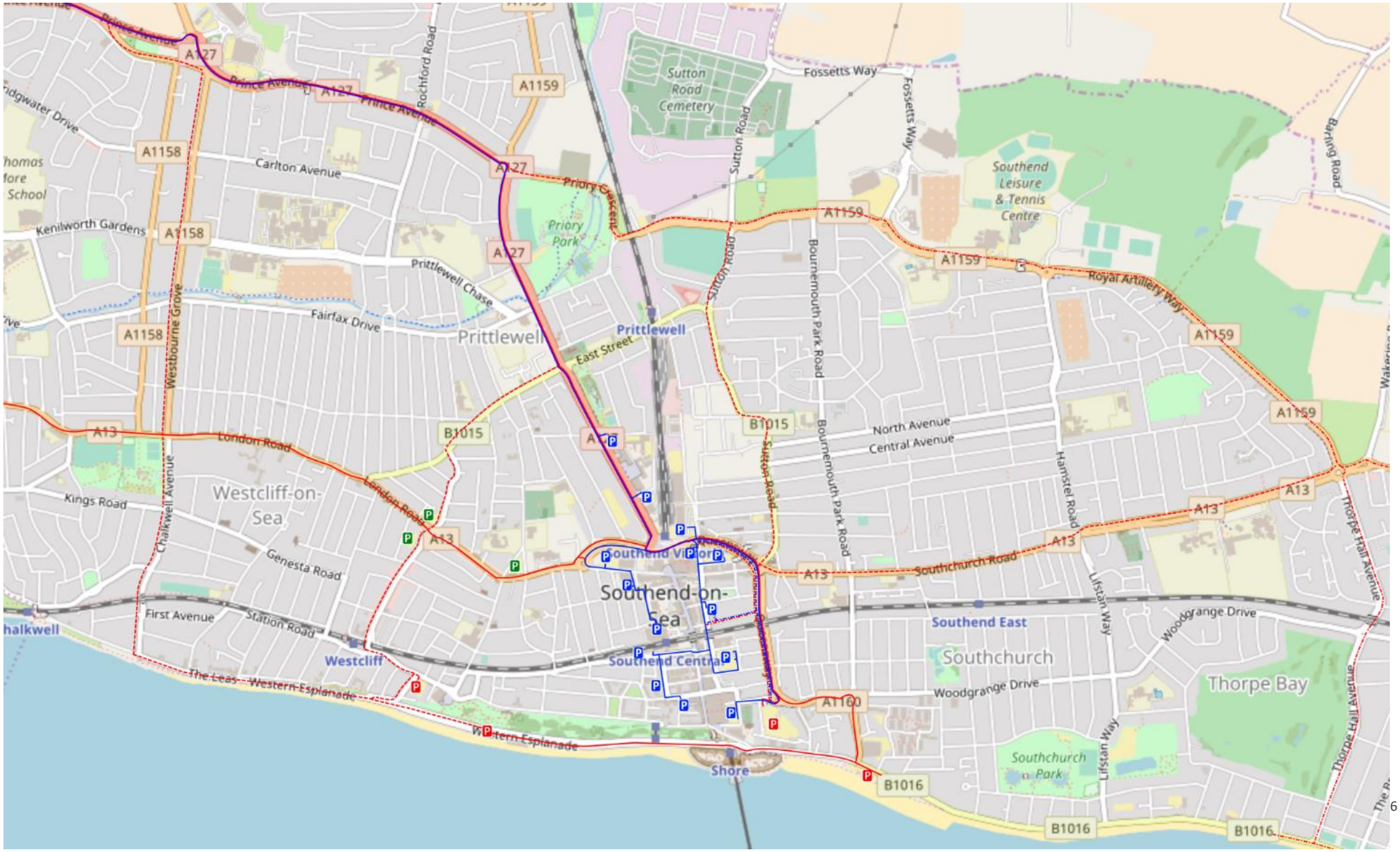
Occasional shoppers and tourist visitors may not know the town very well, and are therefore much more reliant on signage.

The town's road hierarchy does provide alternative routes to the main car parks, however these routes are not well signposted. This results in a high level of demand on the core route of Victoria Avenue and Queensway, where on busy days, traffic experiences significant delay. There are journey time savings for drivers who take alternative routes, or who visit alternative seafront destinations.

The proposed strategy therefore recommends improving the signage along the core routes through a mix of variable message and static signage, including the provision of signs at some new sites.

The most strategic locations should be equipped with High Resolution full colour signs that can display a wide range of signs. These signs should be connected to the borough's control centre so that they pick up real time parking information. They can also be overridden to display specific messages should the need arise.

Much of the existing static signage provides good information, but it is recommended that the area between Tylers Avenue Car Park and The Royals car park is reviewed as a whole to provide clearer directions to drivers trying to find Tylers Avenue and York Road car parks, or for drivers trying to escape from the queue for The Royals car park. It is also recommended that the council considers a scheme to improve the walking route along Chichester Road which has little to encourage walking to the seafront from the car parks at its northern end.


