



Simply easier.

Airport Surface Access Strategy

December 2011

London Southend Airport Co. Ltd.

London Southend Airport

Southend-on-Sea

Essex

SS26YF

T: +44 1702 608 100

W: www.southendairport.com



| Chapter | Title | Page |
|----------------|--|-------------|
| | FOREWORD | 3 |
| 1 | INTRODUCTION | 4 |
| 2 | SUMMARY OF TARGETS, COMMITMENTS AND ACTIONS | 7 |
| 3 | LONDON SOUTHEND AIRPORT TODAY AND OUR FUTURE PLANS | 9 |
| 4 | NATIONAL, REGIONAL AND LOCAL POLICIES | 17 |
| 5 | AIR PASSENGER AND EMPLOYEE SURFACE ACCESS | 23 |
| 6 | SUSTAINABLE TRANSPORT | 26 |
| 7 | ROAD NETWORK AND PARKING | 35 |
| 8 | MONITORING AND REVIEW | 43 |
| APPENDIX A | AIRPORT TRAVEL PLAN | 45 |
| APPENDIX B | THE SOUTHEND AIRPORT TRANSPORT FORUM | 59 |

FOREWORD

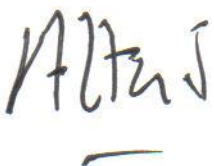
Since becoming Managing Director of London Southend Airport in 2007, I have worked hard to ensure the potential of the airport to serve and support the local area is realised. This year we were delighted to open the Airport's railway station and in just a few months' time our new terminal building will be up and running, our extended runway operational and new airline services will have commenced.

The return of passenger traffic to the airport after a long period of decline, and the many new staff that are being employed to support our new operations will bring not only great opportunities, but also present new challenges. One of these challenges is how to manage the transport needs of our passengers and airport staff.

When we gained planning permission to extend the runway we gave a commitment to working with our local authority partners to prepare a surface access strategy for the airport. I am therefore delighted to present this Airport Surface Access Strategy, which focuses on improving public transport and finding ways to encourage passengers and new and existing staff to use sustainable modes for their journeys to and from the airport.

Our new £16 million rail station, less than 100 paces from the front door of the new terminal, is a symbol of our commitment to managing surface access demands sustainably, but we recognise that a range of other initiatives will be necessary in the months and years ahead if we are to achieve the passenger and staff mode share targets we have set ourselves.

The strategy has been prepared in discussion with our stakeholder partners and members of the re-established Airport Transport Forum, and I wish to thank all of those involved in supporting its preparation and no doubt in assisting us achieve the commitments and targets we have set ourselves.

A handwritten signature in black ink, appearing to read "Alastair Welch".

Alastair Welch

INTRODUCTION

London Southend Airport

With the opening of the new terminal building and runway extension, 2012 will mark a watershed in the history of London Southend Airport (LSA). We are expecting some 800,000 passengers to use the airport in 2012, the most since the 1970s, and it will start to fulfil its role as a local regional airport - supporting economic development, providing many more jobs for local residents as well as providing local people and businesses with a more convenient airport to access holiday and business destinations across Europe.

In the years ahead we expect the airport to grow to serve 2 million passengers per year by 2020, creating further employment opportunities, greater travel opportunities and fully realising the potential of the airport as an economic catalyst for the sub region.



Airport Surface Access Strategy and Airport Travel Plan

This Airport Surface Access Strategy (ASAS) and subsequent reviews will play a key role in supporting the successful and sustainable development of the airport. It is being published in line with our commitment, given at the time permission was granted in 2010 for the Airport's runway extension, to have a strategy in place before the opening of the extended runway.

That said, because of the lack of base information particularly about travel patterns and public transport use by passengers, we have agreed that the strategy should be subject to an early review after we start to gather and analyse information and data on passenger travel, car parking demand etc. This strategy is therefore expected to initially cover a period of approximately 2 years, but in any event will be reviewed no later than 6 months after the Airport first serves 1 million passengers per year and subsequently after serving 1.5 and 2.0 million passenger per year thresholds.

“The ASAS and its subsequent reviews are intended to set out a clear framework for the development of surface access to support the Airport's development over the next 5 to 10 years”

At the same time as publishing this ASAS we are also publishing the Airport Travel Plan (ATP). Whereas the ASAS is a strategy for the Airport the ATP contains the measures and actions needed to make the strategy work.

Both the ASAS and ATP include travel by air passengers, staff and visitors to the airport. Staff are those employed at the Airport including by LSA, other businesses and tenants with premises at the Airport, airlines and control authorities. It does not cover travel by staff employed by other business adjacent to the airport.

The ATP is prepared in accordance with the guidance given in 'Helping you create a Business Travel Plan' and 'Workplace Travel Plan Framework' published by Essex County Council. The ATP is at Appendix A of this document. In the ATP specific actions are highlighted in boxes.

The ASAS and ATP have been prepared in discussion with our local authority partners and a range of other stakeholders, such as transport providers and other Airport businesses. A draft was also presented to, considered and discussed at a meeting of the Airport Transport Forum.

Our aim is to continue to work with our local authority stakeholders, surface transport operators and others to find the best ways of enhancing existing connections to the airport and developing new links.




We have already invested £16 million in the development of the new Airport rail station – a demonstration of our commitment to managing surface access demands sustainably - but we intend to work with transport companies operating in the area with the aim of ensuring that good quality transport services and choices are provided to our passengers and staff.

We also recognise that some passengers and staff will not have convenient public transport options available to them, and that many will choose to drive to the Airport. Where this arises we will still seek opportunities to minimise the impact of travel on the road network. This ASAS identifies how we intend to achieve this.

The Airport Transport Forum

The Southend Airport Transport Forum (SATF) was originally established in 2005. Traffic levels at the Airport during the period 2005 – 2010, however, meant that the Forum’s existence could not be justified. The SATF was re-established in 2010, in line with our commitment to consider the surface access implications of the redevelopment of the Airport and the runway extension and to take forward the ASAS. Its re-launch establishes, once again, a partnership approach to the way in which surface access to and from the Airport can be integrated and improved. Its membership comprises representatives of local authorities, transport operators, Airport companies and local groups with an interest in accessibility to the Airport. The list of current members is set out at Appendix B.

Government guidance has set out three objectives for Airport Transport Forums:

-  To agree challenging and long term targets to increase the proportion of journeys to the airport made by sustainable modes
-  To devise a strategy to achieve the targets set
-  To oversee the implementation of the strategy

It has been agreed that the Forum will meet annually. In between annual meetings of the Forum there will be specific meetings of members of the Forum to take forward particular actions and a Transport Liaison Group, which will determine a programme of reviews and surveys. The SATF will continue to contribute and shape the ASAS when it is reviewed.

SUMMARY OF TARGETS, COMMITMENTS AND ACTIONS

| Reference | Target/Commitment/Action | Timescale |
|-----------|--------------------------|-----------|
|-----------|--------------------------|-----------|

| Mode Share | | |
|------------|--|--|
| ASAS 1 | Air passenger public transport mode share should be at least 20% by 1.5mppa and 25% by 2mppa | When passenger numbers reach 1.5 and 2mppa |
| ASAS 2 | Staff mode share should not exceed 65% using car alone | Ongoing |

| Travel Planning | | |
|-----------------|---|-----------------------------|
| ASAS 3 ATP 1 | Produce an Area Wide Airport Travel Plan sponsored by the Airport's major employers by the opening of the runway extension | By runway extension opening |
| ASAS 4 ATP 2 | Designate a Travel Plan Co-ordinator to monitor the travel plan and progress new initiatives by the opening of the runway extension | By runway extension opening |

| Travel Information | | |
|--------------------|--|---------------------|
| ASAS 5 | Provide real-time, web-based onward travel information and smart ticketing facilities in the rail station and new terminal | By terminal opening |
| ASAS 6 | Ensure current public transport information is readily available to members of the public via the internet | Ongoing |

| Surveys | | |
|----------|--|------------------------|
| ATP 3,15 | Air passenger surveys to be undertaken in 2012 | September/October 2012 |
| ATP 4 | Staff travel surveys | 2012 |

| Walking and Cycling | | |
|---------------------|--|---------|
| ATP 5 | All new developments will include good pedestrian access | Ongoing |
| ATP 6 | All new developments will include provision for secure cycle parking, showers and lockers | Ongoing |
| ATP 6 | Travel Plan Co-ordinator to arrange cycle promotions | Ongoing |
| ATP 6 | Demand for cycle parking to be monitored and additional cycle racks provided when required | Ongoing |

| Reference | Target/Commitment/Action | Timescale |
|-----------|--------------------------|-----------|
|-----------|--------------------------|-----------|

| Rail | | |
|-------|--|---------|
| ATP 7 | Work with train operators to market rail service to air passengers and staff, and participate in rail marketing and promotional activity | Ongoing |
| ATP 7 | Airlines to provide train information and sell train tickets | Ongoing |
| ATP 7 | Airport to work with rail industry partners to seek improvements, particularly quality | Ongoing |

| Bus and Coach | | |
|---------------|---|---------|
| ATP 8 | Airport to engage with bus and coach operators to identify gaps | Ongoing |
| ATP 8 | Special bus marketing arrangements for staff | Ongoing |

| Car Sharing | | |
|-------------|---|---------|
| ATP 9 | Travel Plan Co-ordinator to investigate car sharing schemes | Ongoing |
| ATP 9 | Reserved car parking spaces for car sharers | Ongoing |
| ATP 10 | Car clubs to be investigated | Ongoing |

| Car Parking | | |
|-------------|---|-------------|
| ATP 11 | Electric charging points in new car park | Summer 2012 |
| ATP 12 | Monitor car parking demand | Summer 2012 |
| ATP 12 | Remote valet car parking contingency plan | Summer 2012 |

| Staff Recruitment | | |
|-------------------|--|---------|
| ATP 13 | New staff to be made aware of sustainable travel options | Ongoing |

| Marketing | | |
|-----------|---|---------|
| ATP 14 | Airport to participate in promotion and marketing of sustainable travel | Ongoing |

| Reference | Target/Commitment/Action | Timescale |
|--------------------------------|---|--|
| Airport Transport Forum | | |
| ATP 16 | ATF to meet in 2012 | October 2012 |
| ATP 16 | Transport Liaison Group, principally comprising LSA and the three local authorities, to be set up to annually assess the performance of the ASAS and ATP and determine a programme of reviews and surveys | Spring 2012 |
| ASAS Reviews | | |
| ATP 16 | ASAS to be reviewed within 6 months of 1.5 and 2mppa | 6 months after passenger numbers reach 1.5 and 2mppa |

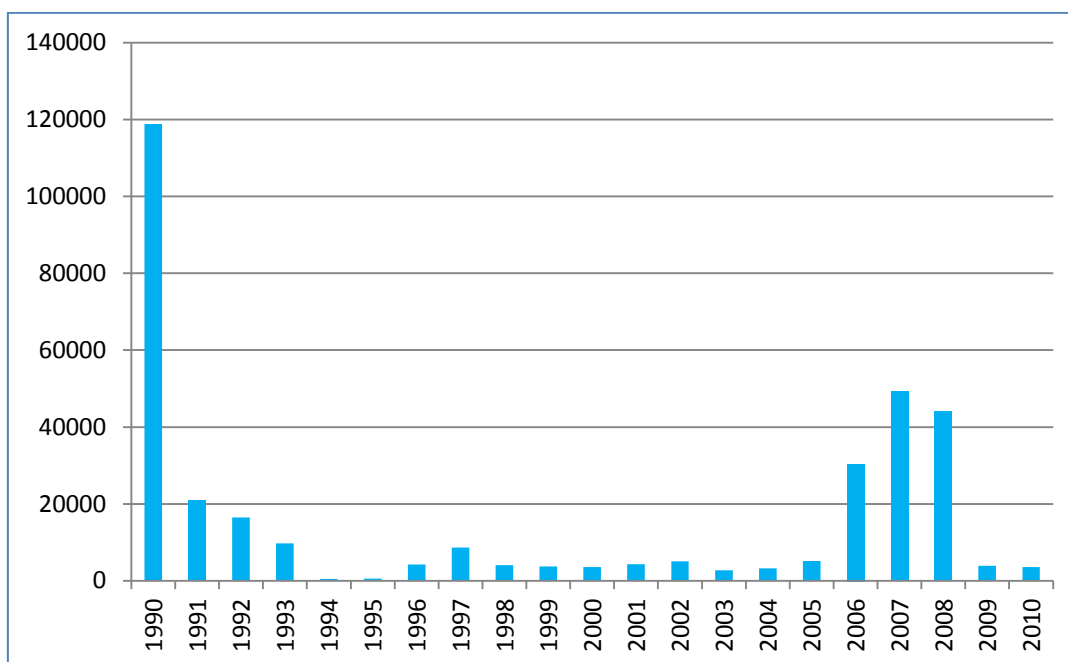


LONDON SOUTHEND AIRPORT TODAY AND OUR FUTURE PLANS

London Southend Airport plays an important role in the local economy and currently supports around 50 local businesses and employs over 1,000 people. There are currently only a limited number of commercial passenger operations at the airport. Maintenance Repair and Overhaul (MRO), private flying, business aviation in private and corporate jets and flying clubs are the main activities. But the importance of the airport is set to grow further in 2012 and beyond with the bringing into operation of the extended runway, new terminal and other facilities.

