Local Transport Plan 3 Implementation Plan

2011/12 - 2014/15

people - place - purpose

southend on sea
BOROUGH COUNCIL

Contents

Introduction

The Transport Act 2000 requires that the third Local Transport Plan (LTP3) for Southend comprises a long-term Strategy and an Implementation Plan. The Transport Strategy sets out the aims, objectives and a series of policies, together with appropriate monitoring, to deliver transport improvements in Southend from 2011 up to 2026.

The aim of LTP3 is to deliver the Council's long term vision, as reflected by the Community Plan, which will seek to ensure that:

"in 2020 Southend is a thriving city, which celebrates and enriches our community".

In order to achieve this aim a number of key themes have been developed for LTP3, these are:

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

The Implementation Plan sets out the proposed programme of schemes that the Borough Council and partners intend to deliver over the four year period from 2011/12 to 2014/15, which is based upon the Government's current spending round.

There are a series of transport "challenges" across the Borough that have been identified for capital investment that support economic growth and the other key themes. Both capital and resource funding will continue to be required to improve road safety, improve accessibility, reduce congestion, improve the quality of the environment and maintain the highway assets.

There are a number of low cost capital schemes and innovative projects that will be taken forward through LTP3, aimed at achieving greater value for money, making best use of existing infrastructure whilst significantly benefitting local people and communities.

This document starts by setting out a range funding opportunities that could be used to assist with the implementation of LTP3. The Implementation Plan will be reviewed each year and updated each year if required to ensure it is consistent with the Strategy.

The document is arranged under the four Action Plans, with the policies from the Strategy listed under the relevant Action heading. Each policy includes reasons as to why and how the policies will be undertaken. The Actions cover the full range of schemes to be delivered with a clear focus on ensuring that their purpose is understood and, that they all interrelate and contribute to delivering a "Better Southend".

Action A: Better Sustainable Transport and Mobility Management
Action B: Better Networks and Traffic Management Schemes
Action C: Better Partnerships, Engagement and Sponsorship to support   Greater Efficiencies in Funding and Delivery

Action D: Better Operation of Traffic Control, Information and   Communication Systems (including Intelligent Transport   Systems and Urban Traffic Management Control) .

The Council is fully committed to working with key internal and external stakeholders throughout the delivery of LTP3. Creating partnerships and improving dialogue with Local Enterprise Partnerships, neighbouring Local Authorities, local and regional voluntary and community groups and with local businesses will utilise their wide range of expertise and resources to help deliver quality and effective local transport schemes.

The Plan, and particularly its implementation, is heavily reliant on the combined investment and day to day operations of many partner organisations, therefore Action C is seen as the overarching Action supporting all the other Actions.

Each potential LTP3 scheme has been and will continue to be selected through a prioritisation process to appraise schemes in terms of benefits and affordability. This results in a prioritised work programme to be implemented between 2011/12-2014/15, offering the best value for money. The programme sets out the projects to be taken forward, the budget management and anticipated timescales for development. There is greater detail supporting the first year of this Plan, with funding allocated to the second, third and fourth years under the Action groupings.

In order to assess the impact of schemes on transport priorities a number of potential performance indicators have been identified to monitor the success of LTP3 which will be confirmed when the new National Indicators have been finalised.
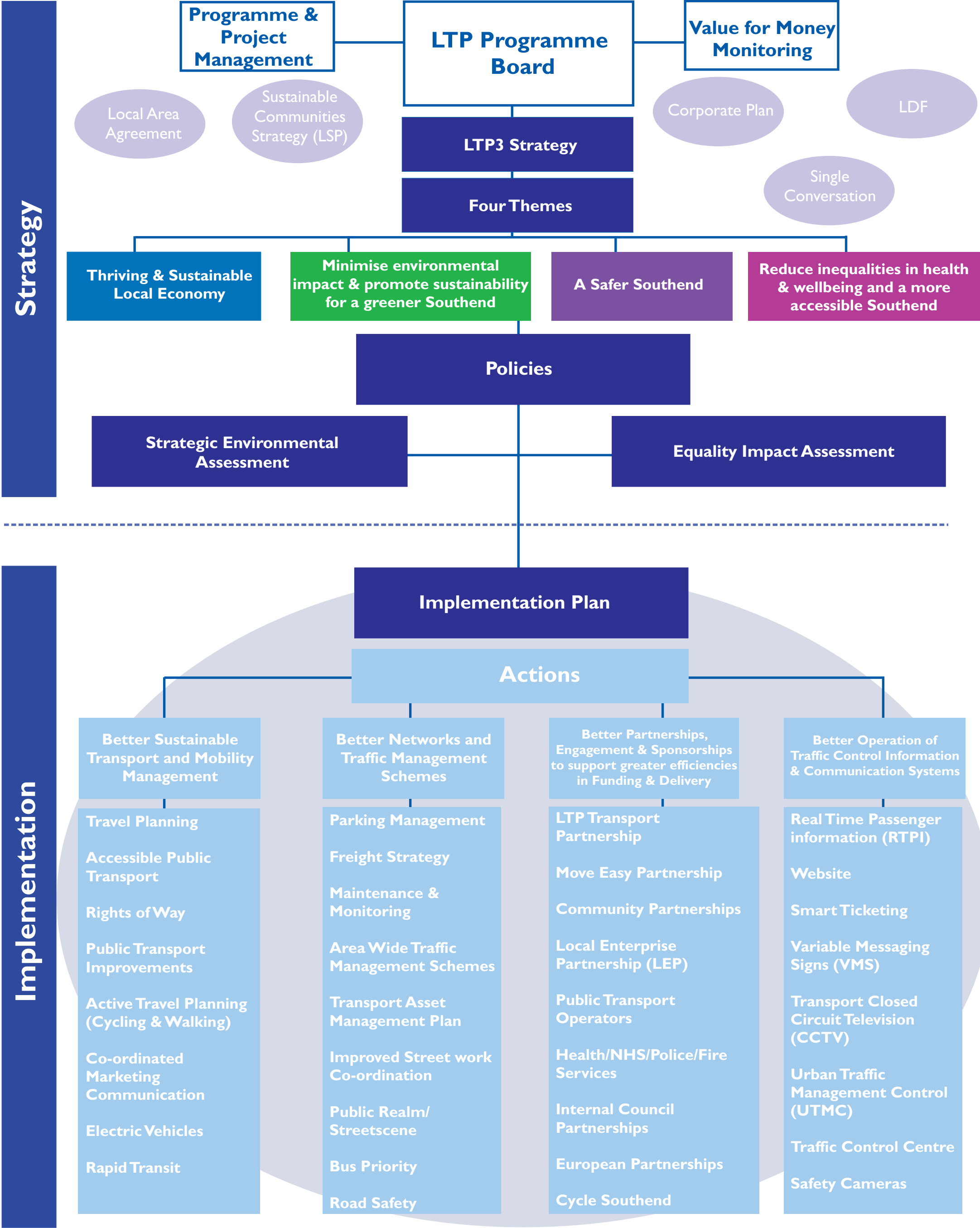
Diagram 1 sets out the process of developing the structured scheme selection from the LTP3 Strategy and the Implementation Plan.

Diagram 2 summarises the policies against the actions and corporate aims.

Diagram 1

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┌─────────────────────────────┐
│     LTP Strategy: Policies   │
└─────────────────────────────┘
              │
┌─────────────────────────────┐
│ Implementation Plan - Four key actions: │
│                             │
│     Mobility Management      │
│    Quality Highway Network   │
│     Partnership Working      │
│  Intelligent Transport Systems │
└─────────────────────────────┘
              │
┌─────────────────────────────┐
│     Prioritisation Criteria: │
│                             │
│  Context – Corporate Priorities │
│     Contribution to the LDF  │
│  Contribution to LTP3 Objectives │
│ Statutory and Contractual Requirements │
│  Available Funding and Resources │
│             Risk             │
│       Value for Money        │
│        Deliverability        │
│           Outputs            │
│          Outcomes            │
└─────────────────────────────┘
              │
┌─────────────────────────────┐
│         Consultation         │
└─────────────────────────────┘
              │
┌─────────────────────────────┐
│      Structured Scheme       │
│       Selection & Spend      │
└─────────────────────────────┘
              │
┌─────────────────────────────┐
│    Implementation Plan LTP3  │
│     2011/12 to 2014/15       │
└─────────────────────────────┘
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Diagram 2: Local Transport Plan 3 (LTP 3) Programme

Programme & Project Management

LTP Programme Board

Value for Money Monitoring

Local Area Agreement

Sustainable Communities Strategy (LSP)