A127
Prince Avenue
Rochford Road
A1159
Sutton Road Cemetery
Fossetts Way
Southend Leisure & Tennis Centre
Barling Road
A1158
Carlton Avenue
Priory Crescent
Priory Park
Kenilworth Gardens
Prittlewell Chase
Fairfax Drive
Prittlewell
East Street
Sutton Road
Bournemouth Park Road
Royal Artillery Way
Westbourne Grove
A13
London Road
B1015
North Avenue
Central Avenue
Hamstel Road
Thorpe Hall Avenue
Kings Road
Chalkwell Avenue
Westcliff-on-Sea
Genesta Road
Southchurch Road
Southend-on-Sea
First Avenue
Station Road
Southend East
Southchurch
Woodgrange Drive
Lifstan Way
Thorpe Bay
Westcliff
Southend Central
The Leas
Western Esplanade
A1160
Shore
Southchurch Park
B1016

Appendices

A Existing Signage Issues

Seafront Routes

Signage along the core route from the A127 borough boundary to the central and sea front areas is patchy. Destinations are not consistent, and signage is therefore not continuous.

Signage to other seafront destinations such as Chalkwell, Westcliff, Thorpe Bay or Shoeburyness from the A127 is virtually non-existent. This results in a high focus of demand on the central seafront areas. Those who just want to go to the beach and would be happy to be away from the central attractions are not given this option by signage, and therefore end up caught up with traffic on Victoria Avenue.

Signage on the approach to Cuckoo Corner (north end of Victoria Avenue) distinguish between Shoeburyness and central Southend. At the roundabout, Shoeburyness beaches are indicated on the flag sign and not on any of the advanced direction signs, so a driver in the wrong lane may find it difficult to make a safe last minute decision to go to Shoeburyness instead.

Cuckoo Corner Signage including advanced route signage, tourist signs

At the next roundabout east (with Sutton Road), there is no useful visitor signage. With signs focussing on very local destinations including colleges, civic amenity sites, hospital and the crematorium, visitors could be forgiven for thinking they were now well off the tourist trail. The same applies to the next roundabout, and it is only when approaching Royal Artillery Way that further sea front signs appear.

A similar story can be told regarding signage from the A13 approach from the west, however at Chalkwell Park junctions (Figure 3.5) there is at least some gesture of signage to the sea front, including a brown sign indicating a number of seaside destinations, (the Beecroft Gallery has since been removed from this sign).

Chalkwell Signage on the A13

Shoppers' Routes

With regard to shopping traffic, most of the car parking is on the east side of the town centre, which focusses arriving traffic on Queensway and Chichester Road. The western car parks (principally

Sainsbury's, University Square and the College Car Park are less well used. In particular, the college car park is difficult to find, and even when close to the car park, the entrance is not well defined. For example, the information board faces the opposite way to most arriving traffic. The [P] sign at the end of Elmer Avenue is ambiguous in terms of where it points. The one thing that is clear is that it does not point towards the entrance of the car park.

The Royals car park is accessed via Queensway, and at peak times, the queue to enter extends past the Seaway car park entrance. The Royals entrance is situated at the end of a cul-de-sac, and once a driver has turned from Queensway into Chancellors Road, they are effectively committed to queuing to get into the car park. There is an escape route via Church Road/Heygate Avenue which connects into Chichester Road, but it is subject to a No Motor Vehicles order, except for buses, taxis and deliveries.

York Road and Tylers' Avenue car parks are adjacent, but have separate entrances and exits. This may be for historic reasons, but the council should consider the benefits of reconfiguring the layouts to make one large car park. When approached from the north, the signage at the entrance to the bus station is cluttered and could be combined onto a single sign.

Sign near Tylers Avenue Car Park

The proposed strategy deals with this by creating a core route, together with some strategic alternatives.

CONTROL INFORMATION

Prepared by	Prepared for
Steer Davies Gleave 28-32 Upper Ground London SE1 9PD +44 20 7910 5000 www.steerdaviesgleave.com	Southend on Sea Borough Council Civic Centre, Southend on Sea

SDG project/proposal number	Client contract/project number
23121701	

Author/originator	Reviewer/approver
Simon Davies	Steven Bishop

Other contributors	Distribution	
	Client:	*SDG*:

Version control/issue number 0.3	Date 18 April 2018

D Recommendations on tariffs and season tickets

Existing pricing structure

D.1 There currently appears to be tariffs for five different types of parking location in the Borough as shown in Table D.3: Tariffs. These are not "official" categories but have been defined following review of the tariff structures.

Key Observations

- Within the Central Area seafront on-street parking tariff band, there is no differential between the tariffs for the on-street parking (Western Esplanade central) located closest to the pier and Adventure Island and the seafront parking which is further from the pier (Western Esplanade West). While there is high demand for all seafront parking on peak days, a lower tariff for areas furthest from the pier could help spread demand along the seafront and discourage drivers from heading for the seafront Central Area, if they do not have a pressing need to park in that area.
- The Central Area shoppers tariff band includes car parks to the south where there is typically high demand (Alexandra Street, Clarence Road and Tylers) and car parks in the north where demand is lower (University Square, Warrior Square, Essex Street).
- There is little price differential between the central seafront and non-central seafront parking areas.