Passengers

In Summer 2011 scheduled commercial passenger services are operated by Aer Arran to Waterford and Galway and by Flybe to Jersey. By the end of 2011 it is estimated the airport will have served in total some 40,000 passengers during the year. Annual Passenger numbers from 1990 to 2010 are shown in the chart below. Passengers on aero club, private and business aviation flights are not recorded.



Passengers at Southend Airport 1990-2010

Aircraft Movements

Aircraft movement in 2010 totalled 27,320 as shown in the table below.

| | |
|---|---------------|
| Air Transport Movements | 1,102 |
| Positioning flights | 710 |
| Test and training | 3,616 |
| Aero Club | 12,363 |
| Private | 7,628 |
| Business Aviation | 1,022 |
| Other aircraft movements (Local movements, Other flights by Air Transport Operators, Official and Military) | 879 |
| Total aircraft movements | 27,320 |

Aircraft movements (take off or landing) at Southend Airport in 2010

Cargo

Civil Aviation Authority statistics indicate only 3 tonnes of cargo was handled in 2010.

Property

There is about 35,000m² of property within the Airport boundary and located in the Southern and Northern Maintenance Areas. Most of the floorspace is aircraft hangarage, but there are also workshops, offices and storage areas. There has been little major development on site since 2006, although some buildings have been refurbished and a number have been demolished.

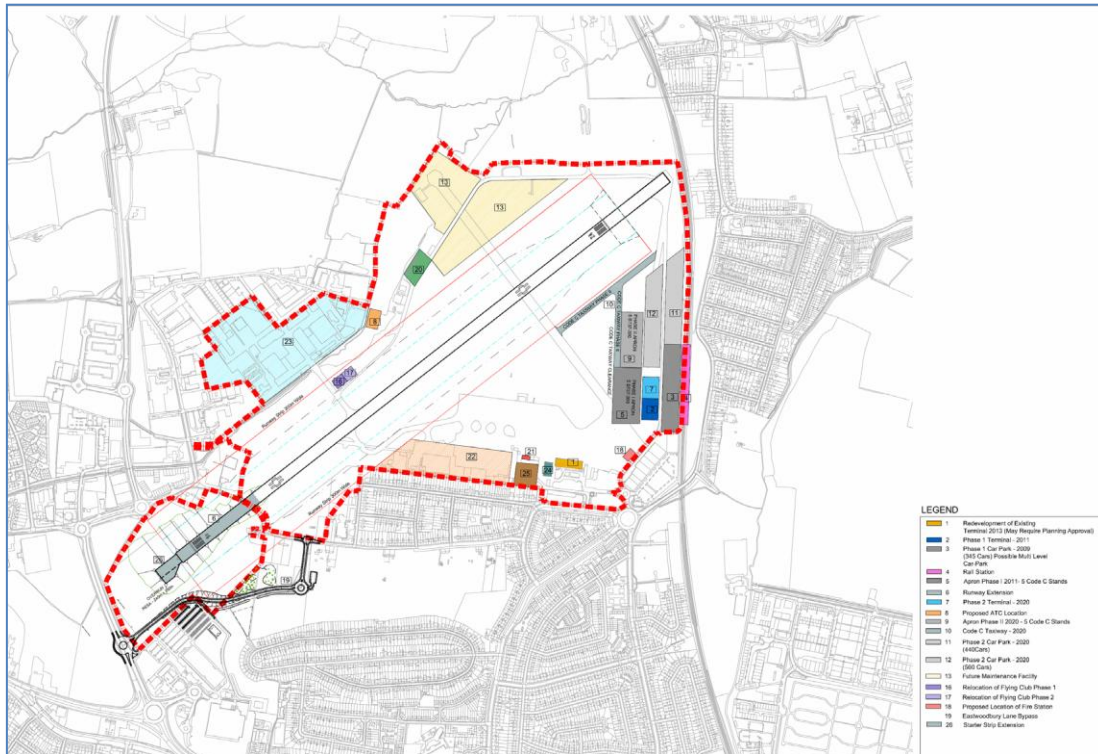
The Airport is also home to a number of flying clubs and a range of operational facilities such fuel farm, fire station and control tower.

Adjoining Uses

Lying adjacent to the Northern Maintenance Area and accommodating a number of businesses, some of which are aviation related, as well as a hotel and sports and leisure clubs, is the Aviation Way Industrial Estate. Southwest of the airport is the Royal Bank of Scotland (RBS) call centre office facility, a Tesco supermarket and a Premier Inn hotel and restaurant facility. To the southeast of the airport is a retail park. This shares an access with the airport off Harp House roundabout.








Current and future development

The master plan for the planned development of the airport is shown below.



Southend Airport Master Plan (Source: Runway extension planning application associated documents)

Significant investment is currently being made in new facilities. These include:

-  New rail station and car parking (opened July 2011)
-  New control tower (opened March 2011)
-  New terminal and stands (planned to open early 2012).
-  Phase 2 of the new terminal (permission to be sought)
-  Further passenger car parking (planned to open spring 2012)
-  Runway extension (planned to open Spring 2012) and the required diversion of Eastwoodbury Lane (opened September 2011).
-  New hotel (planned to open in 2012).



New passenger terminal, with control tower and rail station in the background






Southend Airport runway extension and road diversion (Source: Runway extension planning application associated documents)



Southend Airport new hotel

The Section 106 Agreement requires that the ASAS should contain proposals as to how the design of the New Terminal and the Railway Station (and any associated forecourt and vehicular facilities) includes a number of travel facilities, including:


-  Real-time, web-based onward travel information and smart ticketing facilities, which are described in Chapter 6 and covered by Target 5.
-  The facilities are compliant with the Disability Discrimination Act. In particular, wayfinding and signage to public transport facilities are in accordance with the Act, for example in terms of the slope of ramps, the provision of lifts and the provision of tactile paving surfaces, for example as shown on the next page. The designs have been checked for compliance by an independent assessor and disabled representatives are members of the Airport Transport Forum and have provided advice on facilities and services.
-  There are weather protection canopies at the station, and there are also waiting areas inside the station buildings. Passengers going between the rail station and terminal will be protected from weather by a canopy over the walkway between the buildings, as shown on the next page. The terminal canopy (under construction) for passengers awaiting onward travel is also shown on the next page.



Tactile paving and ramp between terminal and station



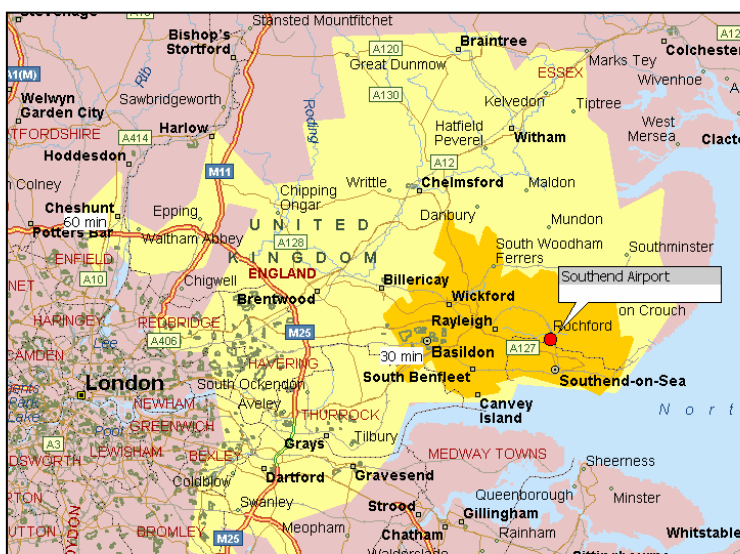
Terminal canopy providing weather protection

 Secure cycle facilities are described in Chapter 6.

A second phase of the terminal building and further aircraft stands is planned for the future although the precise timing of these will depend on the build up of passenger numbers. Car parking adjacent to the terminal will also be expanded to ensure car parking demand can be met on airport.

Passenger Forecasts

Some 400,000 people live within 30 minute drive time of the Airport and 2 million live within one hour's drive. With the new rail station, terminal and runway extension we are expecting to attract new airlines to the Airport. We have already announced the commencement of easyjet services from the new terminal in Spring 2012. In total we are expecting to serve about 800,000 passengers in 2012 and forecast that this will rise to 2million per year by around 2020.



30 minute and 1 hour Catchment Areas

We expect 28-30% of all passengers will originate from Southend-on-Sea and Rochford and 42-45% will be from the rest of Essex. Southend's proximity to London, together with the availability of Low Cost Carrier flights and the Airport railway station is expected to be attractive to the London market. This will result in 26% of Southend's passengers having an origin or destination in London. UK residents are assumed to make up broadly 70% of all Southend's passengers. It is assumed that the leisure proportion will be some 80%.






Employment

77% of existing staff have journeys to work of 30 minutes or less. On airport employment is forecast to rise from 1,000 to about 2,500 in 2020. Around 500 new staff are expected to be recruited between 2011 and 2012. By 2020 a further 450 jobs are expected to be created in the local area, indirectly related to the airport and supported by the spending of airport employees. Further growth in employment will arise from the business park proposals for the land to the north of the Airport, which are set out in the Joint Area Action Plan.

NATIONAL, REGIONAL AND LOCAL TRANSPORT POLICIES

Introduction

Key local, regional and national policies have been reviewed, including:

-  The 2003 Air White Paper and Progress Report
-  East of England Plan & Implementation Plan
-  Thames Gateway South Essex Plans
-  Local Transport Plans
-  Local Plans and Local Development Framework Documents, including the London Southend Airport and Environs Joint Area Action Plan









National Policy

The 2003 White Paper “The Future of Air Transport” recognises the valuable role London Southend Airport could play in meeting local demand and contributing to regional economic development. The role in providing capacity for business aviation is also recognised as opportunities become increasingly limited at the main South East airports. Surface access is covered extensively in the White Paper which expects all airports to share the objective of increasing the number of passengers using public transport.

The White Paper specifies that all airports in England and Wales with more than 1,000 passenger air transport movements a year are required to set up an Air Transport Forum and prepare an ASAS.