Corporate Plan

LDF

Single Conversation

Strategy

LTP3 Strategy

Four Themes

| Thriving & Sustainable Local Economy | Minimise environmental impact & promote sustainability for a greener Southend | A Safer Southend | Reduce inequalities in health & wellbeing and a more accessible Southend |

Policies

Strategic Environmental Assessment

Equality Impact Assessment

Implementation

Implementation Plan

Actions

Better Sustainable Transport and Mobility Management	Better Networks and Traffic Management Schemes	Better Partnerships, Engagement & Sponsorships to support greater efficiencies in Funding & Delivery	Better Operation of Traffic Control Information & Communication Systems
Travel Planning	**Parking Management**	**LTP Transport Partnership**	**Real Time Passenger information (RTPI)**
Accessible Public Transport	**Freight Strategy**	**Move Easy Partnership**	**Website**
Rights of Way	**Maintenance & Monitoring**	**Community Partnerships**	**Smart Ticketing**
Public Transport Improvements	**Area Wide Traffic Management Schemes**	**Local Enterprise Partnership (LEP)**	**Variable Messaging Signs (VMS)**
Active Travel Planning (Cycling & Walking)	**Transport Asset Management Plan**	**Public Transport Operators**	**Transport Closed Circuit Television (CCTV)**
Co-ordinated Marketing Communication	**Improved Street work Co-ordination**	**Health/NHS/Police/Fire Services**	**Urban Traffic Management Control (UTMC)**
Electric Vehicles	**Public Realm/ Streetscene**	**Internal Council Partnerships**	**Traffic Control Centre**
Rapid Transit	**Bus Priority**	**European Partnerships**	**Safety Cameras**
	Road Safety	**Cycle Southend**	

Funding Options

There are a number of funding sources to support the Strategy and the implementation of LTP3. In summary the main funding sources that could be considered are:

- Department for Transport (DfT) Capital Block Funding Allocations.
- Local Sustainable Transport Fund.
- Tax Increment Financing.
- Regional Growth Fund.
- Major Scheme Funding.
- New Homes Bonus.
- Community Infrastructure Levy (CIL) and s106 Agreements.
- Local Investment Plan.
- European Funding.
- Borough Council Capital Projects and Revenue.

Details of the main funding sources are provided below:

DfT Capital Block Funding Allocations

In December 2010 the Government announced funding levels for transport up to 2014/15. This highlighted the need to continue to prioritise road maintenance in order to safeguard the largest single local public asset and the liabilities for future years that can be created from short-term cuts in maintenance.

Funding is not ring-fenced, and Local Authorities are free to spend allocations in accordance with their priorities. Unlike previous years all funding will now be supplied as Capital Grant and not as supported borrowing. The following table shows the allocation for Southend.

	Confirmed (£m)		Indicative Allocation (£m)	
	2011/12	2012/13	2013/14	2014/15
Maintenance	1,932	1,720	1,518	1,518
Integrated Transport	1,067	1,138	1,138	1,600
Totals	**2,999**	**2,858**	**2,656**	**3,118**

Local Sustainable Transport Fund (LSTF)

The details of the LTSF were published in January 2011.   The aim of the fund is to "deliver packages of measures that support economic growth and reduce carbon in their communities as well as delivering cleaner environments, improved safety and increased levels of physical activity".

The total funding available is £560m to the end of 2014/15, as shown in the table below:

	2011/12	2012/13	2013/14	2014/15	Total
Revenue (£m)	50	100	100	100	350
Capital (£m)	30	40	60	80	210
Totals (£m)	**80**	**140**	**160**	**180**	**560**

Funding will be allocated on a bid basis with the priority being low cost, high value measures which best meet their local needs and effectively address local issues.   Local Authorities bids need to be submitted by 18 April 2011 with an announcement made by the end of June 2011.

The Council will submit a bid to fund a programme of sustainable measures, particularly supporting jobs growth at the Airport and Town Centre, with a clear focus on sustainable shorter local journeys and partnerships with the community, businesses and transport providers. The bid will further build on the success of Southend as a Cycle Town.

Tax Increment Financing (TIF)

Tax Increment Financing is a new power that will allow Local Authorities to borrow money at commercial rates in order to deliver infrastructure and repay the lender using tax revenues from new businesses that set up in the area.   It is not expected for the legal framework to be available until 2013 at the earliest.

Regional Growth Fund (RGF)

The RGF was announced in June 2010 to provide finance for regional capital projects for the next two years.   The RGF has two key objectives:

- Stimulate enterprise by providing support for projects with significant potential for economic growth.
- Create additional sustainable private sector employment.

Funding will be available over three years on the following basis.

	2011/12	2012/13	2013/14	Total
Revenue (£m)	215	205	420	840
Capital (£m)	280	300	-	580
Totals (£m)	**495**	**505**	**420**	**1,420**

The Government anticipates RGF will form one part of a broader package of funding which includes private sector investment.   First round bids for a minimum of £1m were submitted in January 2011 and round two of RGF is expected to be launched in spring 2011. The Council will be actively engaging with the Local Enterprise Partnership (LEP) to support transport related bids.

Major Schemes

Major Scheme funding, for significant transport infrastructure improvements, has been reduced by the Government. The DfT has reviewed existing schemes with some schemes being approved or removed from the programme, whilst others have been included within the Develement Pool for further consideration and a final offer.   South Essex Rapid Transit (*sert*) has been included in the Development Pool category, with work ongoing to develop the Business Case further, to match Dft requirements, for a final submission in September 2011.

New Homes Bonus

The Government will match fund additional council tax for each new home and property brought back into use for each of the six years after the home is built, with a higher rate paid to affordable homes.   The final scheme is expected in April 2011.

£900m has been set aside for the current spending review period.   £200m is allocated in 2011/12, and £250m per annum from 2012/13.

The Local Authorities and local community will decide how to spend the bonus e.g. on infrastructure to support the demands made by new homes in an area.

Community Infrastructure Levy (CIL) and s106 Agreements

CIL allows Local Authorities to raise funds from developers in their area based on tariffs that are set after local consultation.   The aim is to provide certainty to developers.

CIL can be used to fund a wide range of infrastructure that supports development, including transport.   However, this scheme has not yet been adopted by the Council and currently still seeks contributions from developers for transport and travel improvements, including infrastructure and travel plans, through Section 106 agreements.   CIL will become the standard means to raise contributions after April 2014.

Local Investment Plan (LIP)

The Council has adopted and submitted a LIP to the Homes and Communities Agency (HCA). This document sets the Council's vision and objectives for the regeneration of Southend (drawing on the Community Plan and Regeneration Framework); key opportunities and challenges to delivery; and the Council's priorities for delivery over the Comprehensive Spending Review and beyond. The document will form the basis against which the HCA will identify its investment into Southend over the next few years. Key to transport is the identification of the urgent need for funding support to improve two junctions on the A127 at The Bell and Kent Elms Corner.

European Funding

The Council has been particularly successful in receiving Interreg funding for a number of projects promoting co-operation between organisations in Member States including economic and social development through the sharing of knowledge and experience.

The Council has recently joined with partners in submitting a bid to the Interreg "Two Seas" programme entitled "Bike Friendly Cities" to help fund further cycling developments in Southend. This could support around 50% of co-funding for a total of €1M (one million Euros). The project aims to promote and facilitate the use of bicycles as sustainable, healthy and friendly means of transport in the partner towns and cities. It builds on the concept that a substantial increase in bike use for urban mobility makes a big contribution to tackling some of the major challenges of towns and cities today, particularly in building a cycle friendly culture.

During the summer of 2010 the Low Carbon programme for Thames Gateway South Essex (TGSE) was approved by the European Regional Development Fund (ERDF). The initiative has received a financial contribution of £2.5 million by ERDF. The aim of the programme is to help small and medium sized enterprises to reduce their carbon footprint and therefore increase their competitiveness. Small capital grants will be available for investment in carbon reduction processes and equipment.

BAPTS (Boosting Advanced Public Transport Systems)

Southend is a partner in the European BAPTS project. BAPTS is co-financed by ERDF within the framework of the Interreg IVB North West Europe Programme 2007-2013 and provides 50% funding of the total of €965,000.

The BAPTS project has been particularly beneficial in the development of *sert* by sharing best practice with other countries developing comparable systems. In addition, the project has been helpful in assisting in the development of the MoveEasy campaign for sustainable travel, developing a Station Travel Plan, promoting sustainable travel options at local events, smartcards, public transport modelling and the development of Travel Plans by schools, other educational establishments, businesses and other local organisations.