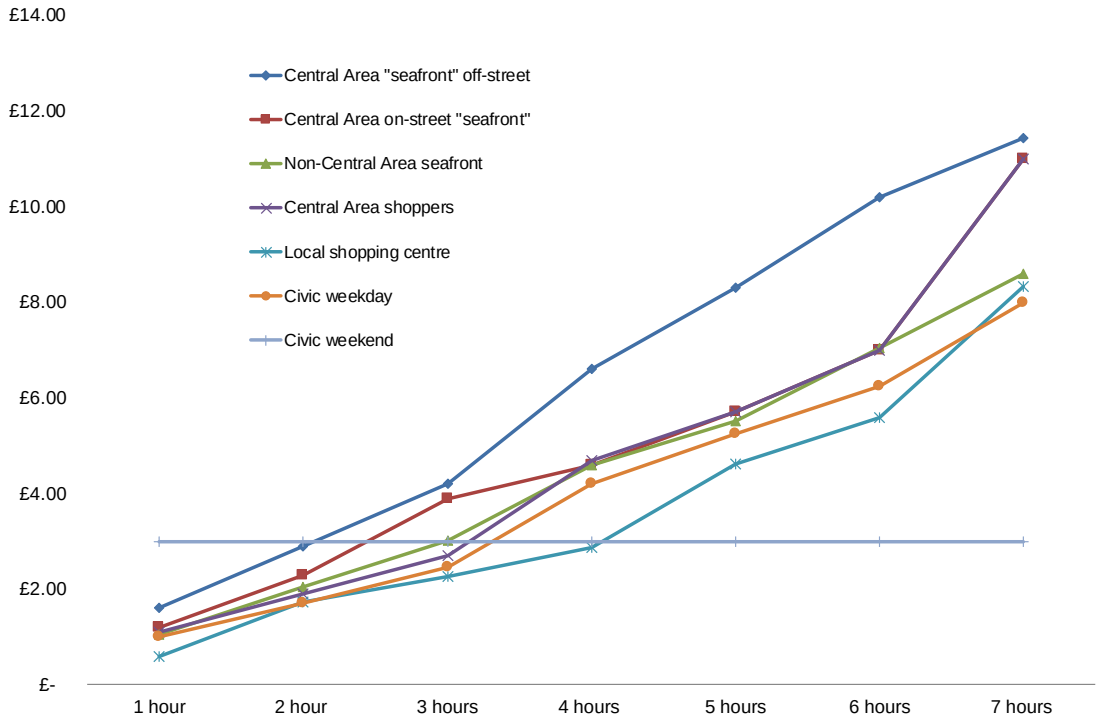
Table D.3: Tariffs

Tariff name	Car parks	Average hourly fee
Central Area "seafront" off-street	Fairheads, Seaway	£1.59
Central Area on-street seafront	Western Esplanade central Western Esplanade West Eastern Esplanade on-street Western Esplanade East section on-street parking Thorpe Esplanade	£1.24
Central Area shoppers	University Square Warrior Square Essex Street Tylers Alexandra Street Clarence Road	£1.12
Non-Central Area seafront	Shoebury Common South Shoebury Common North Belton Gardens Chalkwell Esplanade North Road Belton Bridge East Beach Shorefield Road* Seafront east of Victoria Road	£1.11
Local Shopping Centre	Ceylon Road Hamlet Court Road Elm Road (Leigh) Ilfracombe Avenue North Street Thorpe Bay Broadway	£0.83
Civic	Civic Centre Beecroft / Library	Weekday: £0.98 Weekend: £1.11

**located on the edge of the Central Area, the Shorefield Road tariff structure is more similar to non-Central Area seafront parking.*