The White Paper Progress Report was produced in December 2006, and reinforces the message for airport operators to increase the use of public transport to help reduce road congestion and air pollution. To continue the success of the White Paper, all airports are invited to produce surface access strategies setting targets for increasing public transport use. An ASAS must consider access to and from airports and aim to minimise the number of trips carried out by the private vehicle. As a result, the travel planning process is encompassed within the Strategy. A wide range of guidance on Travel Planning and the identification of measures and initiatives are available, with some examples including:

-  The Essential Guide to Travel Planning published in October 2007 and updated in April 2008 by the National Business Travel Network for the
-  Department for Transport: A Guide on How to Set Up and Run Travel Plan Networks (September 2006)
-  Good Practice Guidelines: Delivering Travel Plans through the Planning Process (April 2009)
-  Helping you create a Business Travel Plan, Essex County Council
-  Workplace Travel Plan Framework Essex County Council
-  Southend Move Easy Travel Plan Guidance, Travel Plan Framework and Template TravelWise Framework

In March 2011, the Government published a scoping document titled ‘Developing a sustainable framework for UK aviation.’ This said that the 2003 White Paper is fundamentally out of date and went on to set out the scope of a review of policy. The review

will include a draft policy to be published in March 2012 and the adoption of a new framework in March 2013. The scoping document recognises the existence of ASASs and asks a question about the future role of Airport Transport Forums. However, because the new policy will not be in place before this ASAS has to be finalised, this ASAS is based on the existing guidelines.

Regional Policy

Planning guidance for the region is included in the East of England Plan. Policy E7 relates to the Region's Airports and acknowledges the support in principle for expansion at Southend as expressed in the Air Transport White Paper. Improved surface access to the Airport is considered necessary and covered in Policy T12 (Access to Airports) and Policy ETG4 for the Essex Thames Gateway. The East of England Implementation Plan identifies sustainable surface access requirements and 'voluntary' travel planning as short to medium term (up to 2015), with longer term initiatives focusing on the implementation of sustainable access infrastructure.

The current Government has indicated that regional spatial strategies are to be abolished and the dismantling process is under way. Local Enterprise Partnerships (LEPs) have been set up and the South East LEP has published guidance and strategies for its area.

Thames Gateway South Essex produced a "Business Plan for Transport" in November 2005 identifying that the expansion of the airport (along with other developments) will play a strategic role for the local economy and tourism with good transport connections being essential to support passenger growth and generate extra employment opportunities. Efficient links to and within Southend are also critical in achieving this vision and unlocking potential development areas.

Local Policy

Strategic Objective 11 of the Southend-on-Sea Borough Council adopted Core Strategy focuses on securing the regeneration of London Southend to enable it to "reach its potential to function as a local regional airport providing for significant new employment opportunities and improved surface access subject to environmental safeguards". Policy Reference 1b of Core Policy 3: Transport and Accessibility identifies the need for improved surface access to London Southend Airport.

Southend's Local Transport Plan 3 has been published and includes a key policy to ensure access to London Southend Airport is predominantly by sustainable modes. It also refers to

the transport issues noted in the JAAP (see below). Relevant policies include those related to SERT (Policy 1), infrastructure (Policy 5), airport access (Policy 6), taxis (Policy 23)

Southend-on-Sea Borough Council has been successful in a bid for £4.82 million from the first tranche of the Local Sustainable Transport Fund, which is designed to continue and boost the promotion and development of sustainable travel started through the Local Transport Plan and the Cycle Southend project. The Airport has indicated its support for this bid and will work with the Council and other stakeholders to ensure that these funds are used effectively to leverage improvements in sustainable transport

The Rochford Replacement Local Plan 2006 Policy TP9 sets out that planning permission will be granted for development that will support the operation of the airport as a regional air transport and aircraft maintenance facility, including the full realisation of its potential for increases in passenger and freight traffic subject to there being no serious detrimental effects on the local environment or nature conservation, and there being adequate access including a satisfactory ASAS.

The Rochford Core Strategy has been subject to an Examination in Public and has now been adopted. It includes the Council's vision that by 2017 the airport and its environs has become a driver for the sub-regional economy, providing a range of aviation and non aviation related employment opportunities for the local population, that the airport's new terminal is open and that there is an agreed ASAS.

While Southend-on-Sea is a unitary authority, Rochford is in Essex which is the highway authority. The Essex Local Transport Plan of June 2011 notes that improving access to Southend Airport is a priority for the Thames Gateway and that growth in traffic resulting from new jobs and new business must be carefully managed to ensure that access to the airport remains reliable. Supporting economic growth and sustainable transport at Southend Airport is a priority and there are a number of policies in the document which support these aims.



Joint Area Action Plan

A Joint Area Action Plan (JAAP) for London Southend Airport and its Environs is being prepared by Rochford District Council and Southend-on-Sea Borough Council as part of the LDF process. The JAAP considers the transport and environmental issues arising from the planned development and proposals which support the development of the airport facilities and the runway extension, as well as new business parks. These, however, are subject to controls on airport operations and provision of an ASAS. A JAAP evidence report (June 2008)






considers forecast information from a York Aviation report. It is considered that in the medium to longer term the airport could grow to become similar to Southampton and London City Airports in terms of aircraft movements and passenger numbers. There is uncertainty attached to future passenger numbers as there is no recent record of commercial air services, and therefore demand is difficult to estimate.

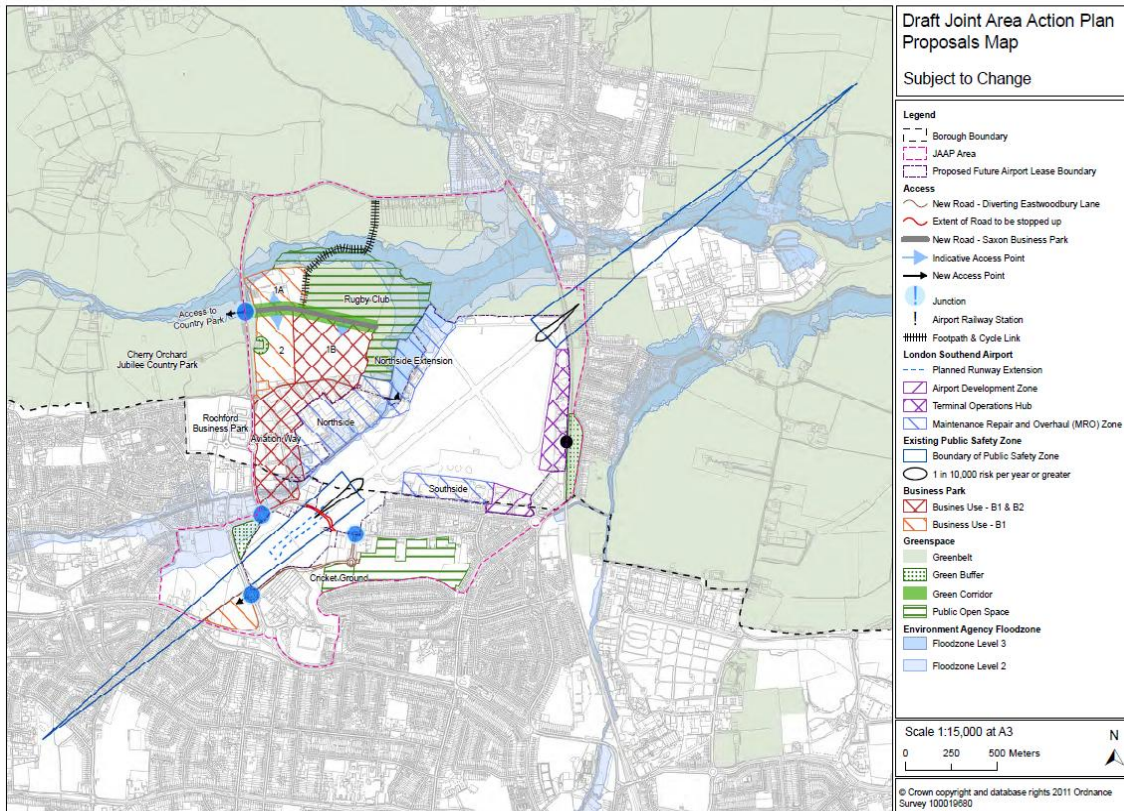
The current programme for the JAAP is for further consultation to take place in early 2012 to be followed by the submission of the Plan to the Secretary of State, an Examination in Public and Adoption in 2012.

A draft of the submission version has been prepared (September 2011) which includes a number of transport related issues as follows:

-  One of the objectives is to ensure appropriate improvements in sustainable transport and facilities.
-  There is a need to integrate with proposals to improve the functioning of the wider transport network (including improvements to the A127 and delivery of SERT routes) and provide internal solutions to movement, legibility and accessibility.

The draft submission version report includes a Proposals Map which is reproduced below. It also contains a number of proposed transport policies, some of which are shown on the Proposals Map, as follows:

-  Policy T1 - Upgrade/Improvements of Aviation Way, including a new junction with Eastwoodbury Lane, and public realm improvements including greater provision for walking and cycling.
-  Policy T2 - Travel Plans will be required for development within the JAAP.
-  Policy T3 -Public Transport contributions will be required.
-  Policy T4 - Walking and Cycling, including a particular requirement for a segregated route to the north of the JAAP area, links with Nestuda Way and improved cycling and walking to the airport.
-  Policy T5 - South Essex Rapid Transit (SERT) proposals to be assimilated within the JAAP area.



JAAP Proposals Map (Source: JAAP draft submission document)

AIR PASSENGERS AND EMPLOYEE SURFACE ACCESS

Potential for Modal Share

Government policy aims to reduce the reliance on the private car and promote the use of sustainable modes of transport. Given the strategies in this ASAS, it is appropriate to consider overall mode share targets.

There are currently few air passengers so their mode share is unknown, but when significant numbers are using the new terminal in 2012 they will be surveyed to find out their travel and other characteristics. Comparisons with other regional airports show a wide range of public transport mode share as set out in the table below.

| Airport | Air Passenger Public Transport Share |
|--------------|--------------------------------------|
| Aberdeen | 5.5% |
| Inverness | 8.9% |
| Manchester* | 13.0% |
| Newcastle* | 12.8% |
| Prestwick* | 37.2% |
| Durham* | 1.3% |
| Bristol | 15.8% |
| Cardiff | 8.8% |
| Exeter | 3.2% |
| Southampton* | 11.0% |
| Stansted* | 47.3% |

Air passenger mode shares at regional airports (*airports with rail links)

Section 13 of the S106 Agreement provides for financial contributions to be paid if various public transport and other non car mode shares are not achieved. These shares (20% and 25%) are converted into the targets set out below. More aspirational and challenging targets can be considered as this ASAS is reviewed.

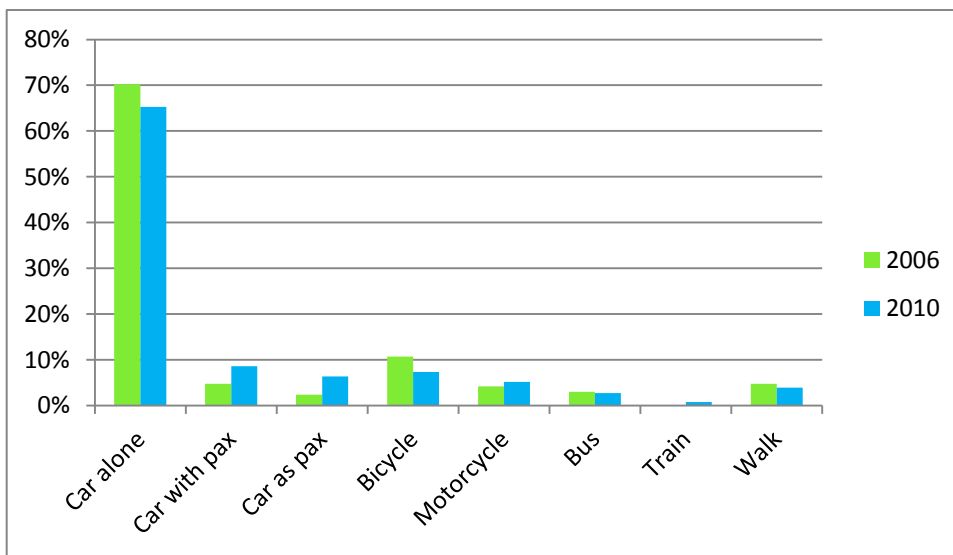
Staff

The number of staff working at Southend Airport was estimated to be 930 full time equivalents in 2006¹.