Safety Mobility for Elderly Road Users (SaMERU)

The Council is co-ordinating the EU DG Move SaMERU initiative with partners in the UK, France, Germany and Spain. The project will examine all aspects of road safety facing elderly road users and will produce recommendations for prioritising actions that could be taken by Local Authorities to reduce the risk of accidents. Working with partners, researchers are examining best practices regarding technology and sociological research to ensure safe and effective mobility for the elderly the Council. The project is funded by the European Commission for Mobility and Transport and is providing approximately €171,000 to Southend.

Local Enterprise Partnerships (LEPs)

The Kent, Greater Essex and East Sussex LEP has been created to encourage co-operation between partners resulting in a more efficient use of resources.

The LEP recognises the importance of the strategic transport infrastructure to secure economic growth in the LEP area. The LEP recommends developing a number of key transport investments that will be essential to support growth in South Essex and North Kent creating the right environment for businesses to flourish.

The LEP is supported by a wide range of business interests including the Essex Business Consortium, Essex Chambers of Commerce, Essex Federation of Small Businesses, Institute of Directors – Essex Branch, major employers such as the Stobbart Group (Southend Airport), universities, and Local Authorities.

Integrated County Strategy

The Integrated County Strategy (ICS) provides a shared and agreed vision for Greater Essex (which includes 12 Local Authorities, and the two unitary authorities of Thurrock and Southend), identifying the priorities and outcomes needed to achieve increased economic growth. Where there is limited money available it is essential that investment is effectively prioritised. The ICS will help to ensure that any funding available to Essex is invested in projects and priorities which are most likely to generate long-term growth.

The aim of the ICS is to develop a series of priorities, agreed by all partners, that closely relate to the key strengths and weakness of Greater Essex which can subsequently direct the investment to achieve the greatest benefit for the area.

Southend Borough Council (SBC) Capital and Revenue

Capital expenditure is defined as "expenditure incurred on the acquisition or creation of assets needed to provide services, such as houses, schools, roads…" This is in contrast to revenue expenditure which is spending on the delivery of capital schemes and the "day to day running costs of services such as employee costs and supplies and services".

A variety of resources are available to Local Authorities to fund capital investment such as, borrowing money; capital receipts which arise from the sale of assets such as surplus land and the sale of council dwellings; capital grants, or external funding issued by Government departments and agencies, which are often allocated on a competitive bidding basis for

specified purposes. Often funding requires Local Authorities to make a financial commitment through match funding and to the ongoing running costs of the schemes.

It is clear that future funding will be lower than previous levels and therefore the Council is looking for low cost, high value schemes. Greater emphasis will be placed on securing co-funding and other sources of revenue and capital, hence Action C which also supports the benefits of partnership working, particularly with the Community and Business sectors.

Delivery

The measures shown in this Implementation Plan will be delivered over the first four year period, subject to the continued availability of appropriate levels of funding.

Diagram 3 shows the theme and policy chart linking with the Implementation Plan.

Diagram 4 shows the Implementation Plan and potential funding links for schemes.

Table 1 shows the scheme funding allocation for 2011/12 and 2012/13. However for 2013/14 and 2014/15 these amounts are indicative as per Government allocation announced 13th December 2010.

The following Action sections gives the list of policies from the Strategy, grouped under the four actions, and states why and how each policy will be undertaken.
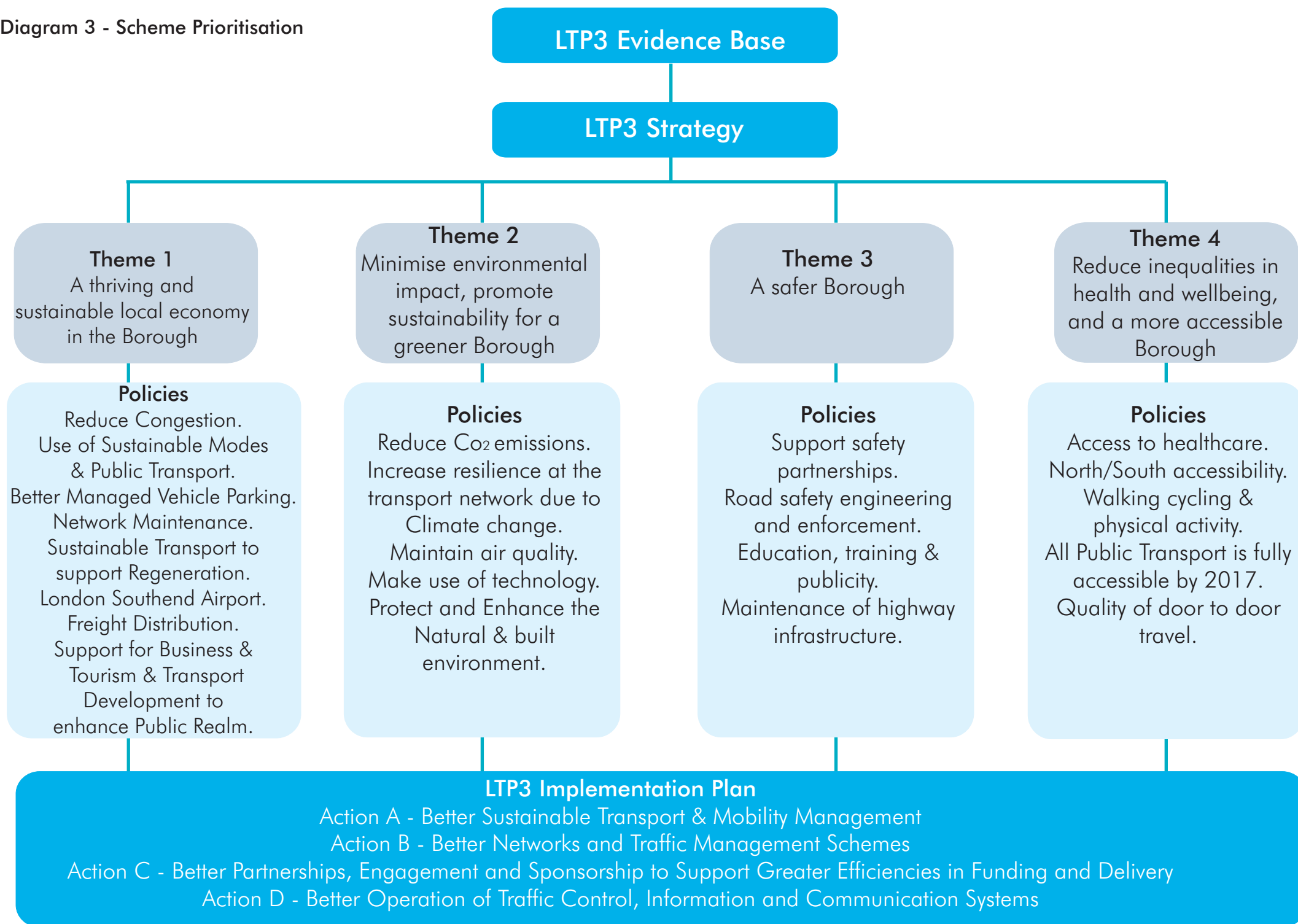
Diagram 3 - Scheme Prioritisation

LTP3 Evidence Base

LTP3 Strategy

Theme 1
A thriving and sustainable local economy in the Borough

Theme 2
Minimise environmental impact, promote sustainability for a greener Borough

Theme 3
A safer Borough

Theme 4
Reduce inequalities in health and wellbeing, and a more accessible Borough

Policies
Reduce Congestion.
Use of Sustainable Modes & Public Transport.
Better Managed Vehicle Parking.
Network Maintenance.
Sustainable Transport to support Regeneration.
London Southend Airport.
Freight Distribution.
Support for Business & Tourism & Transport Development to enhance Public Realm.

Policies
Reduce CO_2 emissions.
Increase resilience at the transport network due to Climate change.
Maintain air quality.
Make use of technology.
Protect and Enhance the Natural & built environment.

Policies
Support safety partnerships.
Road safety engineering and enforcement.
Education, training & publicity.
Maintenance of highway infrastructure.

Policies
Access to healthcare.
North/South accessibility.
Walking cycling & physical activity.
All Public Transport is fully accessible by 2017.
Quality of door to door travel.