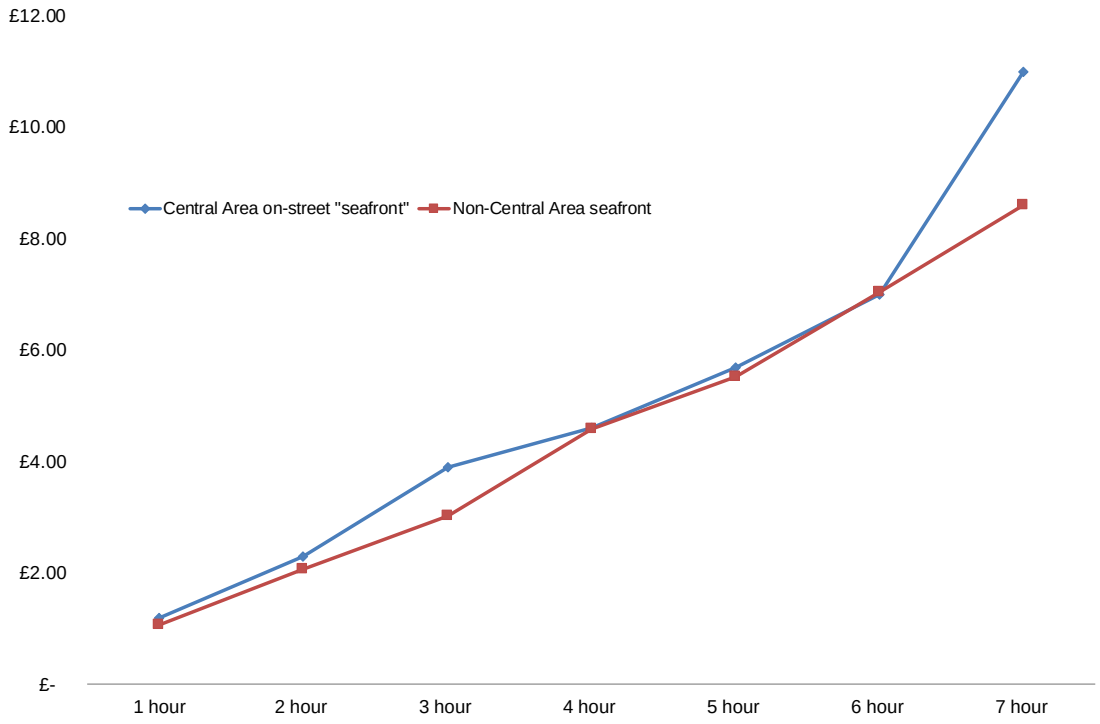
D.2 The chart in Table D.3: Tariffs shows the charges by stay period for each of the parking areas shown above. As shown in the chart, broadly speaking, the car parks which have the highest demand during the peak summer period (the Central Area off-street seafront car parks at Seaway and Fairheads) charge the highest tariffs. Compared with tariffs for off-street parking at the seafront, the tariffs for seafront on-street parking are slightly lower for stays up to 3 hours, the differential is greater for stays more than three hours, where the off-street tariffs are notably more than the on-street tariffs (on average Central Area off-street parking is 29% more expensive than Central Area on-street parking). Given the similar location, the differential between the two tariffs seems unusual.

Figure D.7:3: Charges by stay period by tariff zone



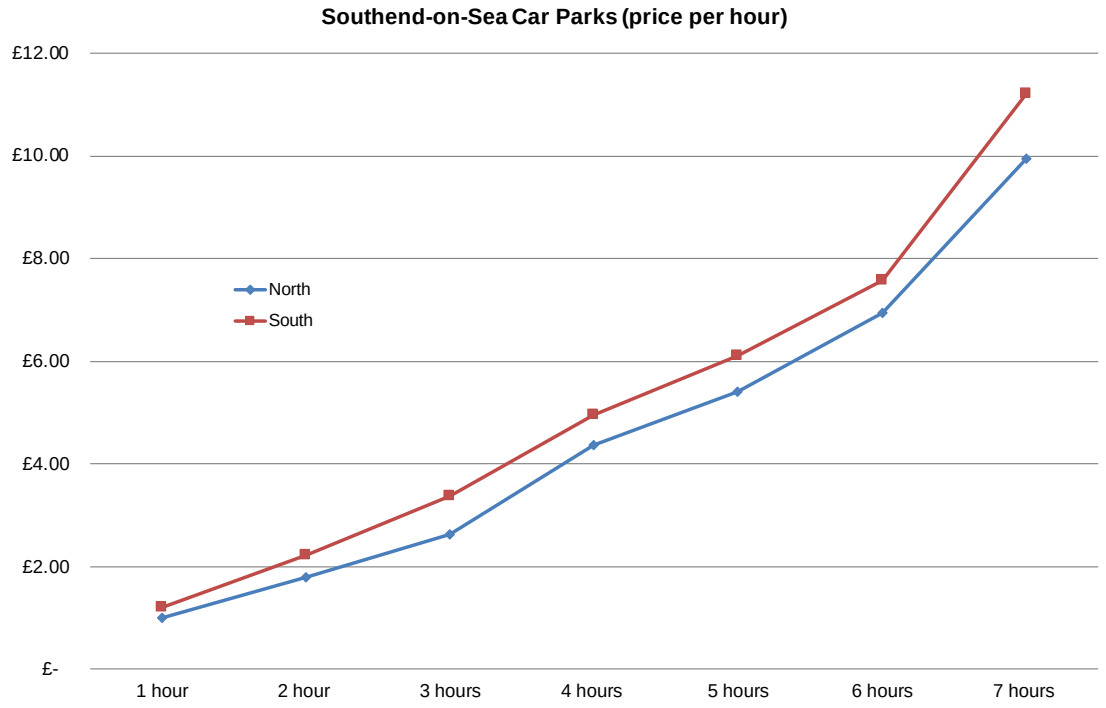
D.3 The hourly rates for seafront parking within the Central Area and other seafront parking are compared in Figure D.7:4. On average tariffs for parking in the Central Area seafront are 10% higher than tariffs for parking elsewhere on the seafront.

Figure D.7:4: Seafront parking tariffs



D.4 As shown in Figure D7:5 there is little differential between average tariffs for car parks in the north of the Central Area (north of the railway line) and those in the South (south of the railway line). On average, tariffs for parking in the south are 11% higher than tariffs for parking in the North.

Figure D7:5: Central Area parking tariffs, North vs South



Average occupancy levels

D.5 Information from the car parking management system provides an estimate of average and maximum occupancy levels by time of day. The period from May 2015 to April 2016 was analysed and the figures are shown in Table D.4: Summary of occupancy by car park.