A staff travel survey was undertaken in late 2010 and published in March 2011. The report is available as a separate document, but the headline results are as follows:

¹ Socio-Economic Impact of the Expansion of Activities at Southend Airport, York Aviation. January 2006

- Approximately one third of employees completed the survey, with an especially high response from employees of Ipeco, based in the Northern Maintenance Area. Ipeco's premises are outside the Airport boundary, but as their activity is aviation-related, the results are relevant
- 83% of staff who completed the survey had SS home postcodes, the most common ones being SS2 (Southend/Prittlewell), SS0 (Southend/Westcliff), SS9 (Eastwood/Leigh-on-Sea), SS3 (Shoeburyness) and SS4 (Rochford).
- 77% of staff had journey times of up to 30 minutes, with 38% less than 15 minutes
- The usual mode of travel in 2010, compared with results from a 2006 survey, are shown below. The 2010 car alone figure of 65% is a reduction since 2006 and compares well with other airports and major employment sites.



Usual mode of travel to work by Southend Airport employees

- Employees occasionally used other modes of travel, for example when it had snowed, many had walked to work.
- Employees would be prepared to use other modes if certain conditions were met, for example better bus services, better cycle facilities or pavements.
- Only a few (4%) would use the new station to get to work, but 30% might use it for occasional journeys to London.

- About one half would be affected by the diversion of Eastwoodbury Lane, but a substantial number said that there might be an improvement to their journey.
- A large number of suggestions were made as to how their journey to work could be improved. As well as road improvements, better buses, cycleways and footpaths, the most often suggested change would be staggered leaving times, to avoid congestion at the south end of Aviation Way.

Airport related employment in the local area is forecast to be 2,970 in 2020, made up of 2,520 Direct on-airport, 180 Indirect and 270 Induced. Around 500 new staff are expected to be recruited between 2011 and 2012.

The existing staff mode share is 65% by car, alone. This is relatively low and has reduced from 2006 to 2010. However, this includes a significant proportion of Ipeco staff who will be targeted separately in due course. At this stage, it is felt inappropriate to set an even lower target when significant new numbers of staff are being recruited. However, more aspirational and challenging targets will be set when updated data about staff becomes available.

Targets:

1 Air Passenger public transport mode share should be at least 20% by 1.5 mppa and 25% by 2mppa

2 Staff mode share should not exceed 65% using car alone

SUSTAINABLE TRANSPORT

Introduction

The ASAS aims to improve access to the site by more sustainable modes and to reduce the reliance on the private vehicle. Details of the existing walking, cycling, public transport and vehicular access to the site are assessed in this chapter to form a baseline and identify improvements that could be made.

Walking and Cycling

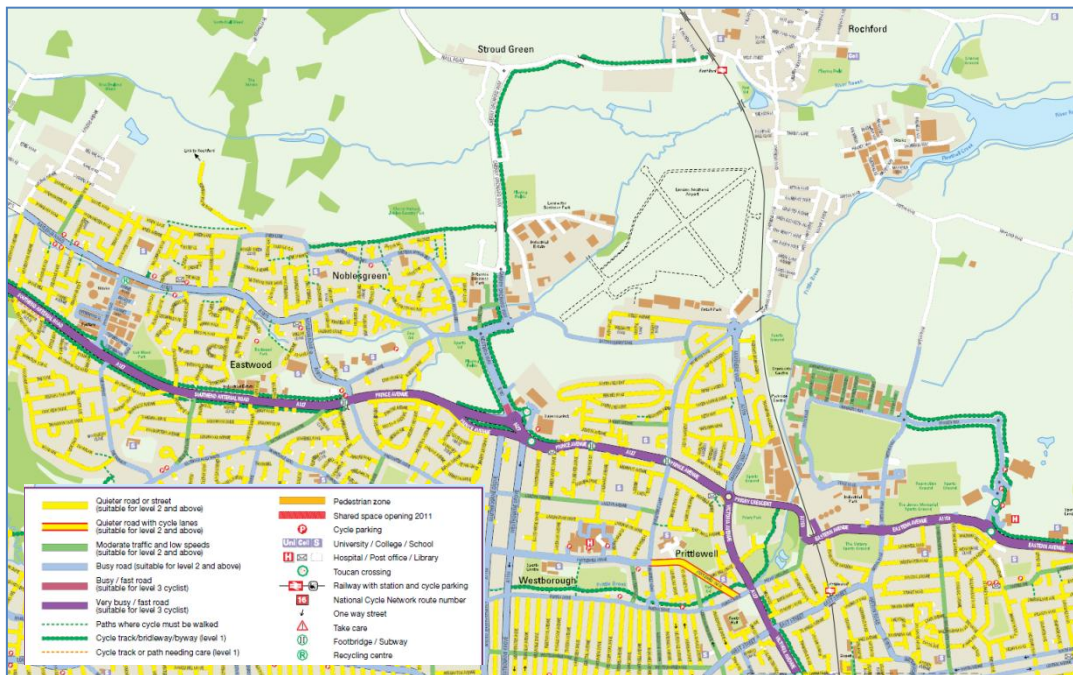
There are substantial residential areas around the airport site and the terrain is relatively flat. This suggests a large catchment area for those able to walk to the site. The majority of roads to the south and east are lit and have footways. However, Aviation Way does have poor pedestrian facilities with a lack of carriageway facilities and poor lighting. A public footpath links Eastwoodbury Lane to North Crescent providing access to the airport from the southern residential areas.

Although only a limited number of staff walk to work at the Airport (4%), all new developments will ensure that appropriate provision is made for walking. A further 11% said that they would consider walking if, for example, pavements were improved, but 82% said that they would not, mainly because it is too far.

An extract from the cycle map of Southend showing the area around the Airport is shown below. To the west of the Airport, an off-road cycle lane (shown green) exists along Nestuda Way and Cherry Orchard Way, which links directly into Aviation Way and hence to the Northern Maintenance areas. This route also extends westwards towards Eastwood. An off-road cycle route also extends west along the A127. Yellow roads are quieter and blue roads are busier. 7% of staff cycle to work. Cycle racks are provided in the station car park and in some of the leased areas.

In 2008, Southend was designated as a Cycle Town and granted funding of £3.2 million over 3 years to be matched by the Council. As a result, there are ambitious plans for the town. Infrastructure will be improved, particularly around the hospital, Civic Centre and access to Fossett's Farm development. Other initiatives also include developing links to key employment sites and developing business and commuter travel initiatives.

The 2010 Staff Travel Survey indicated that 7% of staff cycled to work. A further 44% said they would consider cycling, with improved cycle routes and better showers and changing facilities the most requested improvements. About 45% of staff live within 5 km, usually considered to be a reasonable cycling distance. 45% said they would not consider cycling, with safety a key consideration as well as distance.



Cycle routes around Southend Airport (Source: Southend-on-Sea BC Cycle Map)

The Airport's strategy for cycling is therefore to encourage cycling by staff through the provision of bike racks, showers and changing facilities, as well as participation in cycling promotional events. A rack for 12 cycles is provided in the terminal/station car park and 30 cycle spaces are to be provided in the staff/hotel car park, both of which are covered and monitored by CCTV. The Airport will also assist in promoting new cycle routes to the Airport and has indicated its support for Southend-on-Sea's programme for cycling set out in the LSTF bid.

Whilst few air passengers are expected to cycle or walk to the Airport, the provision of cycle and pedestrian facilities will enable these modes to be used.

Local Bus

The airport is served by three bus routes operated by Arriva Southend (Routes 7, 8 and 9). Routes 7 and 8 stop on Southend Road at Warners Bridge and on Rochford Road south of

the Harp House roundabout, whilst route 9 stops on Eastwoodbury Crescent close to the existing terminal and at Eastwoodbury Lane close to Aviation Way. The following table summarises the services.

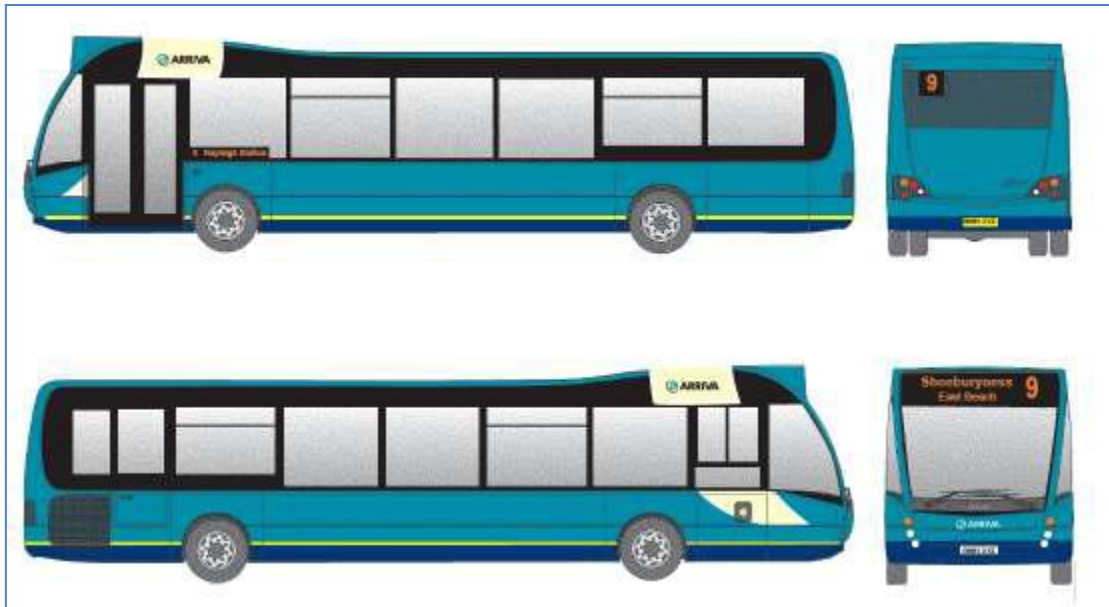
| Route no | Route | Airport Stop | Frequency |
|----------|--|---|--|
| 7/8 | Shoeburyness-Rayleigh via Southend Centre and Rochford and Hockley | Warners Bridge and Rochford Road | Weekdays and Saturdays 0550-2336 Peak 6 per hour |
| 9 | Shoeburyness-Rayleigh via Southend Centre and Eastwood | Eastwoodbury Crescent and Eastwoodbury Lane | Weekdays and Saturdays 0550-2350 Peak and off peak 5 per hour Sundays 1007-2007 2 per hour |

Bus services at Southend Airport

Route 7 calls at the following rail stations: Thorpe Bay and close to Southend Central on the C2C line, Southend Victoria, Rochford, Hockley and Rayleigh Stations on the National Express Great Eastern Main Line. Route 8 calls at these stations except Hockley. Route 9 calls at Shoeburyness and close to Southend Central Stations on the C2C line and Southend Victoria and Rayleigh Stations on the National Express Great Eastern Main Line.

Arriva bus no.9 now uses the new link road instead of the section of Eastwoodbury Lane that has been closed, but also continues to serve the bus stops in Eastwoodbury Lane between Nestuda Way and Cherry Orchard Way. New bus stops have been provided on the new road close to the RBS building and the former stops on Eastwoodbury Lane either side of Aviation Way are no longer served.

Arriva have introduced a new fleet of low floor single deck buses on Route 9 as shown below.