LTP3 Implementation Plan
Action A - Better Sustainable Transport & Mobility Management
Action B - Better Networks and Traffic Management Schemes
Action C - Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in Funding and Delivery
Action D - Better Operation of Traffic Control, Information and Communication Systems

Diagram 4

Implementation Plan 2011/12 to 2014/15 - Potential Funding streams (Indicative)

Typical Schemes	LTP3 IT Block	LTP3 Maintenance	Local Sustainable Transport Fund Resources	Local Sustainable Transport Fund Capital	European Union (Revenue)	Development Funded (Including Travel Plans)	Major Schemes or (Regional Growth Fund?)	Council Revenue	Council Capital	Local Investment Plan (Home and Community Agency)	Other Government Department's	Business and Community Sponsorship
Action A - Better Sustainable Transport and Mobility Management												
Cycle Network Upgrades	✓		✓	✓	✓	✓						
Recycle Centre (Cycle Hub) incl Cycle Hire Facilities			✓	✓	✓							✓
Improved pedestrian access in Southend including to public transport	✓		✓	✓						✓		✓
Promotion, Marketing & Communication of Sustainable Modes			✓		✓					✓		
Road Safety Education, Training and Publicity	✓		✓		✓			✓				✓
Car Sharing and Car Club(s)			✓	✓		✓				✓		✓
JAAP Surface Access Strategy & Business Park Implementation (Incl Airport Area Travel Plan)			✓			✓	✓	✓				✓
Community Infrastructure Levey & S106 Policy including air quality assessments			✓									
Action B - Better Networks and Traffic Management Schemes												
Traffic Management Act - Permits and Asset Management								✓				
Maintain the Highway Network according to highway policy/hierarchies		✓						✓	✓			
Footway & Footpath Maintenance		✓						✓	✓			
Lighting Maintenance Programme		✓						✓	✓			
Carriageway Maintenance Schemes		✓										
Bridge Strengthening		✓										
A127 Corridor Study to include reducing severance caused by A127	✓		✓			✓				✓		
south essex rapid transit (*sert*)						✓	✓					
Junction Improvements A127 and Strategic Routes	✓					✓	✓			✓		
Highway Improvements for development of the Airport						✓						
Bus Priority Facilities (particularly the A13)	✓		✓									
20 mph areas	✓		✓	✓	✓							
Flooding alleviation plans and proposals								✓	✓		✓	
Parking Strategy and Implementation for all modes	✓		✓	✓				✓	✓			
Electric Vehicle (bike & car, taxi) Charging Points			✓	✓							✓	✓
Car Parks and Strategy Improvements								✓	✓	✓		
Road Safety Strategy and Engineering Schemes	✓		✓	✓	✓			✓				✓
Freight Strategy								✓				
Direction Signage for Pedestrians and Vehicles	✓		✓									✓
Action D - Better Operation of Traffic Control, Information and Communication Systems (including ITS and UTMC)												
Energy Saving and Technology Developments			✓							✓		
Smart Card and Mobile Phone Technology Developments	✓		✓	✓	✓					✓		✓
Real Time Passenger Information (RTPI) and Automatic Vehicle Location	✓		✓	✓	✓					✓		✓
Naptan - Passenger Information for national timetable system	✓		✓					✓				
Southend BC Sustainable Travel Website			✓	✓				✓	✓			✓
Variable Message Signs	✓			✓	✓					✓		✓
Integrated Traffic Control Centre	✓	✓										
Urban Traffic Control upgrades including ANPR & CCTV	✓	✓						✓	✓			✓
Action C - Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in Funding and Delivery												
Event Management Policy	✓			✓				✓				✓
MoveEasy			✓		✓			✓				✓
European Projects			✓		✓			✓				✓

TABLE 1	Actions – Capital LTP3		
	C - Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in Funding and Delivery - all schemes to be developed in partnership		
Year Schemes	A - Better Sustainable Transport and Mobility Management	B - Better Networks and Traffic Management Schemes	D - Better Operation of Traffic Control, Information and Communication Systems
Approved spend for 2011/12	**£'000's'000's**	**£'000's'000's**	**£'000's**
Accident Investigation and measures	180		
Bikeability	12		
Victoria Avenue/East Street/West Street improvments	120		
Data Monitoring/ Performance Management (LTP)	10		
Cycle Projects	470		
Area wide traffic management (e.g.20 mph areas)		100	
Parking Management		100	
Real Time Passenger Information (RTPI)			60
Naptan - Passenger Information for national timetable system			15
Total Integrated Transport Block		**1067**	
Footway Maintenance Schemes		520	
Carriageway Maintenance Schemes		700	
Lighting Maintenance Programme		200	
Bridge Strengthening		512	
Total Maintenance Block		**1932**	
Proposed allocation for 2012/13	**£'000's**	**£'000's**	**£'000's**
Better Sustainable Transport and Mobility Management	450		
Better Networks and Traffic Management Schemes		600	
Better Operation of Traffic Control, Information and Communication System			88
Total Integrated Transport Block		**1138**	
Footway Maintenance Schemes		480	
Carriageway Maintenance Schemes		650	
Lighting Maintenance Programme		150	
Bridge Strengthening		440	
Total Maintenance Block		**1720**	
Proposed indicative allocation for 2013/14	**£'000's**	**£'000's**	**£'000's**
Better Sustainable Transport and Mobility Management	450		
Better Networks and Traffic Management Schemes		600	
Better Operation of Traffic Control, Information and Communication Systems			88
Total Integrated Transport Block		**1138**	
Footway Maintenance Schemes		380	
Carriageway Maintenance Schemes		600	
Lighting Maintenance Programme		138	
Bridge Strengthening		400	
Total Maintenance Block		**1518**	
Proposed indicative allocation for 2014/15	**£'000's**	**£'000's**	**£'000's**
Better Sustainable Transport and Mobility Management	550		
Better Networks and Traffic Management Schemes		750	
Better Operation of Traffic Control, Information and Communication Systems			300
Total Integrated Transport Block		**1600**	
Footway Maintenance Schemes		380	
Carriageway Maintenance Schemes		600	
Lighting Maintenance Programme		138	
Bridge Strengthening		400	
Total Maintenance Block		**1518**	
Total Integrated Transport Block		**4943**	
Total Maintenance Block		**6688**	
Total all Local Transport Block Funding		**11631**	

Action A – Better Sustainable Transport and Mobility Management

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Policies in this section:

Policy 2: Encourage and facilitate the use of sustainable modes and public transport for travel.

Policy 5: Ensure provision of sustainable transport services to support the regeneration of Shoeburyness and other new developments in the Borough.

Policy 6: Ensure appropriate improvements in sustainable transport, accessibility and facilities to London Southend Airport.

Policy 10: Reduce carbon dioxide emissions from transport.

Policy 12: Maintain Air Quality.

Policy 17: Comprehensive road safety education, training and publicity.

Policy 19: Improve accessibility to Southend Hospital particularly from the east of the Borough within a 30 minute window.

Policy 20: Improve north south accessibility in the west of the Borough.

Policy 21: Tackle health inequalities by increasing the number of adults and children who walk and cycle for work, education and leisure.

Policy 22: Ensure all public transport is fully accessible by 2017.

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Policy 2: Encourage and facilitate the use of sustainable modes and public transport for travel

Why?

Facilitating behaviour change and increasing the uptake of sustainable modes has many benefits, such as, reduced congestion, improved journey times, improved air quality, improved environment and better health.

How?

Promote **sustainable travel options,** focussing initially on journeys to the Town Centre, but also wider journeys to work, school and college that are principally less than five miles in length. The extent of our ability to continue to promote and facilitate increased use of sustainable modes and public transport is partly dependent on the success of our LSTF bid

To encourage people to **walk;** footways, footpaths, pedestrianised areas and shared spaces will be maintained to an acceptable standard. Easily readable, understandable and informative pedestrian signage and maps will be developed for use across the Borough, but with a particular focus on the Town Centre and Seafront, supporting visitors to the Borough and in conjunction with information provided for tourism purposes.

To encourage **cycling,** the programme of creating new and improving existing cycle routes will continue and the "missing links" in existing cycle routes will be connected to develop a continuous cycle network for the Borough. Southend previously received match funding as a "Cycle Town", and will continue to support infrastructure with promotion and a package of "soft measures" to offer cycle training, events and marketing to promote new cycle links, which all encourage the uptake of cycling. Quality secure and well sited cycle parking will continue to be provided at key locations around the Borough and at transport interchanges, such as, railway stations and bus stops. Businesses, communities and organisations working with the Council will be supported in their desire to increase cycling The European "Promoting Cycling for Everyone as a Daily Transport Mode" (PRESTO) project provides comprehensive guidance on how to promote cycling and will be used alongside the Southend Cycling Guide, parking standards and Cycling England guidance to ensure that Cycle Southend builds on success (www.cyclesouthend.co.uk).

Map 1 shows the existing cycle network within the Borough.

Map 2 shows the cycle projects proposed for the four year Implementation Plan (2011-2015).