Key observations

- Fairheads has higher weekend average and maximum occupancy - the car park is full at some point on every weekend. Seaway is typically less busy but is on a similar tariff.
- Alexandra Road and Clarence Road are much busier than other car parks on the same tariff (Essex Street, Tylers, University Square).
- Southend College is little used on weekends, and is closed on Sundays.
- Seafront car parks and other key visitor car parks in the South are busier on weekends than on weekdays (Seaway, Fairheads, Western Esplanade, Shorefield Road). Some car parks further north in the town centre are notably busier on weekdays than at weekends (Clarence Road, Warrior Square, Southend College). There is a group of car parks where occupancy is similar on weekdays and weekends (Alexandra Road, Essex Street, Tylers, University Square, Victoria Centre, Royals Shopping Centre).

Table D.4: Summary of occupancy by car park May 2015 to April 2016

Car park	Weekday average	Weekend average	Weekday maximum	Weekend maximum
Alexandra Road	51%	52%	71%	76%
Ceylon Road	15%	13%	24%	23%
Clarence Road	49%	40%	84%	77%
College	56%	11%	83%	22%
Essex Street	30%	27%	51%	53%
Fairheads Green	28%	57%	55%	99%
Hamlet Court Road	15%	17%	26%	28%
Royals Shopping Centre	36%	39%	73%	75%
Seaway	15%	31%	31%	62%
Shorefield Road	16%	32%	71%	71%
Tylers Avenue	33%	31%	58%	56%
University Square	28%	27%	50%	56%
Victoria Centre	29%	32%	50%	69%
Warrior Square	39%	24%	60%	46%
Western Esplanade	21%	38%	39%	70%
Overall	29%	32%	51%	61%

Summer Weekends, a peak period of demand

D.6 Table D7.5: Average duration, maximum occupancy and average hourly tariffs on peak days below shows the average duration of stay, peak occupancy and parking tariff for the average duration of stay period for each car park surveyed on 15 August 2015. Average duration of stay figures exclude stays of less than 15 minutes (some of which were drivers unsuccessfully seeking a space before leaving the car park).

Key observations:

- Fairheads and Eastern Esplanade On-street are both located close to the Sealife Adventure Centre with high maximum occupancy and stays of around three hours, but the tariffs for parking on-street are notably lower at an average for £1.24 per hour compared with £1.61 per hour at Fairheads (an average difference of 30%).
- Similarly, the tariffs for Seaway car park are 29% higher than for Western Esplanade on-street parking. On-street stays at Western Esplanade (2 hours) are shorter than at Seaway (3 hours).
- University Square and Warrior Square have spare capacity even at the peak period of demand, yet tariffs (average of £1.14 per hour) are the same as at car parks which reach capacity (Tylers, Clarence Road).
- Shorefield car park is under-used during the day (with peaks occurring during evenings) yet tariffs are only slightly lower than for more popular seafront parking.

Table D7.5: Average duration, maximum occupancy and average hourly tariffs on peak days

Car Park	Average duration	Max Occupancy	Average hourly fee
Seaway car park	03:18	102%	£ 1.56
Western Esplanade East section on-street parking	03:02	95%	£ 1.24
Fairheads car park	03:01	106%	£ 1.61
Eastern Esplanade on-street	02:15	113%	£ 1.24
Chalkwell Esplanade on-street	02:09	72%	£ 1.10
Western Esplanade central on-street parking	02:09	100%	£ 1.24
Shorefield car park	02:02	42%	£ 1.08
University Square car park	01:54	58%	£ 1.14
Clarence Road car park	01:44	102%	£ 1.14
Western Esplanade west section on-street parking	01:44	67%	£ 1.24
Tylers car park	01:42	104%	£ 1.14
Warrior Square car park	01:37	61%	£ 1.14
Alexandra Street car park	01:37	103%	£ 1.14

Benchmarking

D.7 Examples of parking tariffs from benchmark locations are shown in Table D.6 and Table D.7. For immediate seafront car parking and town centre parking within five minutes' walk of the seafront, tariffs are typically higher in Brighton and Bournemouth.

Table D.6: parking tariffs from benchmark locations: immediate seafront

Car park	1hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr
Regency Square, Brighton	£2.00	£4.00	£7.00	£7.00	£11.00	£11.00	£11.00
Black Rock, Brighton	£1.00	£2.00	£4.00	£5.00	£6.00	£6.00	£6.00
Madeira Drive On-Street, Brighton	£3.20	£6.00	£11.00	£11.00	£16.00	£16.00	£16.00
Marine Parade On-Street, Brighton	£3.20	£5.20	£10.40	£10.40	£15.60	£15.60	£15.60
Alum Chine Car Park, Bournemouth	£1.50	£3.00	£4.00	£5.00	£5.00	£8.00	£8.00
Bath Road South Car Park, Bournemouth	£2.00	£4.00	£6.00	£8.00	£8.00	£12.00	£12.00
Eastern Esplanade, Southend	£1.20	£2.30	£3.90	£4.60	£5.70	£7.00	£11.00
Fairheads, Southend	£1.60	£2.90	£4.20	£6.60	£8.30	£10.20	£12.70