New Optare Versa buses for route 9 (courtesy Arriva)

3% of staff use bus services for travel to and from work.

South Essex Rapid Transit (SERT) is a partnership scheme between Essex County Council, Thurrock Council and Southend-on-Sea Borough Council. It was selected to join the DfT Development Pool of major transport investments. An 'expression of interest' document was submitted to the DfT and a final bid was submitted in September 2011. The scheme as outlined in the 'expression of interest' document includes a route from central Southend to the Airport and options for connecting to the business parks and Rochford. DfT has requested an updated business case to be submitted by 31 March 2012, with a final decision expected to be made within two months. SERT would provide a high quality transport link directly to the Airport terminal and the new railway station to reduce car dependency and increase accessibility to the local labour markets.

The Airport will work with the transport authorities and operators to ensure continuous improvements in bus services and, in particular, will assist with the planning of SERT. It is anticipated that implementing the JAAP proposals will lead to an increase in demand for bus services in the new employment areas to the north of the Airport.

Part of the public transport strategy will be to seek special fares and ticketing for air passengers and staff. Staff can already obtain a discounted season ticket with bus operators through the MoveEasy arrangements,

Gap analyses will be undertaken to assess the market for additional public transport services. This will include:

- A review of the locations of bus stops in relation to the recommended distance from a bus stop to the origin or destination of 400 metres (IHT, 1999 “Planning for Public Transport in Developments”). The stops in Warners Bridge and Rochford Road on routes 7 and 8 are about 700 and 300 metres respectively from the existing terminal. On route 9, the stops in Eastwoodbury Crescent are 200 metres from the existing terminal. These existing stops will be about 200 metres further from the new terminal. The route 9 stops in Eastwoodbury Lane are at least 500 metres from the nearest aviation related buildings in Aviation Way and well over 100 metres from the end of Aviation Way.
- Using information from staff and passenger surveys to see if there are any major routes or corridors not well served by public transport
- Liaison with rail, coach and local bus operators to explore options for additional services.

Rail

The Airport is served directly by Southend Airport Station which opened in July 2011, following a £16 million investment by the Airport. This station is served by trains on the Great Eastern Main Line between London Liverpool Street and Southend Victoria, the route map for which is shown below.



Great Eastern Main Line Route Map (Source: National Express East Anglia website)

The frequency of trains serving the Airport Station on Mondays to Saturdays is typically 3 per hour from 4 am to 11 pm, with 6 or 7 trains at peak hours. The Sunday service is 2 trains per hour from 6.15 am to 10.50 pm. The journey times are 9 minutes to Southend Victoria, 46 minutes to Stratford and 53 minutes to London Liverpool Street. The trains call at all stations from Southend Victoria to Shenfield, then fast to Stratford (with some trains calling at Romford). Connections are available at Wickford and Shenfield to other stations in Essex, Suffolk and Greater London. The Great Eastern Main Line is currently operated by National Express East Anglia but a new franchise is to start in February 2012. In 2009-10 90.6% of trains arrived within 5 minutes of timetable and 1.1% were cancelled.

Southend Airport Station is approximately 500 metres from the existing terminal building and a shuttle bus connection is provided until the new terminal is opened.

The Essex Coast line serves Southend Central, some 3 km south of the Airport. C2C services (currently operated by National Express) on this line run from London Fenchurch Street to Shoeburyness, 6 times per hour on Mondays to Fridays and 4 per hour on Sundays with a journey time of 1 hour to London Fenchurch Street.

The new rail station at the Airport has been provided to attract air passengers to use rail services. It improves journey times into central London and the link to Stratford will be invaluable with the 2012 Olympic Games. The Airport will work with the current and future Greater Anglia franchisee to ensure that airport rail passengers are provided with appropriate levels of service on all parts of their journey, in particular in relation to information. Section 12 of the S106 Agreement requires the Airport to use reasonable endeavours to ensure that all rail services operating on the line between London Liverpool Street and Southend Victoria Station stop at the Airport Station. The Airport will also work with partners through the Thames Gateway South Essex Rail Group to achieve improvements. The Airport's view is that improvements in the quality of the service should be the priority in the short and medium term. In particular, the rolling stock, while reliable, is in need of refurbishment, to include more comfortable seating, improved interior soundproofing, air conditions and better information systems.

Immediate priorities for the rail service are to seek the sale of rail tickets by airlines (on board and on their websites) and to implement early and late trains for the first and last flights.

Until such time as the new terminal is in operation, a free shuttle bus service is in operation between the rail station and the existing terminal. Once the new terminal opens, the rail

station will be only 100 paces from the terminal and, with the station operated by Airport staff, the terminal and station will be an integrated operation providing a seamless service for passengers.

Travel Planning and Information


Travel planning is “a long term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed”. (DfT, 2009). A travel plan is a site specific document that will identify a package of measures to promote modal shift away from single occupancy private car use. The Strategy will rely on and is assisted greatly by the work of Essex County Council and Southend-on-Sea Borough Council.





For the Airport, it is proposed that a travel plan is prepared that can be adopted by the business on the Airport. Linking several companies may mean more travel initiatives will be viable and provides greater scope for reducing car travel to the site.

The Airport Travel Plan is set out at Appendix A. Key organisations at the Airport will be recommended to sign up to it because of the benefits it would bring to their organisations, but it is acknowledged that the Airport has no powers to require existing tenants to participate.

A key element in travel planning is the appointment of a Travel Plan Co-ordinator. For the Airport, this will be the responsibility of the Community Affairs Co-ordinator, whose duties will include the collation and distribution of travel information and co-ordination with the Airport's employers, supported by consultants. The Travel Plan Co-ordinator will also be supported by Southend-on-Sea Borough Council's Workplace Travel Planner who is funded by the Local Sustainable Transport Fund (LSTF). In addition, delivery of travel information to air passengers will be by Airport staff in the terminal and rail station, as well as through web-based and other forms of communication.

The approach of the Travel Plan is based on the Essex County Council's 'Workplace Travel Plan Framework' and includes the following overall objectives:

-  To provide air passengers with an attractive choice of access options to enable the Airport and its airlines to be competitive and to minimise the number of car journeys related to air passengers

-  To provide staff at the Airport with a choice of access options to assist with employment growth, the health and welfare of staff and the costs of parking and to minimise the number of employees travelling to work alone by car
-  To reduce the Airport's environmental impact
-  To minimise the Airport's contribution to road traffic congestion
-  To manage the impact on the Airport's neighbours, including car parking

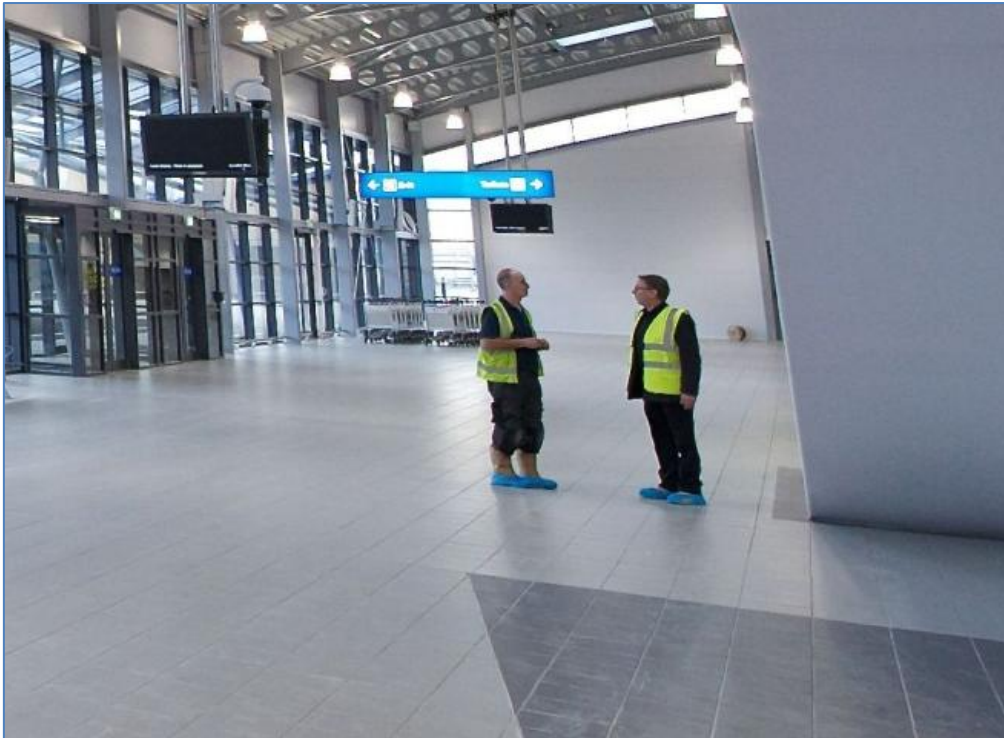
Targets:

3 Produce an Area Wide Airport Travel Plan sponsored by the Airport's major employers by the opening of the runway extension

4 Designate a Travel Plan Co-ordinator to monitor the travel plan and progress new initiatives by the opening of the runway extension

Providing travel information to employees is covered in the Travel Plan for the site and monitored by the Travel Plan Co-ordinator - this will ensure that information is updated and readily available for new starters at the site. It is important that those visiting and flying from the airport are provided with travel information to ensure they are aware of all travel options available to them. The Southend Airport website (www.southendairport.com) provides information on travel to and from the airport, by road, train, bus and information on car hire. The information will need to be kept up-to-date to ensure that correct information is provided to the public. Information will also be available on site (as specifically required by paragraph 11.2 (a) of the S106 agreement), and at other local transport links (including local rail stations and Southend Travel Centre). Consideration will be given to innovative travel information media as and when they arise.

Section 11.2 of the Section 106 Agreement requires that the ASAS show how the design of the new terminal and railway station includes real-time, web-based onward travel displays are provided in the terminal arrivals concourse as shown below. The screen in the picture faces arriving passengers and will show next train and other onward travel information. Smart ticketing facilities, as well as a ticket office and train information, will be provided at the station. An information point in the terminal arrivals concourse will also have displays of onward travel information and there will be staff available to give onward travel advice. Opportunities to provide further travel information will be kept under review.



Onward travel information screens (top left) in the new terminal concourse

Targets

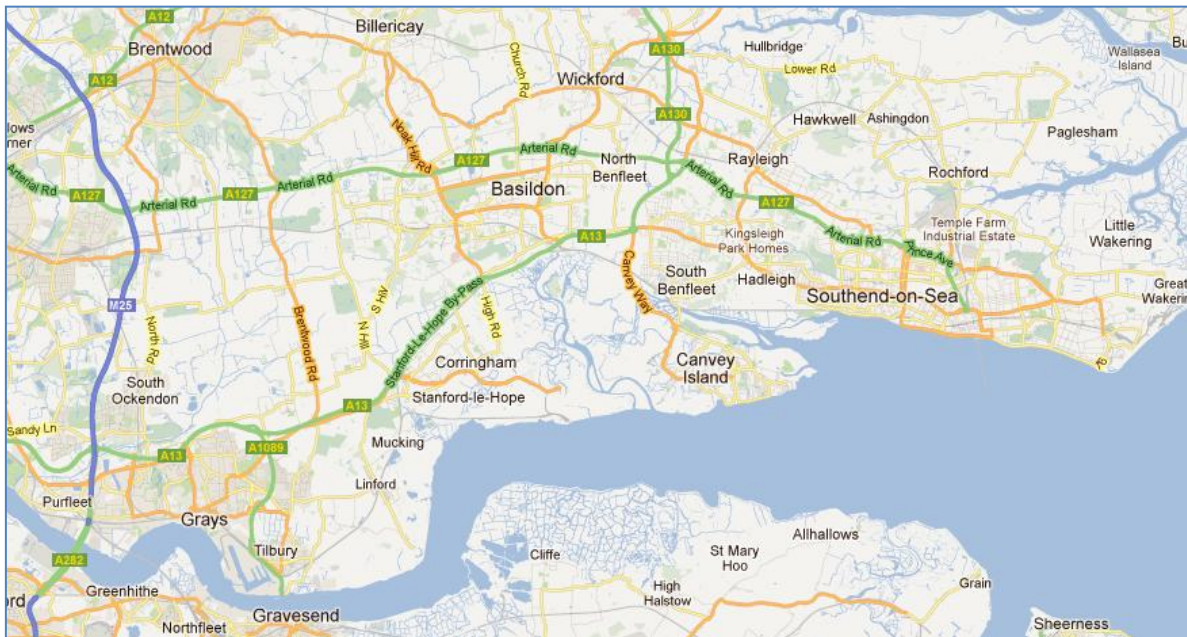
5 *Provide real-time, web-based onward travel information and smart ticketing facilities in the rail station and the new terminal when it opens*

6 *Ensure current public transport information is readily available to members of the public via the internet*

ROAD NETWORK AND PARKING

Highway Access

Road access from the region is shown below. The key roads are the A127 from the M25 and the A13 and A130.