CYCLE NETWORK MARCH 2011

SOUTHEND-ON-SEA

KEY:

▬▬▬ CYCLE TRACKS/ LANES MARCH 2011

▬▬▬ SIGNED ROUTES MARCH2011

▬▬▬ UNSIGNED ROUTES MARCH 2011

Map 2 - Southend on Sea Borough Council Sustainable Infrastructure Projects 2011-2015

Legend

- **Existing Cycling Infrastructure** (green)
- **Cycling Schemes 2011-2015** (red/orange)
- **C2C Line** (blue)
- **NXEA Line** (magenta)
- ⭕ **Station Interchange Improvements**

Scale: 0 — 1,000 — 2,000 Meters

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SUSTAINABLE TRANSPORT PROJECTS 2011 - 2015 (Cycling)

2011/2012 (£1,250K)		2012/2013 (£700K)		2013/2014 (£700K)		2014/2015 (£700K)	
SCHEME	JUSTIFICATION	SCHEME	JUSTIFICATION	SCHEME	JUSTIFICATION	SCHEME	JUSTIFICATION
A13 London Road between Borough Boundary and Victoria Circus cycle route £415K (LTP/LSTF)	Main A13 transport corridor through the borough Increase trips by low carbon transport by making London Road safer and more attractive for cyclists.	Cycle Route Southchurch Road, Bournes Green Chase, North Shoebury Rd.	Main Transport corridor through the borough, Increase trips by Low Carbon transport between town Centre & the east of the borough including Shoeburyness	Public Footpath 111 conversion to cycle track	Direct link to Southend Hospital, scheme would provide a safe route to local hospital using low carbon transport.	A127 Southend Arterial Road/ A1159 Eastern Avenue	A127 is the main transport corridor into and out of Southend. Most of the route between Nestuda Way & Fossetts Way remains uncyclable by all but the most competent cyclists. Completion of this route would provide a outer ring of the borough for cyclists
Chalkwell Station Interchange £85K (LTP/LSTF)	Improved access to rail services in central London by making low Carbon transport more attractive in providing high quality cycle parking at the station.	Thorpe Bay Station Interchange	Improved access to rail services in central London by making low Carbon transport more attractive in providing high quality cycle parking at the station.	West Road/ West St/East St Cycle Route	Improvements for cyclists on main distributor route between London Road, Victoria Avenue & Sutton Road. Route would provide safe access to commercial areas by low carbon transport.		
A127 Victoria Avenue/ Manners Way Cycle Route £200K (LTP/LSTF)	Main A127 Transport corridor through the borough, scheme provides direct Connectivity between town centre, rail stations & airport using low carbon transport	Sutton Road Cycle Route	Main distributor route between town centre and industrial park north, including access to retail and industrial areas on Sutton Road. Increased safety for cyclists which will generate demand for low carbon transport.	Prittlewell Train Station	Improved access to rail services between Southend and London Liverpool St by making low Carbon transport more attractive in providing high quality cycle parking at the station.	Prittlebrook Greenway Link 16 - 18	Ongoing project to provide urban greenway project, provides a pleasant and accessible route for commuting. Increased use will lead to a reduction in congestion on the main distributor network
Chalkwell Avenue Cycle Route £50K (section 106)	Main Residential distributor route between the seafront and London Road. Scheme would provide a safe link between Western Esplanade and shopping areas on London Road.	Southbourne & Westbourne Grove cycle route	Residential distributor route providing improved access between London Road, Southend Hospital, Tesco's superstore, RBS & Premier Inn. Route also provides improved access to Southend Airport via existing cycle route on Nestuda Way.	Shakespeare Drive Cycle Route	Continuation of North Road cycle route providing direct link between London Road and Prittlebrook using low carbon transport.		
Prittlebrook Greenway Link 7&8 £250K (Connect 2)	Ongoing project to provide urban greenway project, provides a pleasant and accessible route for commuting. Increased use will lead to a reduction in congestion on the main distributor network	Prittlebrook Greenway Link 9 - 11	Ongoing project to provide urban greenway project, provides a pleasant and accessible route for commuting. Increased use will lead to a reduction in congestion on the main distributor network.	Prittlebrook Greenway Link 12 - 15	Ongoing project to provide urban greenway project, provides a pleasant and accessible route for commuting. Increased use will lead to a reduction in congestion on the main distributor network.		
Prittlebrook Greenway Link 9&10 £250K (Links to Schools)	Ongoing project to provide urban greenway project, provides a pleasant and accessible route for commuting. Increased use will lead to a reduction in congestion on the main distributor network	Southend Central Area Action Plan	Implementation of cycling proposals	Hobleythick Lane & Rochford Rd cycle route	Improved safety for cyclists on main distributor road between Prittlewell Chase and Southend Airport		
Marine Parade Cycle Route £250K (Connect 2)	Connection of cycle routes on Western Esplanade ,Eastern Esplanade and City Beach to provide continuous cycle route along the seafront providing improved access to seafront facilities by low carbon transport						

The ReCycle Centre on Progress Road, which provides advice, repairs and sells recycled bicycles has been very successful, however the current location of the Centre is being re-considered to make it more central to the Borough. The new Cycle "Hub" will be transformed into a Social Enterprise "Community Interest Company" to provide a full range of cycle related services, such as, cycle hire, repairs, new and recycled bicycles, other miscellaneous equipment, cycle training, with the potential to expand and support personalised travel planning and sustainable transport.

The Cycle Southend brand and website will continue to support the strategy. Further work schemes closely based on the work already completed, as part of the previous Cycle Town project, including infrastructure and soft measures will be developed. An EU Interreg "two seas" project proposal has been submitted, in partnership with other European towns, Cambridge and Sustrans to close the "missing links" in the cycle infrastructure and to create a "cycling culture".

This supports the idea of "hubs" and the concept of "people, place and purpose" through the current Cycle Southend marketing and communications campaign. The Council and the public transport operators will work in partnership to improve the reliability, availability, and priority for a comfortable **public transport** service; this partnership is discussed in more detail in Action C. The Council will work with bus operators to implement a Punctuality Improvement Partnership (PiP).

The Council will work with **rail operators** to develop the 'Southend Metro' system to promote local train use for Borough wide off-peak journeys facilitated through **integrated ticketing.** To ensure that less able people can access railway stations, the Council will work with Network Rail and the Train Operating Companies to make them fully accessible. This process has started with ongoing improvements at Southend Central, Southend East and Shoeburyness rail stations.

The Council will investigate and support **"park and rail ride".** Leigh Station could be the first interchange to offer vehicle and cycle parking for a rail ride into the own. This could be extended to other stations. Leigh Station is the designated park and ride station for the Hadleigh Farm mountain bike venue for the 2012 Olympics, hence some modifications will be made to the forecourt area to support this.

To provide easier and more **integrated access** to public transport and other services, smart card / mobile phone technology will be encouraged and where possible introduced in line with the Government`s plans to extend smartcards across England by 2014. This will speed up ticket boarding time and the verification process, and would be linked to other potential smart card ticketing systems for car parks, schools, education, cycle hire, libraries etc.

The use of contact-less ticket systems and mobile phone technology will be kept under review as systems develop, particularly in partnership with the bus and train operators and as part of the contract procurement for bus location and priority systems with Essex County Council and *sert.* Cycle Southend has demonstrated the benefits of promoting the use of sustainable modes by implementing demonstration schemes. To encourage the use of sustainable travel modes **promotion and advertising** will be undertaken, for example, incentives and competitions to use bus, cycle or walk and cheaper public transport ticket prices on certain days of the year have been shown to work. Particular focus will be to encourage a shift to sustainable modes, including walking and cycling for journeys under 5 km (3 miles) and bus travel for journeys between 5 – 10 km (3 – 6 miles). The

promotion of sustainable modes of travel can be arranged to coincide with charity and tourism events. The public would be provided with information regarding public transport routes, tickets and discounts in conjunction with the public transport operators, e.g. bus and train timetables, promotions, plus bus, octopus tickets, smart cards etc.

Updated bus **timetable information** cases will be kept at each bus stop and at railway stations; these would include paper timetables and maps and information to compliment real time and text SMS information. The use of modern technology will be considered to encourage the use of sustainable modes.

Intelligent Transport technologies include, Variable Messaging Signs, Real Time Passenger Information (RTPI) and CCTV webcams (see Action D for more detail). This technology provides the traveller with information to enable effective travel choice.

A **Southend travel website** will be set up to provide up-to-date information regarding transport and travel around the Borough. More information on the contents of the website is found under Action D.