Table D.7: Parking tariffs from benchmark locations: town centre within 5 minutes of seafront

Car park	1hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr
Churchill Square, Brighton	£3.50	£3.50	£4.50	£7.00	£12.00	£12.00	£15.00
Bath Road North Car Park, Bournemouth	£2.00	£4.00	£6.00	£8.00	£8.00	£12.00	£12.00
Beacon Road Car Park, Bournemouth	£2.00	£4.00	£6.00	£8.00	£8.00	£12.00	£12.00
Alexandra St, Southend	£1.10	£1.90	£2.70	£4.70	£5.70	£7.00	£11.00
Clarence Rd, Southend	£1.10	£1.90	£2.70	£4.70	£5.70	£7.00	£11.00

Season tickets

D.8 A range of season tickets is available for use in The Council car parks. There are seven zones as shown in Table D.8. Season ticket fees increase by zone with 1 the most expensive and 6 the cheapest.

Table D.8: Car park season ticket zones

Zone	Car parks covered
1	Fairheads Green, Seaway, Western Esplanade, Shorefield Road
2	Alexandra Street, Clarence Road, Tylers Avenue, York Road, Warrior Square, Essex Street, University Square, London Road North, Short Street
3A	Belton Gardens North, Belton Gardens South, The Foundry, Victoria Wharf
3	Shoebury Common, Thorpe Esplanade, East Beach
4	Civic Centre North, Civic Centre East, Beecroft*
5	North Road, Ilfracombe Avenue, North Street, Hamlet Court Road, Elm Road, Ceylon Road, The Broadway
6	Leigh Marshes, Belton Way, Belton Way

D.9 Season ticket fees are summarised in Table D.9.

Table D.9: Season ticket fees

	Annual Charge	Quarterly Charge	10 week* Charge	Monthly Charge
All car parks	£1,100.00	£300.00		
All Zone 2 (town centre) car parks	£900.00	£280.00		
Named Car Park Zone 2	£400.00	£115.00		£40.00
Named car park Zone 5	£300.00	£85.00		£30.00
Winter weekday Zone 1	£150.00		£85.00	£35.00
All year weekend only Zone 4	£200.00			
All year weekday only Zone 3	£100.00	£30.00		£15.00
All year weekday only Zone 6	£200.00	£65.00		£25.00
Beach Hut Owners	£100.00	£30.00		£15.00

Benchmarking

D.10 Season tickets are also available in privately operated car parks in Southend Central area: at NCP Southend Central Station and at the Victoria Shopping Centre (VSC). The Council season ticket tariffs for named car parks in zone 2 (Tylers, York Road, Warrior Square, Essex Street, University Square) were benchmarked against those offered by NCP and VSC.

D.11 As shown in Figure D.7:6, The Council season tickets are the cheapest, with NCP the most expensive. In summary:

- NCP annual season tickets are than 2.8 times more expensive than The Council season tickets.
- Victoria Shopping Centre season tickets are 1.5 more expensive than The Council season tickets.

Figure D.7:6: Benchmarking of season ticket tariffs

D.12 Equivalent daily costs of parking using quarterly season tickets at The Council, NCP and VSC car parks are shown in Table D.10. Two equivalent daily cost figures are provided: for all days in the quarter (91) and for all working days in the quarter (65) to reflect that season ticket holders may only use them on working days.

D.13 The equivalent daily for commuter using a quarterly season to park on working days is £1.77 at The Council car parks, £4.75 at NCP and £2.68 at VSC. While rail users using season tickets to park at the NCP car park may be willing to pay a premium for parking close to the station, hence the higher tariff, users also tend to prefer surface level parking over multi-storey parking for reasons of safety and convenience[3]. As such, there may be some justification for The Council season ticket tariffs being priced higher than VSC's.

[3] See, for example, Crime Concern for Department for Transport, 2004

D.14 At a daily cost of £1.77, quarterly season tickets also provide commuter parking at a significant discount (compared to the daily tariff paid by non-season ticket holders (£11.00). The equivalent daily cost of a quarterly season ticket for working days is also less than the equivalent daily cost using the cheapest monthly bus ticket offered by Arriva in Southend (£2.10 equivalent daily cost if using a monthly mobile ticket).