Regional Road Access to Southend Airport (Source: Google Maps)

Local road access is shown on the aerial photograph on the next page. Access to the terminal is by the roundabout at the top of Manners Way, known as the Harp House roundabout. This roundabout also serves as the access to the retail park. There are also entrances off Eastwoodbury Crescent. On the west side of the Airport, access is via Aviation Way. The new link road built by the Airport at a cost of £5 million that opened in September 2011 to enable the runway extension to be built is shown in the second photograph below. The new link road includes a parallel footpath and cycleway. A former section of Eastwoodbury Lane close to the end of the existing runway has now been closed.

Access to either side of the Airport can be obtained from a variety of routes including, from west to east, Cherry Orchard Way, Eastwoodbury Lane, Nestuda Way, Prince Avenue, Rochford Road, Manners Way and Southend Road.

Evidence for the JAAP identified the A127 and A13 as suffering from significant congestion. Junction assessments in the area have determined capacity problems to exist during peak

hours at certain locations, particularly the Anne Boleyn Roundabout (Sutton Road/Southend Road), the Prince Avenue/Rochford Road/Hobleythick Lane signalised junction and the Cuckoo Corner Roundabout (Prince Avenue/Priory Crescent/Manners Way/Victoria Avenue). The traffic signal scheme at Cuckoo Corner opened in March 2011 and has been very successful in reducing congestion at this location.



Local Road Access to Southend Airport



New link road under construction

In the short and medium term, the existing external roads are considered adequate to serve the growing airport. Minor changes to the internal road system are likely to be necessary at certain locations. In the longer term, the East of England Plan and the Local Transport Plans for Essex and Southend-on-Sea envisage various strategic road improvements. These are beyond the scope of this strategy, but should be monitored to ensure that they meet the objectives of improved access to the Airport.

Vehicle Forecasts

A Transport Assessment was included in the documents attached to the runway extension planning application which included details of modelling of travel. The table below provides some details. The modelling distributed the trips and then assessed the impact on the highways. A number of links and junctions already operate over their capacity and, although the impact of additional airport traffic is limited, the measures in this ASAS should ease congestion in the area.

| | |
|--|-------|
| Assumed passenger car mode share | 75% |
| Busy day (July Friday) passenger vehicles | 3,527 |
| Busy hour arriving (1400-1500 and 1700-1800) passenger vehicles | 249 |
| Busy hour departing (0600-0700 and 1800-1900) passenger vehicles | 268 |

Passenger and staff vehicle 2020 Development Case forecasts

The JAAP, described in detail in Chapter 4, proposes very significant growth of employment in business parks adjacent to the Airport. Although these are not necessarily airport-related, some may be employed in aviation related industries.

Air Passenger Set Down, Pick Up and Car Parking

We recognise that for some passengers and airport employees public transport does not always provide a viable alternative to the car. We are also conscious of the need to be a good neighbour in relation to concerns that the airport could lead to fly parking in roads around the airport. As a consequence there is a need to provide an appropriate level of staff and passenger car parking provision to meet the demand that materialises.

Our strategy is to ensure that car parking needs of both passengers and airport staff are met. The primary determinant of whether an air passenger chooses public or private transport is whether they are an inbound visitor or an outbound local resident. Inbound visitors are more likely to have destinations in London and will not have access to their own car, so are more likely to use the train. Outbound local residents tend to have a car available and the

train is less likely to be attractive from their origin. Matters such as group size and baggage are also factors in modal choice. The price of car parking, relative to the cost of public transport, is not usually very significant in modal choice given these other factors and the fact that the cost is only part of the total cost of the holiday (ie. including flights, hotel etc).

In order to compete with other airports, charges will be set at levels comparable with other small regional airports but lower than larger competitors, as indicated in the table below. A key factor is that, with many passengers with local origins, high long term parking charges will lead to 'kiss & fly' or taxi journeys, which then result in two surface journeys for every flight. Providing car parking reduces road trips and therefore has a role in reducing congestion. The objective is therefore to find the level of charges which will attract passengers to the Airport in the first place and then ensure that they minimise the number of car journeys. Car park prices will be reviewed annually.

| Airport | Short term | | Long term | | |
|-------------|------------|---------|-----------|--------|---------|
| | 1 hour | 2 hours | 1 day | 8 days | 15 days |
| Bournemouth | £3.60 | £5.50 | £8 | £70 | £125 |
| Norwich | £3 | £6 | £25 | £57 | £90 |
| Southampton | £3.80 | £6.40 | £10.50 | £52.30 | £88.90 |
| Manston | £2.50 | £3 | £10 | £25 | £39 |
| Bristol | £3.50 | £6.50 | £17 | £29.99 | £49.99 |
| Stansted | £5 | £9.50 | £10.75 | £70 | £102.50 |
| Southend | £2 | £4 | £6 | £41 | £76 |

Car parking charges at competitor airports and Southend

It is also worth noting that public transport fares relative to car park charges may be a factor. The London to Southend Airport rail fare is £14.30 compared with £21 to Stansted.

Predicting the level of passenger car parking spaces that will be needed in 2012 is difficult because the current passenger base is so small. A rule of thumb, based on experience from other airports, is that 1000 spaces are needed for every 1 million passengers. On this basis, we believe that we will need around 800 spaces in 2012.

The airport already provides some car parking for passengers on the south side of the airport near to the old terminal. However these spaces are not well located for the new terminal and will therefore cease to be used for passenger car parking.

Passenger car parking demand in 2012 is therefore to be met from the 335 spaces in the new terminal car park next to the rail station together with a further 470 spaces which are to be developed immediately to the north of the new terminal. In addition and because of the uncertain parking demand forecasts for 2012 we are also planning to put in place arrangement for a contingency car park on land adjacent to the Harp House roundabout which has previously been used for car parking. Should this site be required it would be operated under a valet car park arrangement.

In the future the airport master plan identifies further land for car parking on the east side of the airport.

Employee Parking

Many airport employees work shift patterns and weekends which makes for efficient utilisation of staff parking. Equally early morning and late evening rostering times means that public transport services will not be available at the times employees require.

Staff car parking has, up to now, been provided free in airport car parks or within leased areas. Once the new terminal opens the current areas of free car parking outside separately leased areas will be controlled by a permit system. Employers know that it is important to offer free car parking in order to attract and retain staff, but are also aware of the costs of providing car parking, not least in terms of land use. While the ASAS includes strategies to attract staff to use other modes, there is no current intention to restrict car parking for staff. Part of the reason for this is to prevent overspill into local roads (as happens at the nearby RBS site). The strategy therefore is to provide sufficient spaces at the Airport to meet staff parking demands.

There are some 420 existing spaces on the south side of the airport in 3 separate parcels near to the old terminal. A further 66 spaces are being provided with the new hotel. These spaces will, in the future, be used for staff parking, including for staff from the new hotel and for rental car storage back up. Allowing for the fact that many businesses at the airport already have their own car parking within their leased areas, it is considered that the spaces on the south side of the airport will provide sufficient parking for employees. New staff car parks will include reserved spaces for car sharers.

Total Car Parking Demand and Supply

The table below summarises the demand and supply of air passenger and employee car parking for 2012.

| Item | No. of spaces | Remarks |
|--|---------------|---|
| 2012 air passenger car parking demand | 800 | Based on 1000 spaces per 1 million passengers |
| New terminal/station car park | 335 | Opened March 2011 |
| Terminal car park extension | 470 | To be available Summer 2012 |
| Contingency (valet) parking | 270 | To be available if required Summer 2012 |
| Staff/hotel/rental car parking (southside) | 500 | Existing |

2012 Car Parking Demand and Supply

The plan on page 41 shows the disposition of existing and future passenger and employee car parking.

Fly Parking

The main roads near the Airport have parking restrictions, but most of the residential roads do not. Because local roads with no parking restrictions are only a short distance from the Airport, there is a concern that air passengers will 'fly park' in residential areas and walk to the Airport. The car parking strategy set out above aims to minimise the risk of this occurring.

The situation will, however be monitored. Solutions are available to control fly parking should they be needed (eg. residents' parking permits or 'one hour in the day' parking restrictions) and the local authorities may wish to introduce these if off airport parking becomes a problem. In order to monitor this situation, we will co-ordinate with the local authorities to undertake parking surveys before and after the new terminal opens in March 2012. The Transport Liaison Group will keep this under review.

Taxis

Local licensed taxis can drop off or, if pre-booked, pick up passengers at the terminal. The Airport has a concession with a local taxi firm to provide a taxi service on demand. A free telephone line is provided at the rail station to call a taxi, until the opening of the new terminal when the taxi rank will relocate to the new terminal which is adjacent to the rail station.




Car Hire

Hertz car hire is available from the terminal building. Other operators are available by telephone.

MONITORING AND REVIEW

The Airport Transport Forum will be the primary method for reporting and reviewing progress. It will meet as required but this is likely to be annually for the next few years. In addition, a Transport Liaison Group will be established which reports to the Airport Transport Forum with a specific monitoring remit to determine and support a programme of surveys and reviews of the ASAS and ATP.

Specific monitoring and review requirements are as follows:

-  Air passenger surveys in 2012 and subsequently
-  A review of the ASAS within 6 months of exceeding 1, 1.5 and 2 million passengers per annum respectively, to meet paragraph 11.5 of the S106 Agreement
-  Staff travel surveys. The frequency of these will be determined by considering the balance of the need for up to date data against the cost and inconvenience to employers.

When the ASAS is reviewed it will take account of changes to national, regional and local policy, in particular as the Local Transport Plans move on through their 3 year refresh cycle.





Simply easier.

Airport Surface Access Strategy
December 2011

Appendices



APPENDIX A

AIRPORT TRAVEL PLAN

Introduction

A Travel Plan is a plan for staff travel to and from work for a particular employer or site. This Airport Travel Plan is for the site of Southend Airport and follows the template set out in Essex County Council's 'Workplace Travel Plan Framework for development with multiple occupiers'. The main employers are listed in the table below. In addition, all employers at the Airport are consulted through the regular Tenants and Users meetings. All employers and employees can access information on this Airport Travel Plan through the Airport website.