The Council will ensure the development of **Travel Plans** for significant traffic and people attractors, including, educational organisations, businesses, council buildings, railway stations, residential developments and special events. As well as voluntary Travel Plans, others will be included as part of Section 106 agreements for new developments. The Council and other organisations, such as, businesses and schools will work in partnership to encourage the uptake and monitoring of travel plans. There is more information on partnerships in Action C. Working alongside Essex County Council and exchanging best practice will be supported including adopting an accreditation scheme and incentivised monitoring.

The **MoveEasy** brand will be promoted for improved marketing, information and communication. MoveEasy focuses on working in partnership with businesses and the Council to share best practice on sustainable travel and promote the implementation of travel action plans and the increased use of sustainable travel. Grants will be considered to encourage businesses to introduce sustainable schemes, for example cycle parking, promotion material, discounts on bus tickets, staff bike loans and season tickets.

Promoting sustainable travel through a more comprehensive adoption of either travel plans or sustainable travel action plans for rail stations, civic buildings, specific areas, schools, businesses and organisation in the borough will be supported and encouraged.

A targeted promotion programme at traffic generators/attractors to encourage sustainable travel policy would include:

- Working with the NHS and new governance arrangements to target sustainable travel promotion at areas with high obesity levels and at new Health Centres.

- Working with schools to introduce sustainable travel as part of the curriculum alongside working with parents, teachers and governors to identify joint actions and focussed travel plans

- Encouraging business to use teleconferencing as an alternative to travelling to meetings and events. The Council's business briefings will be used to promote sustainable travel.

- Encourage flexible working and working at home to make sustainable modes more attractive and reduce the pressure on individuals reaching their destination at an exact time.

- Working with various business organisations such as the , Federation of Small Businesses, London Southend Airport, House builders and Developers to encourage the take up of voluntary travel plans and support the monitoring function.

Policy 5: Ensure provision of sustainable transport services to support the regeneration of Shoeburyness and other new developments in the Borough

Why?

To ensure infrastructure is planned for, to encourage and sustain economic growth and regeneration in key areas of the Borough:

- London Southend Airport and business parks.

- Southend Central Area.

- Shoeburyness and its employment areas.

How?

The future Shoeburyness Supplementary Planning Document will need to ensure that any future development includes provision for transport infrastructure, and supports working with developers to maximise opportunities to encourage **walking, cycling and the use of public transport. Travel Plans** will be included as part of Section 106 agreements and will help to promote sustainable modes of travel.

Improvements to the **walking and cycle** facilities which provide sustainable travel access to and from Shoeburyness will be supported.

Bus priority measures will be considered where appropriate. *sert* is being pursued to provide a high quality, rapid public transport service with priority measures to improve accessibility both for Shoeburyness and the Airport. This is currently in the DfT "Development Pool" with a decision expected by December 2011.

The Council will work with bus and train operators to ensure regeneration and developments are supported by **punctual bus and/or train service**.

Policy 6: Ensure appropriate improvements in sustainable transport, accessibility and facilities to London Southend Airport

Why?

The expansion of London Southend Airport and the associated Business Park is expected to create upwards of 6,700 jobs and will attract additional passengers resulting in increased

demands on the surrounding road and transport network. Sustainable travel to and from the Airport will need to be available and encouraged.

How?

The Council will continue to work with the Airport, Rochford District Council, Essex County Council and public transport operators to develop a robust **Surface Access Strategy** to ensure travel to the Airport is predominantly by sustainable modes. Airport and public transport operators will be encouraged to work together to improve public transport services to the Airport for residents, passengers and employees.

The **South Essex Rapid Transit (*sert*)** scheme is being developed in partnership with Essex County Council and Thurrock Council. *sert* will provide a high quality rapid public transport service which will enable employees, residents and passengers to gain sustainable access to London Southend Airport and will also link to other areas of the Borough, such as the Hospital and Town Centre. It is the intention to extend the network in the future to serve Shoeburyness and Progress Road.

The new **Southend Airport railway station** has been built to support and facilitate the use of sustainable travel modes to the Airport. Southend Council is working with the Airport and Rochford Council to develop the use of the station for passengers and employees.

Southend Council and London Southend Airport will work together to implement an **Airport Area Travel Plan** which is managed and monitored. Southend will continue to encourage the travel plan programme to ensure major employers have a sustainable travel action plan in place, which will encourage employees and visitors to use public transport, walking and cycling for their journeys.

The Council will encourage **long distance coach operators** to implement services to the Airport from key towns and cities for passengers and employees.

Policy 10: Reduce carbon dioxide emissions from transport

Why?

Reducing CO_2 emissions from transport, so that Southend makes a fair contribution to the national target of reducing emissions by 80% by 2050 on 1990 levels.

How?

Modal shift from cars to sustainable transport including public transport, walking and cycling will reduce the number of trips by car, decrease congestion and thus reduce carbon emissions. The focus will be on local journeys beginning and ending within the Borough, but also considering the inter-urban trips that could be made by bus/coach, train, car sharing or, for example, electric/hybrid cars.

Working in **partnership with public transport operators** will help to promote long and short distance rail usage which begins or ends in the Borough and to promote bus usage and introduce schemes such as *sert*.

For journeys that extend beyond the Borough boundary, we will work closely with partner organisations such as Network Rail, public transport operators, Essex County Council and Thurrock Council, to develop a co-ordinated and consistent approach to reducing carbon emissions from these longer distance trips.

Energy consumption will be reduced by introducing **renewable energy and energy efficiency systems** into transport assets, such as, street lighting and traffic signals.

In some circumstances people have no alternative to using a car and in these situations an informed choice or more considerate driving can result in a greater impact on carbon emissions. Therefore, the use of more **environmentally friendly vehicles** will be promoted, such as, electric, liquefied petroleum gas (LPG) and bio-fuel vehicles The Council supports the Evalu8 project to introduce electric charging points at key locations around the Borough to encourage the use of electric vehicles.

The Council will look to work with the Energy Saving Trust to encourage **eco-driving** techniques. Promotion of eco-driving can be encouraged by the use of the Energy Saving Trust's car simulator, and also work with tyre companies to offer free tyre checks to the public as a way to maximise fuel efficiency and reduce carbon emissions.

Regular **maintenance** of the carriageway will result in lower carbon emissions through smoother driving. Action D also supports and underpins better traffic management and vehicle efficiency by ensuring that the urban traffic network functions as effectively as possible.

The implementation of directional **vehicle signage and variable messaging signs** (VMS) at key locations will encourage travellers to choose the most direct route to their destination and thus reduce carbon dioxide emissions.

The Council will support the partnership of the **Thames Gateway Low Carbon Programme,** which promotes the use of Green Audits for businesses to help small and medium sized enterprises to reduce their carbon footprint and therefore increase their competitiveness and strengthen relations between the Council and businesses.

The Council will lead by example in the reduction of carbon emissions as part of the Corporate Climate Change Action Plan Exploring opportunities to both save money and reduce carbon through the consideration of the corporate use of transport and by reducing business travel, providing low energy and recycled maintenance repairs and the implementation of low energy street and traffic signal lights.

Policy 12: Maintain Air Quality

Why?

Air pollutants are a risk to human health, and while there are no air quality management areas in Southend, it does not prevent further air quality issues arising as economic growth and regeneration proceeds.

How?

Development proposals may be required to complete an **Air Quality Assessment** as part of the planning process. The document will ensure that new developments and the traffic they generate have a minimal adverse effect to air quality. A development may need to declare an Air Quality Assessment area if the development:

- Results in increased congestion, or a change in traffic volumes and / or vehicle speed.

- Significantly alters the traffic composition in an area, such as bus stations, HGV parks and new road layouts.

- Includes a new car, coach or lorry park.

- Affect sensitive areas or areas nearing air quality threshold limits.

The Council has developed a fully "Multi Modal Transport Model" for the Borough, which Developers will be expected to utilise as appropriate. The output from this Model will inform as to whether further investigation into air quality and mitigation measures is required.

The use of vehicles and modes that either emit low or zero levels of carbon dioxide, such as, electric vehicles, bio-fuel etc will be promoted by both new developments and the Council.

Further work on the benefit of Low Emission Zones (LEZ) within the Borough is being investigated as part of the Area Action Plans.

Policy 17: Comprehensive road safety education, training and publicity

Why?

To improve road user behaviour to make it safer to use the highway network by all road users but particularly the more vulnerable road users including children and the elderly.

How?

Education, training and publicity (ETP) related to safer travel should be aimed at all highway users with particular attention given to vulnerable and high risk road user groups, e.g. children and the elderly. The specific target groups will be established through the analysis of three year road accident data, including specific education and training aimed at motorcyclists, younger and older drivers, child pedestrians and cyclists.