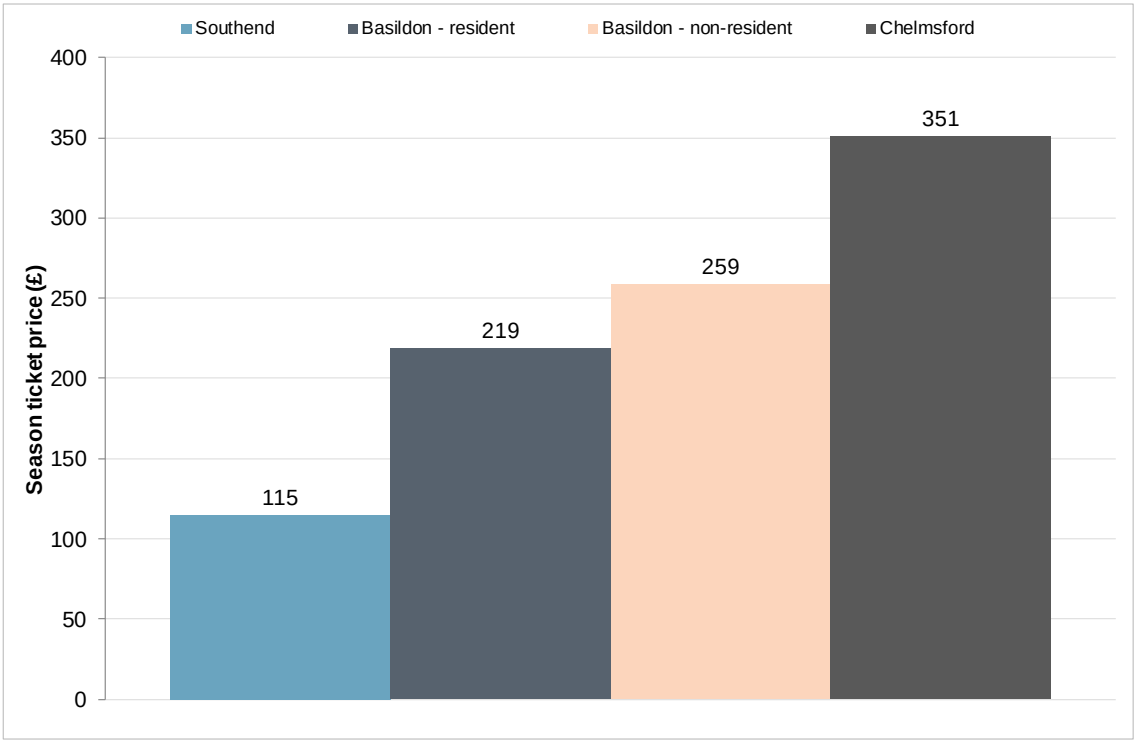
Table D.10: Comparison of equivalent daily costs for quarterly season tickets

	Daily cost (all days)	Daily cost quarterly (working days)
Named car park zone 2 (Tylers York Rd, Warrior Sq., Essex St, University Sq.)	£1.26	£1.77
NCP Southend Central	£3.39	£4.75
Victoria Shopping Centre	£1.91	£2.68

D.15 Quarterly season ticket tariffs for nearby Basildon and Chelmsford were reviewed. Basildon Council only currently offers season tickets in Wickford, not in Basildon town and there are lower tariffs for residents with non-residents charged more. As shown in Figure D.7:7, which again shows quarterly season ticket prices, using the tariff for a named car park in zone 2 for Southend, season ticket prices in Southend are the cheapest of the three areas. In summary:

- Basildon Council season tickets for Wickford (Non-resident) are 2.25 times more expensive than The Council season tickets and resident season tickets are 1.9 times more expensive.
- The average cost for Chelmsford Council season tickets is 3.05 times more expensive than The Council season tickets.

Figure D.7:7: Benchmarking quarterly season tickets prices against neighbouring towns



D.16 Equivalent daily costs of parking using quarterly season tickets at Basildon and Chelmsford car parks are shown in Table D.11.

D.17 The equivalent daily for commuter using a quarterly season to park on working days is £1.77 at The Council car parks, £3.67 at Basildon Council car parks and between£3.85 and £6.54 at Chelmsford. It should be noted that Chelmsford currently only has season tickets available in the Meadows Retail car park as all others are sold out. In all other car parks, there is a waiting list to be given a season ticket.

Table D.11: Comparison of equivalent daily costs for quarterly season tickets

Council	Car park	Daily cost (all days)	Daily cost quarterly (working days)
Chelmsford	Townfield Street	£4.66	£6.54
	Fairfield Road	£4.38	£6.15
	High Chelmer	£4.38	£6.15
	Meadows Retail Monday to Sunday	£3.88	£5.44
	West End	£3.01	£4.23
	Meadows Retail Weekday	£2.74	£3.85
Basildon	Wickford	£2.62	£3.67
Southend	Named car park zone 2 (Tylers, York Rd, Warrior Sq., Essex St, University Sq.)	£1.26	£1.77

D.18 No data are available regarding the frequency of use of season tickets nor the patterns of stay but, according to the Council's parking team, most season tickets are used daily. Currently there are 978 permits in circulation including 501 for named car parks in the Central Area and 159 comprehensive permits which are valid for use in any car park. The ratio of permits allocated in each of the named car parks is shown in Table D.12, expressed in the number of permits per 50 spaces.

D.19 With reference to occupancy levels, there is generally spare capacity within the car parks for which permits are allocated. The exception is Clarence Road where there is a relatively high ratio of 21 permits per 50 bays within a popular car park where maximum occupancy tends to be close to capacity on both weekdays and weekends.

Table D.12: Ratio of permits per 50 spaces by car park

Car park	Permits per 50 bays
Alexandra Street	4
Clarence Road	21
Essex Street	30
Library	20
Short Street	13
University Square	28
Warrior Square	19
York Road	19

Season ticket information

D.20 Information about season ticket options available on The Council website is difficult to find and not clear. It would benefit from a clearer explanation of the zones, including a map and a more user-friendly overview page showing the season ticket tariffs by zone. The websites for

Basildon and Chelmsford provide a more user-friendly presentation of the season ticket options and prices.