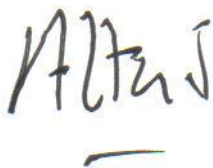
| Company | | Number of employees | Location | Travel Plan Co-ordinator | |
|---|-------------------------------------|---------------------|--|--|---|
|  | London Southend Airport Company Ltd | 120 | Terminal area, control tower, fire station | Jo Marchetti, Community Affairs Coordinator with support from Paul Le Blond. |  |
|  | ATC Lasham | 200 | Southern maintenance area | | |
|  | Inflite Ltd | ? | Northern maintenance area | | |
|  | Air Livery | 100 | Northern maintenance area | | |
|  | Hotel operator | Est. 40 | Adjacent to Harp House roundabout | | |
|  | easyjet | 150 | | | |

The purpose of The Southend Airport Travel Plan is to seek to reduce reliance on the single occupancy use of private cars by employees in travelling to work, by air passengers using the Airport and by other visitors through the encouragement of greater use of public and more sustainable forms of transport. This Travel Plan has been developed in part to meet the requirement of the Section 106 Agreement which accompanied the planning permission for the runway extension, granted in 2010. The Section 106 Agreement requires the preparation of an Airport Surface Access Strategy (ASAS) and to operate the Airport in accordance with the ASAS and any associated Airport Travel Plan. The Travel Plan sets out detailed measures and should be read in conjunction with the strategy set out in the ASAS.

This Travel Plan includes a number of specific actions which are highlighted in boxes. Many of these actions will be undertaken with the assistance of the Travel Planning staff from Southend-on-Sea Borough Council, who have been awarded funds from the Local Sustainable Transport Fund, and this assistance is acknowledged and welcomed.

Executive Policy Statements

London Southend Airport Company Ltd. (LSASCL) has agreed to these Travel Plan arrangements, which demonstrate the importance to us of environmental, health and commercial benefits of increasing the use of sustainable modes of travel as an alternative to the single occupancy use of the car. We are committed to developing this programme with the support of Southend-on-Sea Borough Council and Essex County Council. In particular, LSACL will take responsibility for co-ordinating the Travel Plan with other employers at the Airport.



(Signed) Alastair Welch, Managing Director, LSACL.







Action 1: Other employers will be asked to indicate that they will also support the Travel Plan and initiate appropriate actions with their staff.

Travel Plan Co-ordinator

LSACL's Travel Plan Co-ordinator will be responsible for developing and implementing this Travel Plan. Other major employers will be asked to nominate an individual to act as Co-ordinator for their company. Support will be provided to the LSACL Co-ordinator and

delivery of a number of the actions will be undertaken by other LSACL employees (eg. customer service staff, HR support staff). The LSACL Travel Plan Co-ordinator's duties will include the following:

Action 2: LSACL will appoint a Travel Plan Co-ordinator whose role will be to implement this Travel Plan and to co-ordinate activity with other employers at the Airport and with transport operators.

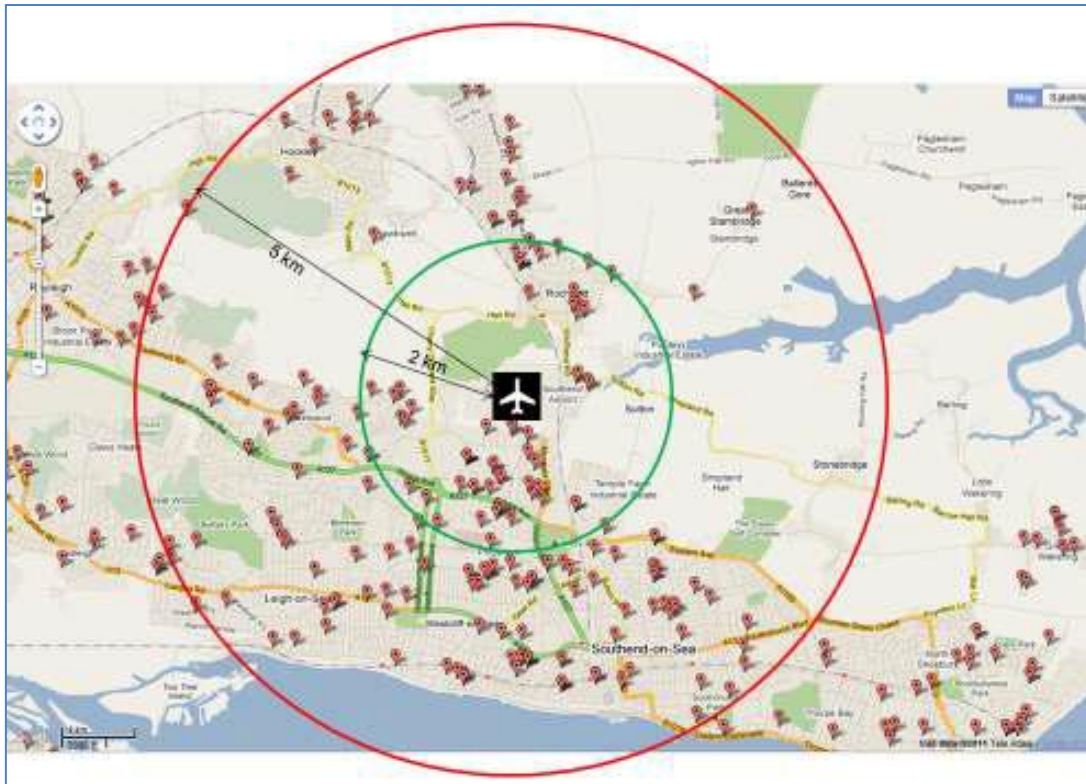
-  Liaison with senior management and staff and budget responsibility for travel planning within LSACL
-  Arranging travel surveys and other data collection
-  Collating and distributing travel information, arranging travel awareness campaigns, special events etc.
-  Arranging and managing the Airport Transport Forum
-  Liaison with other employers
-  Liaison with local authorities, transport operators

Current Travel Patterns

As there are very few passengers at present, there is no data on the travel patterns of air passengers. However, Target 1 of the ASAS relates to air passenger mode share and surveys to determine this will be undertaken during 2012, probably in September/October which is during the Summer season but after the non-typical Olympic period.

Action 3: Air passenger surveys will be undertaken in 2012 to provide data on mode used and the characteristics which determine mode share

With the assistance of Essex County Council and Southend-on-Sea Borough Council, a staff travel survey was undertaken in Autumn 2010. 360 responses were received, which is about one third of the total number of employees at the Airport. Figures C1 and C2 show the home post codes of staff. 38% have journeys of less than 15 minute and 77% take up to 30 minutes. This data can also be used in the analysis of gaps in public transport provision.

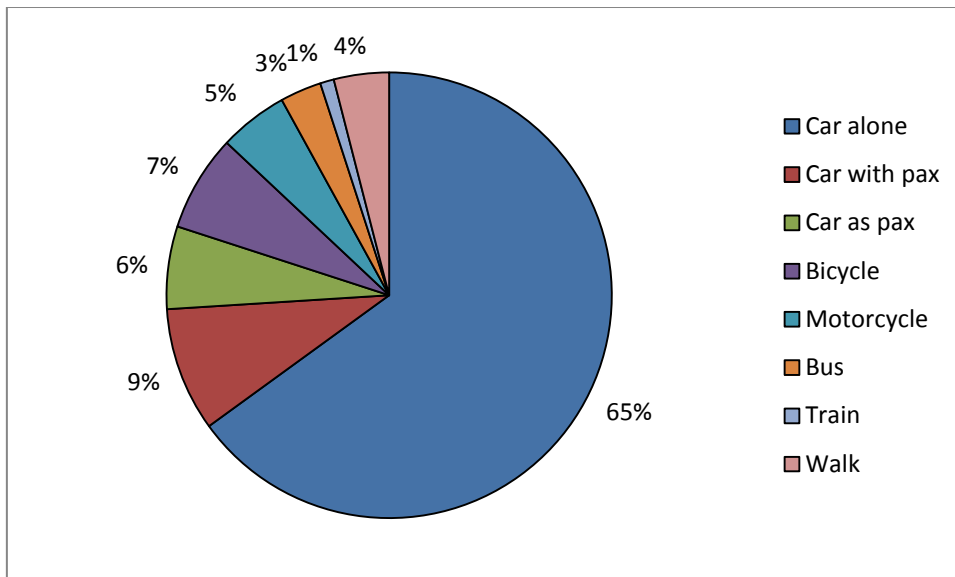


Home postcodes of airport employees near the Airport



Home postcodes of airport employees further from the Airport

Current staff mode shares are shown in the pie chart below. The percentage using car (alone) is 65%, which has reduced from 70% last time the survey was done in 2006.



Usual mode of travel by employees at Southend Airport




The survey asked employees a range of other questions about whether they would consider alternative modes and what might improve their journey to work, and some of the results are included later in this travel plan.



Further staff travel surveys will take place which can monitor changes from the base measured in the 2010 survey. The frequency of these will be determined by considering the balance of the need for up to date data against the cost and inconvenience to employers.

Action 4: Further staff travel surveys will be undertaken as required to update data






Objectives and Targets

The key objective of this travel plan is to support the sustainable growth of Southend Airport. Particular objectives are:

-  To provide air passengers with an attractive choice of access options to enable the Airport and its airlines to be competitive and to minimise the number of car journeys related to air passengers
-  To provide staff at the Airport with a choice of access options to assist with employment growth, the health and welfare of staff and the costs of parking and to minimise the number of employees travelling to work alone by car
-  To reduce the Airport's environmental impact

-  To minimise the Airport's contribution to road traffic congestion
-  To manage the impact on the Airport's neighbours, including car parking

The targets for this travel plan are taken from the Airport Surface Access Strategy. The production of this Airport Travel Plan is Target no.3. The other targets are as follows:

-  ASAS Target no.1: Air passenger mode share, as measured by CAA or similar surveys, should be at least 20% by public transport and other non car modes, by the time Airport throughput exceeds 1.5 million passengers per annum, and at least 25% by the time throughput exceeds 2 million passengers per annum. These targets are in line with those in the Section 106 Agreement, and are backed by financial penalties if they are not achieved. They are challenging and compare favourably with the mode shares achieved by similar sized regional airports.
-  ASAS Target no. 2: Staff mode share, as measured by a staff travel surveys, should not exceed 65% using car, alone. 65% is the 2010 base figure and is better than many other similarly located small regional airports or other employment sites. It is also a reduction from the 70% measured in 2006. Many new staff will be employed over the next few years, when there will be opportunities to influence their travel pattern, but their mode is also likely to be influenced by factors outside the Airport's control, so a target different from the existing level is difficult to predict.
-  ASAS Target no.4: Designate a Travel Plan Co-ordinator to monitor the travel plan and progress new initiatives by the opening of the runway extension. This role is described above.
-  ASAS Target no. 5: Provide real time, web-based onward travel information and smart ticketing facilities in the rail station and the new terminal when it opens. This target is specific as it is referred to in the Section 106 Agreement and is designed to support the objective of providing a choice of access mode for air passengers. Facilities already exist in the rail station and the new terminal will include onward travel information.
-  ASAS Target no. 6: Ensure current public transport information is readily available to members of the public via the internet. This target is designed to meet the objectives of minimising car journeys and providing a choice of access mode for air passengers. Travel information, including public transport timetables, service disruption notices, road directions and car park prices is provided one click from the Airport website home page.

Actions to achieve these targets are now set out in the following sections.

Walking

Walking 10,000 steps a day is recommended to help keep you fit and healthy. Not only is it an excellent way to keep in shape but it is also absolutely free. Walking is most suitable for very short journeys under up to half a mile and can be combined with other methods, such as public transport to cover longer distances.

It is unrealistic to expect other than a very small of air passengers to walk to the Airport, although the hotel will be easily walkable from the terminal. For staff, Figure C1 shows that some employees live close to the Airport and Figure C3 shows that 4% of them walk to work. However, the staff travel survey indicated that over 80% would not consider walking, mainly because of the distance involved. There is also no doubt that the poor quality of pavements and lighting in Aviation Way put people off.

The new terminal will have pedestrian access from the external footpath network, which is important given than the nearest bus stops re outside the Airport. Improvements to pedestrian access to the Aviation Way Industrial Estate are likely to be associated with the developments of a business park as proposed in the JAAP.