The Council's Road Safety Team, MoveEasy and Cycle Southend team will work with schools to introduce **school travel "action plans"** as part of their curriculum. The school travel "action plan" will include road safety schemes and define the education, training and publicity to be provided to children as part of the curriculum. The action plans will include road safety training such as, the "walking bus" and cycle training.

The MoveEasy network will provide the Council and businesses with the opportunity to share best practice and advice about road safety and endeavour to promote road safety training.

The Council currently liaises with schools, the Southend School Governors Association, local Councillors, Essex Police and community groups to provide the **Safer Journeys to School Programme**. This programme aims to improve safety, encourage the use of sustainable and health-promoting active modes and enhance the environment near all schools in Southend.

Bikeability cycle training is provided for the following groups:

- Level One – teaches basic skills and bicycle handling (off road), aimed at year 4 pupils.

- Level Two – gives children the skills they need to cycle safely to school on quiet roads, aimed at year 6 pupils.

- Level Three – covers more complicated traffic environments for competent cyclists aimed at secondary schools.

Through Cycle Southend, Bikeability training has been extended to provide training to greater numbers of both children and adults.

The Borough has an increasing elderly population and more accidents involving older people. The European project, co-funded by DG Move, **SaMERU** is underway enabling European partners to meet and discuss innovative concepts and share best practice regarding the safety of elderly drivers, cyclists and pedestrians. The Council is leading on this project and will be co-ordinating a two year programme of research and investigation, in conjunction with the Older Persons Assembly and other stakeholders. Regular updates will be provided on www.sameru.eu

Policy 19: Improve accessibility to Southend Hospital particularly from the east of the Borough within a 30 minute window

Why?

Shoeburyness suffers from public transport accessibility issues; it can take over 30 minutes from Shoeburyness to the hospital via public transport.

How?

Work with service operators to ensure the supply of accurate and up to **date travel and route information**, on the internet, by mobile phone at railway stations and bus stops and at other public places such as libraries.

The Council will work with bus operators to assess **bus frequency, punctuality and journey times** from Shoeburyness to the hospital, and encourage changes if necessary to improve accessibility. This will also ensure a co-ordinated approach to delivering bus services that serve the hospital.

The Council will work with Southend Hospital to promote their **travel plan,** and promote travel planning for visitors and patients without mobility difficulties who need to attend the hospital on a regular basis. This would include working with the hospital through the MoveEasy network to support staff and visitors in travelling sustainability.

As part of the above, the Council will take forward the actions identified in the Council's Health Inequality Strategy, working with a range of partners, particularly the Director of Public Health and Primary Care Trusts (PCTs) and General Practitioners (GPs).

Policy 20: Improve north south accessibility in the west of the Borough

Why?

North/south accessibility by public transport, cycling and walking in the town is restricted in terms of available travel options and physically in terms of the A13 London Road and the A127 dual carriageway which cause severance in the Borough.

How?

Working with the bus operators to ensure **bus and train timetables are co-ordinated** wherever possible at the nine railway stations. Ensuring that better **walking and cycling and public rights of way routes** are developed, marked clearly and maintained to an acceptable standard.

One junction on the A127 Arterial Road that causes severance to pedestrians is **Kent Elms.** As part of the A127 Corridor Strategy and the Local Investment Plan, Kent Elms junction will be supported for upgrading measures, including pedestrian and cycling improvements and the consideration of bus priority (*sert).*

The Council will seek to improve north / south accessibility by working with bus operators to assess **bus frequency, punctuality and journey times** in the west of the Borough, especially for bus services running from Leigh to Eastwood and implement changes if necessary to improve accessibility. Routes were identified previously as part of a "Kick Start" funding proposal, these will be investigated further, possibly as part of the Surface Access Strategy and A127 Corridor Strategy.

Policy 21: Tackle health inequalities by increasing the number of adults and children who walk and cycle for work, education and leisure

Why?

Walking and cycling are sustainable, active modes of travel that can help improve health as well as reduce congestion, reduce CO_2 emissions, improve air quality and support improvements to the streetscape and local areas.

How?

The Council will take forward the **Southend Active Travel Strategy** in partnership with health providers, businesses and the community to integrate measures that support the promotion and take up of healthy travel.

The Council will continue to **encourage cycling and walking** as a sustainable way to travel, and promote the health benefits that can be delivered through an increased take up of these modes, particularly for shorter distances of up to 5 km (3 miles) where the journey is up to about 15 minutes.

There will be a continued focus on walking and cycling activities with the key target groups, events and activities extended to support the most deprived wards and key employment areas. Sustrans cycle routes will be promoted to encouraging cycling (particularly the seafront cycle route NCN 16 and Prittle Brook Greenway).

Cycle Southend (www.cyclesouthend.gov.uk) will continue to **promote cycling as a way of life** and as part of the "culture" of Southend A new initiative; **Walk Southend** will be created alongside cycling to transfer the lessons and skills learnt to walking as part of everyday activities.

The Council will ensure all walking and cycling routes and street lighting along the routes, are **maintained to an acceptable standard** and the maintenance hierarchy is followed.

There is an ongoing programme to **install cycle parking** in the Borough's parks which will continue and be extended to the Seafront. A **cycle hire scheme** that initially focuses on the seafront is being actively considered. A "work plan" has been developed to ensure that the cycle network routes continue to be developed, building on the two and a half years work of Cycle Southend. There will be a focus on the "missing links" and sourcing funding, particularly from the EU. Cycling to "hubs" such as schools, railway stations, the Hospital, workplaces and as part of Leisure activities will mean that events and promotions will be able to concentrate on these locations, with activities planned for target audiences. Charity bike rides in conjunction with the British Heart Foundation are one example of where a combined approach helps to get the message across. The provision of easy access to bus stops and walking routes (for example, **dropped kerbs at junctions)** will be extended to promote walking for all abilities, as part of the "door to door" travel chain.

Accessibility to play spaces and other recreation areas will also be improved to ensure safe and sustainable access. Accessibility to open spaces in the Borough will comply with the Council`s Play Policy.

Policy 22: Ensure all public transport is fully accessible by 2017

Why?

The Borough has an increasingly higher proportion of elderly residents, which is expected to rise over time. This group of users continue to need have easy access to public transport if they are to remain fit, healthy and active. People who are disabled need level boarding points and public transport that is fit for purpose, likewise the street environment must ensure that there are no artificial barriers.

How?

Working in partnership with bus operators will ensure that their bus fleet and all bus boarding points are **fully accessible.**

Working with the rail operators to encourage all stations to provide **Access for All** improvements, which are a part of their travel plans and include the following:

- Access to information, ticketing and making reservations.
- Access to buildings and platforms.
- Accessibility to carriages.
- Quality and consistency of staff training.

Station improvements must be prioritised for stations with a high number of users who are either elderly or are less able.

The **maintenance** of footways, pedestrianised and shared space areas will help elderly and less able people to have better accessibility. Maintenance works will be prioritised according to the carriageway and footway hierarchy see table 2 and table 3 in Appendix 1.

The EU funded "Mediate Project" has established a methodology for establishing how accessible a Town or City is. Southend was a partner in this project and will use the techniques to derive a programme of accessibility improvements.

Action B – Better Networks and Traffic Management Schemes

Policies in this section:

Policy 1: Reduce congestion within Southend.

Policy 3: Better managed vehicle parking.

Policy 4: Maintain the network to a good standard and ensure it remains resilient to external events.

Policy 7: Ensure the movement of freight and deliveries in the Borough is efficient, and does not adversely impact on residents or the environment.

Policy 9: Ensure that transport development respects and enhances the street scene and public realm.

Policy 11: Increase the resilience of the transport network to climate change.

Policy 14: Protect and enhance the natural and built environment.

Policy 16: Appropriate road safety engineering and accident site treatment.

Policy 18: Maintenance and monitoring to improve safety and accessibility.

Policy 1: Reduce congestion within Southend

Why?

Congestion is a problem in the Borough particularly at peak times on the A127 and the A13. Journey times increase due to traffic congestion, which also contributes to poorer air quality, noise and higher CO_2 and particulate emissions. Bus passengers, pedestrians and cyclists are discouraged from using public transport, walking and cycling under such conditions.

In developing the Third Local Transport Plan, the Evidence Base and the Issues and Options Report have all highlighted the cost to Businesses of congestion (also see the East of England Transport Economic Evidence Study). The Area Action Plans and the A127 Corridor Strategy seek to build on the significant progress in reducing congestion and ensuring that future development proposals in terms of housing and employment are fully sustainable.