- Chelmsford - https://www.chelmsford.gov.uk/parking-and-travel/apply-for-a-car-park-season-ticket/
- Basildon Council - http://www.basildon.gov.uk/article/5874/Season-Tickets

Summary

D.21 Season tickets are notably cheaper than those provided by private car park operators and less than daily bus travel. The Council is therefore effectively subsidising car commuting, contrary to Local Transport Plan aims to reduce car use.

D.22 Given this effect of season ticket provision and the significantly higher pricing of season tickets at privately operated car parks in the town centre, there is therefore a case for significantly increasing the cost of season tickets, particularly the single car park season tickets in zone 2.

D.23 There is a need to understand more about season ticket holders, how they use their season tickets and why they chose to purchase one. This can help to inform clear objectives for the provision of season tickets which align to other Council policies. Some initial considerations of key season ticket user groups are summarised in Table D.13. It is recommended that a survey of season ticket holders is undertaken to understand whether these assumptions are correct.

Table D.13: Season ticket user groups and considerations

User group	Considerations
Commuters	Likely to use regularly to maximise value from the season ticket Typically spend less in the town centre per trip Space turnover low – typically stay all day Likely to arrive early and take the most attractive spaces close to key destinations / pedestrian exits
Businesses	Space turnover may be higher – use of car during the working day Less likely to use season ticket every day May be willing to pay more for premium services such as guaranteed space / allocated bays
Residents: live close to off-street car parks and purchase season tickets for those car parks	May not be able to park on-street, therefore require an affordable parking option
Beach hut owners	Require easy access to beach hut, may use regularly but not every weekend (permits only valid at weekends)

D.24 In the short term, consideration should be given to whether season tickets are available for use in Clarence Road car park: given the popularity of this car park, removal of season holders would create additional capacity for short-stay non-season ticket holding users, increasing the turnover of spaces and income. There is capacity within other car parks such as Essex Street to accommodate more season ticket holders. Likely behaviours of season ticket holders displaced from Clarence Road could be explored in a survey: it could be expected that most would seek choose a season ticket in a different car park.

Recommendations

D.25 The following recommendations for weekend tariffs during the Summer period. Note, the revenue impacts of these recommendations have not yet been modelled:

1. Increase tariffs at car parks closest to the seafront to reflect higher demand.
2. Harmonise the tariffs for central seafront off-street (Fairheads and Seaway) car parks and central seafront (Western Esplanade central) car parks. Remove one hour stay option to prioritise parking for longer-staying visitors on Esplanade, Seaway and Fairheads.
3. A greater differential between seafront parking closest to the pier, Adventure Island and Sealife Adventure Centre with lower tariffs for seafront parking furthest from the attractions.
4. A greater differential between Central Area shopper car parks north and south of the railway line. Car parks south of the railway line which are currently in the Central Area shoppers tariff band (Alexandra Road, Clarence Street and Tylers) to be included in a higher tariff band to reflect higher demand. Remove one hour stay option to discourage use by short-stay shoppers and offer discounted tariffs at University Square to encourage use by short-stay shoppers in preference to car parks in the South.
5. Remove charges from Civic Centre and Beecroft to support Park and Ride.

D.26 Proposed tariff changes are shown in a separate excel spreadsheet which accompanies this note. Tariff changes by tariff zone are summarised in Table D.14. While it shows suggested increases in tariffs for seafront parking which may be seen as detrimental to the tourist industry, the intention of the proposed pricing is to support the tourist industry by deterring short stays and use by non-tourists, who will benefit from reductions in Central Area car parks, particularly to the north.

Table D.14: Summary of proposed tariff changes by zone

	Average hourly fee	Average hourly fee	Change
Central Area "seafront" off-street	£1.59	£1.88	19%
Central Area on-street "seafront"	£1.24	£1.77	43%
Central Area shoppers	£1.14	£1.02	-11%
Non-Central Area seafront	£1.11	£1.11	0%
Civic weekday	£0.99	£0.99	0%
Civic weekend	£1.11	£0.00	-100%
Local shopping centre	£0.83	£0.83	0%

D.27 Given the popularity of Fairheads car park during weekends, proximity to the Sealife attraction and limited space available, it is suggested that a pre-booking option for this car park is explored in conjunction with Sealife.

Next steps

D.28 Feedback on the recommendations.

D.29 Assessment of income and revenue impacts of the recommendations

CONTROL INFORMATION

Prepared by	Prepared for
Steer Davies Gleave 67 Albion Street Leeds LS1 5AA +44 113 389 6400 www.steerdaviesgleave.com	Southend-on-Sea Borough Council Civic Centre Victoria Avenue Southend-on-Sea Essex SS2 6LR

SDG project/proposal number	Client contract/project number
23121701	PM

Author/originator	Reviewer/approver
Ian Bewick	Steve Bishop / James Long

Other contributors	Distribution	
Russ Yell, Jeremy Libre, Simon Davies, James Long	*Client:* PM	*SDG*: Project team

Version control/issue number	Date
1.0	September 2017
2.0	November 2017
3.0	December 2017
4.0	April 2018