Action 5: All new developments at the Airport will include good pedestrian access.

Cycling

Cycling is an easy way to introduce physical activity into everyday life, plus it is very convenient and often quicker during peak times. Regular exercise reduces stress and heart disease and can improve your general health, therefore resulting in reduced sickness levels. Those who live within five miles of the workplace are potential cycle commuters.

Few air passengers are likely to cycle to the Airport, but the map of home postcodes shows that a significant proportion of employees live within 5 km of the Airport and the pie chart shows that 7% of them cycle to work. Over 50% indicated that they would consider cycling, with the most popular measures being the provision of showers and better cycle routes. Showers and changing facilities are provided in the new buildings, in particular in the new control tower, terminal and associated buildings. The employers who have signed up to this travel plan have all pledged to improve the provision of these facilities.

Secure cycle racks are also important and all new developments, such as the new terminal and rail station, will have such facilities. Southend is relatively well provided with cycle routes, such as the offroad routes along Cherry Orchard Way, from which there is direct access to Aviation Way. The new road to replace the closed section of Eastwoodbury Lane includes a segregated cycle lane. Southend has also received significant funding for the development of cycling facilities as a cycling town and also for embedding cycle culture in the community.



For some, cycling is weather dependent, and there are a number of cycling events which take place in the Summer, which the Travel Plan Co-ordinators will participate in. Schemes to fund cycles through salary sacrifice arrangements will remain in place so long as these remain attractive. For those companies who are members of Southend MoveEasy, employees can get discounts at a number of cycle shops.



www.pedalite.com










99 - 101 Elm Road
Leigh On Sea
Essex
SS9 1SP
www.richardsonscycles.co.uk

Action 6: All new developments will include provision for secure cycle parking, showers and lockers. The Travel Plan Co-ordinator will arrange cycle promotions and activities for staff. Demand for cycle parking will be monitored and additional cycle racks provided when required.

Motorcycling

Using a motorcycle can provide many benefits to both users and businesses including:

-  Flexible door-to-door transport
-  Low pollutant and CO2 emissions
-  Occupy limited space
-  Low running costs
-  Save time in travelling
-  Flexibility for shift workers
-  Improved access and less congestion on site

5% of employees currently use motorcycles to travel to work. Changing facilities and showers can be shared with cyclists and there is a particular need for the storage of helmets and protective clothing.

Public Transport

Details of the current provision of public transport are set out in the ASAS.

Rail services are the most likely form of public transport to be chosen by air passengers. The investment of £16 million by the Airport in a new rail station is the key to achieving the challenging mode share targets. The rail station is very close to the terminal and will provide the most convenient way for air passengers to access central London, as well as many other places convenient to the rail network. The targets to provide information will support this objective.

Action 7: The Airport will work with the train operators to market the rail service to air passengers and staff. Airlines will be encouraged to provide information and to sell rail tickets. The Airport will participate in marketing and promotional activity. The Airport will work with its rail industry partners to seek improvements in all aspects of the rail service, but with quality improvements given the highest priority, including the upgrading of the rolling stock to provide better levels of comfort and soundproofing.

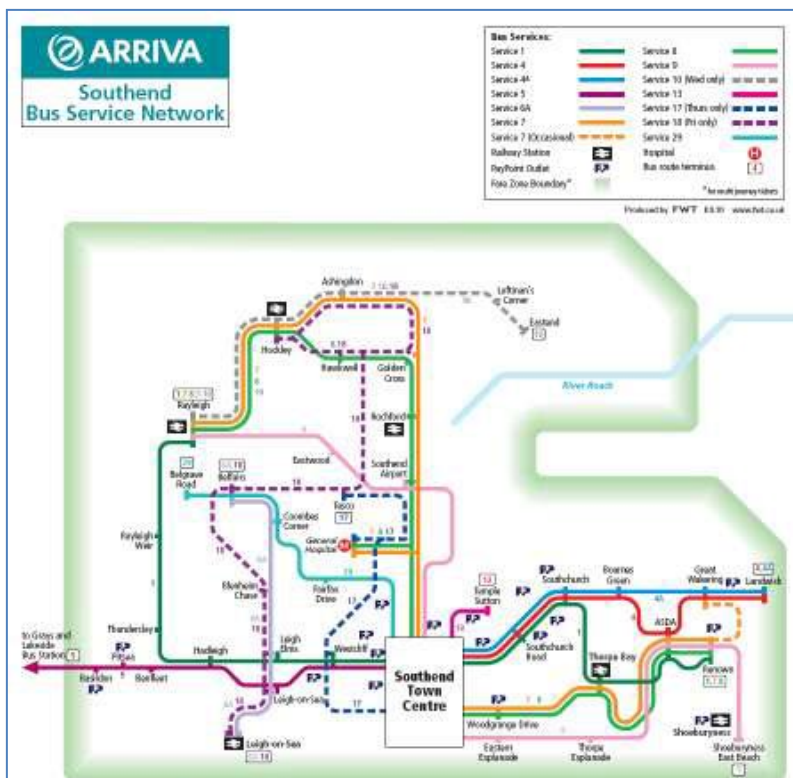
Coach services may also be attractive to air passengers, serving the places where the rail network is less suitable.



Only 3% of employees currently use bus and 1% train for their journey to work. The new rail station will provide a step change in public transport access to the new terminal and it is expected that many new staff who work their will use rail, commuting from the many towns along the route as well as from London. As well as new staff, other possible use of the train service will be for business trips by staff to and from London, providing a quicker and easier journey.

Employees who are members of Southend MoveEasy can obtain discounts on season tickets on buses operated by First and Arriva. There is only limited use of buses by staff and, in the survey, the factors which would cause them to use them more included direct service and service improvements such as frequency and reliability. The east and south sides of the Airport are reasonably well served by buses (Routes 7, 8 and 9). Route 9 is to be served by new low floor buses from Summer 2011. The main opportunity for improvement is to the north and east sides of the Airport, and the adjacent JAAP employment areas. It is anticipated that improvements will take place as individual developments are brought forward in these areas.

Action 8: The Airport will engage with bus and coach operators to identify gaps and to seek special marketing arrangements for staff.



(Source: Arriva website)

In the medium and longer term, the South Essex Rapid Transit (SERT) scheme is likely to lead to a step change in bus access. Initial funding for this is in the DfT Development Pool.

Car Sharing

Action 9: The Travel Plan Co-ordinators will investigate car sharing scheme options (Lift Share, Carbon Heroes etc.) as well as encouraging the growth of informal car sharing. Companies will be encouraged to designate the best parking bays for car sharers.

15% of staff currently share, either as driver or passenger, often with a partner or friend. There is little use of organised car sharing schemes. 27% of staff said that would consider car sharing if there was a scheme, but 48% said they would not consider it under any circumstances, many noting the value of travelling alone in terms of reliability. This dislike of sharing with strangers may be a significant challenge for a car sharing scheme, although they have been successful at other airports and employment locations. The limited size of the Airport may also mitigate against success.

Car Clubs

The Travel Plan Co-ordinators will investigate the possibility of introducing a car club at the Airport in the future, for use by both staff and air passengers.

Action 10 : Car clubs will be investigated

Electric Car Charging Points

As part of the EValu8 project, the Airport will seek to provide ten communications-enabled recharging posts in future airport car parks as part of the East of England Plugged in Places infrastructure development. Electric vehicles will also be included in the Airport's fleet.



Action 11: Electric recharging posts are planned for the new terminal car park

Car Parking

The ASAS sets out a car parking strategy that seeks to balance a number of factors - attracting air passengers to the airport, minimising the number of 'kiss&fly journeys, enabling public transport to compete and minimising off airport 'fly parking' and reducing the car parking requirements for staff. The key actions required to implement this strategy are as follows:

- Setting prices relative to competing airports, public transport and taxi fares and in consultation with companies at the airport
- Monitoring demand and planning for the provision of spaces to meet demand
- Engaging with local authorities to ensure that off airport fly parking does not become a problem

Action 12: Sufficient car parking spaces will be provided to meet demand from air passengers, so as to avoid the need for off-airport fly parking. The Airport will closely monitor demand in Summer 2012 and will have contingency plans for additional spaces to be brought into use if required.

Restricting staff car parking would be the measure most likely to result in a reduction of single occupancy car use by staff. However, it would also result in significant difficulties for many companies and their staff, and affect staff recruitment. This travel plan therefore does not include any negative actions to limit staff car parking. However, a positive measure to allocate car parking spaces for car sharers is included.

Business Practices

The biggest single response to the question in the staff survey 'what improvements do you think would make your journey better?' was to stagger leaving times. This is a particular issue related to business in Aviation Way, where the junction with Eastwoodbury Lane gets congested in the evening peak. This will be monitored when the new road around the runway extension comes into operation which will fundamentally change the operation of the congestion Aviation Way/Eastwoodbury Lane junction. The key company involved, Ipeco, is outside the Airport and therefore not covered by this Travel Plan, although it may be possible to consider actions as part of the JAAP.

Business travel (not journey to work) is usually paid for by the company. Companies covered by this Travel Plan will review their business travel policies to ensure that sustainable travel is not disadvantaged.

As the Airport grows, many new staff will be recruited. A key element of the recruitment and appointment process will be to provide an opportunity for new staff to consider sustainable travel to work. New staff will be supplied with information about alternatives.

Action 13: New staff will be made aware of sustainable travel options and will be encouraged to avoid

Travel Information, Promotion and Marketing

Two of the targets are about travel information and are set in order to meet the objective of providing travel choices. A number of actions will take place to achieve these targets, including the provision of information to passengers through the Airport website, at the Airport and in various other media, the distribution of information to organisations at the Airport. This is a key role of the Travel Plan Co-ordinators who will be to provide information to staff. This will be done on notice boards, newsletters, intranet and other forms of staff communication.

Action 14: The Airport will participate with partners in promotions and other marketing

Following the monitoring of air passengers and staff travel patterns, the Airport will consider further initiatives to promote sustainable travel, in partnership with companies at the Airport and transport operators. The Travel Plan Co-ordinators will also seek to engage staff in various events and initiatives that take place from time to time.

Monitoring and Review

Surveys of passengers and staff travel patterns will be undertaken as frequently as required to understand changes balanced against the cost and the risk of survey fatigue. The results of surveys and performance against targets in the ASAS will be regularly reported to the Airport Transport Forum, which will meet annually.

Action 15: Air passenger surveys will be undertaken in 2012 to understand mode share and its determinants.

The Section 106 Agreement includes a requirement for reviews of the ASAS at certain points related to the passenger throughput of the Airport and the Travel Plan will be reviewed at the same times.

Action 16: The Airport Transport Forum will meet in 2012 to review activity and monitor progress against the targets. The ASAS will be fully reviewed within six months of the throughput exceeding one million passengers per annum and again after 1.5 million and 2 million passengers per annum.

Partnerships

The Airport Transport Forum is the key partnership through which the ASAS and this Travel Plan will be taken forward, details of which are set out above, including the establishment of a Transport Liaison Group. The Airport Transport Forum includes the local authorities and transport providers.

The Airport will also participate in a number of other stakeholder groups, including the Thames Gateway South Essex Rail Group and groups set up to take forward the JAAP plans and various transport initiatives (eg SERT, cycling town).

The Airport Travel Plan Co-ordinator will remain a member of the MoveEasy network and ensure that best practice is learned from other local employers and efforts co-ordinated



APPENDIX B

THE SOUTHEND AIRPORT TRANSPORT FORUM

Membership

London Southend Airport
Essex County Council
Rochford District Council
Southend-on-Sea Borough Council
Highways Agency
Arriva Southern Counties
First Buses
National Express East Anglia
ATC Lasham
Ipeco
Inflite
DIAL (Disability Information Advice Line) Southend
Essex Area Ramblers
Sustrans
Eastwood & St Laurence Residents Group
MoveEasy Network