How?

Under the Traffic Management Act 2004 Part 2 Local Authorities are required to keep traffic flowing along key transport corridors. The Council will introduce a new "permit scheme" (in co-operation with other authorities in the East of England) in 2012 to **co-ordinate works on the highway.** This system will also enable information regarding works on the highway to be available to the public and will be linked to the communication and web based systems.

The delivery of **sert** serving the A127, Southend Airport and Shoeburyness is extremely important in providing a reliable and modern rapid transit service to areas of the town requiring modern and efficient transport links, which are sufficiently attractive to both bus and non bus users

Improving and ensuring **bus punctuality** particularly along the A13, through measures such as bus advancement and bus priority. A greater uptake of real time and GPS bus location systems will be encouraged by working with system suppliers, bus operators and Essex County Council.

Combining the need to reduce congestion, provide driver information and effectively monitor and manage the network form part of the project to integrate the current traffic management, VMS, **Split Cycle Offset Optimisation Technique** (SCOOT), Automatic Number Plate Recognition (ANPR) and traffic control systems. This study is underway to consider various ways of joining databases and systems. This is set out further under Action D.

The highest **priority junctions for improvements** are the diversion of Eastwoodbury Lane to Nestuda Way, completing a new link road from Nestuda Way as a result of Airport redevelopment. The Kent Elms Corner junction (A127 / Rayleigh Road / Bridgwater Drive) and the Bell junction (A127 /Rochford Road / Hobleythick Lane junction)

New developments will be expected to demonstrate and mitigate their effects on the highway network, principally by sustainable modes and the use of Travel Plans. The use of the Southend Multi Modal Transport Model will be encouraged to model the effects on traffic flows and support alternative public transport, cycling and walking options. Contributions will be required from developers to ensure that the Model remains current and up to date.

Policy 3: Better managed vehicle parking

Why?

The current over capacity and under-utilised Council operated off-street car parking spaces in the Town Centre combined with the need to improve traffic flow and the quality and safety of the streetscape supports the case for strategic parking management, particularly in respect of releasing valuable development sites. Pressure on on-street parking is severe in a number of areas, particularly around the hospital, railway stations and in the Town Centre.

How?

A **parking strategy** has been developed that considers the following key issues:

- The need to define clearly current and future parking capacity, quality and distribution in the borough for all modes of transport, including, cars, motorbikes, bicycles, HGVs, LGVs, buses, coaches and taxis and the impact on congestion and safety.

- The importance of improved access to sustainable travel options through parking policy and management.

- The provision and support of sustainable parking provision through electric car and bicycle charging points and the promotion of car clubs and car sharing.

- The importance of parking policy, enforcement and provision near traffic attractors such as events, residential areas, shopping centres and schools.

- Damage caused by parking on footways and verges.

- The role of the MoveEasy network in promoting car sharing in public and private car parks to help reduce the need for car parking and to help reduce congestion.

- The merits of the Controlled Parking Zones (CPZ) programme where parking is prioritised for local residents.

- The future of parking management options e.g. out sourcing parking services or sharing services provision with other authorities.

- The role of Park and Rail sites.

Policy 4: Maintain the network to a good standard and ensure it remains resilient to external events

Why?

As the Highway Authority, the Borough Council has a legal responsibility to maintain the highway network (Section 41 Highways Act 1980) to standards defined in the 'Well Maintained Highways' (July 2005) and other relevant policies and legislation. The adoption of recommendations in this code deliver best value but are reliant on resources being available.

There is always a risk that external events may have a negative impact on the efficiency of the highway network, for example, accidents and unexpected weather events, particularly flooding.

How?

A **Transport Asset Management Plan** (TAMP) is maintained to help deliver value for money in managing transport assets to deliver efficiency and service improvements. The TAMP is being developed in line with the Corporate Asset Management Plan and incorporates the following key actions:

- An asset inventory including all highway assets including footpaths and bridleways will be developed using the GIS/IT street works system "Symology".

- Risk Management forms part of the system to assist with the prioritisation of the maintenance work programme.

- Prioritisation of the use of capital and revenue resources for all assets.

- Maintaining an up to date Bridge Register, especially in respect of structures that require substantial maintenance intervention over time, to also include those owned and the responsibility of Network Rail.

- In view of the likely reduction in available resources it may be appropriate to introduce Service Level Agreements.

- Identifying funding sources and innovative ways of supporting maintenance programmes

Routes, footways/street scene and quality hierarchies are being developed in line with the Code of Practice for Highway Maintenance Management (CPHMM) and used to prioritise both maintenance and capital works on the highway. Table 2 and 3 in Appendix 1 show the route hierarchies for the carriageway and footway.

A **Surface Water Management Plan** is being completed which covers all types of flooding (except coastal flooding) to manage the highway when a flooding event arises. Drainage improvements will be particularly necessary in areas / situations of higher risk of flooding.Highway engineering works can benefit eastern areas of the town to reduce the risk of **tidal flooding** by the creation of water storage areas and the adoption of Sustainable Urban Drainage Systems (SUDS).

A **signing strategy** will be required to identify those sections of the highway with a higher likelihood of flooding

On-going monitoring of cliff movement continues, with highways and the railway line in the Westcliff and Leigh areas at risk from ground movement and slippage. Engineering works may be required in the plan period.

The programme to replace old iron **lighting columns** and inefficient lighting units will continue, taking into account the route and footway hierarchies.

A programme of repairs is being prepared for **multi-storey car parks**. Essex Street car park is the highest priority due to the condition of the building.

The Council works in Partnership with Anglian Highway Authorities Utilities Committee (AHAUC) which is the Anglian (i.e. eastern region) forum of the national organisation HAUC for sharing technical information and advice with regards to street works and works for road purposes.

Policy 7: Ensure the movement of freight and deliveries in the Borough is efficient, and does not adversely impact on residents or the environment

Why?

The majority of freight is transported on the local highway network which can impact on residential areas, increase noise and disturbance, increase carbon dioxide and affect air quality in the local environment. With the economic growth that is anticipated within the Borough, these issues are likely to increase.

How?

A **Freight and Delivery Strategy** will be developed in consultation with a Freight Partnership to seek to ensure that HGVs and LGVs use the most appropriate routes of the highway network in line with the Route and Footway Hierarchies.

The strategy will include the following:

- Highway information, ICT and signage scheme utilising real time driver systems and website.
- Investigation into the creation of an urban logistics centre or freight hub.
- Highway improvements including parking accommodation.
- Noise and CO_2 emissions control.
- Timed and planned delivery mechanisms

Policy 9: Ensure that transport development respects and enhances the street scene and public realm

Why?

Continue the "Better Southend" initiative to help make Southend a more attractive town to live, work and play and to promote sustainable travel. Building on the Victoria Gateway and City Beach schemes to set the standard for development in areas of significant regeneration.

How?

Ensure all highway developments are designed in accordance with the Council`s Townscape and Streetscape Guides and the DfT Manual for Streets 2 to ensure the following key elements:

- Street clutter is kept to a minimum wherever possible and traffic orders, lining and signage are considered appropriately.
- Streets are designed and enhanced to make them feel more attractive and safer for all road users particularly the more vulnerable, including children, the disabled and the elderly.
- Streets and the highway environment are considered in terms of context as a "place" by the use of appropriate materials and design according to the relevant route and footway hierarchies.
- Sufficient account is taken of maintenance requirements and servicing to ensure that the "streetscene" is maintained.
- Seek involvement from local residents groups in the planning stage to ensure local views are received and consideration of more active involvement in achieving a "better place".

- Co-ordination of 'street scene' and inspection functions to ensure an efficient joined up approach to maintaining the qualities of the street and better customer satisfaction.

Safety improvements will be delivered around the nine rail stations to promote sustainable travel to the stations. The highest priority stations are Shoeburyness, Leigh, and then Southend East, Prittlewell, and Thorpe Bay.

These improvements will be developed through Quality Rail Partnerships and Station Travel Plans.

Policy 11: Increase the resilience of the transport network to climate change

Why?

The Climate Change Act 2008 was enacted on 26th November 2008 signalling the United Kingdom's move towards a low-carbon economy. Climate change variations that will impact on the highway network and users are likely to be:

- An increase in temperature fluctuations (both higher and lower).

- A decrease in summer rainfall but more extreme summer weather events.

- An overall increase in winter rainfall and precipitation intensity.

- A rise in sea level giving rise to greater risk of coastal flooding.

These weather variations may give rise to highway assets being damaged and journeys being delayed or prevented by flooding or other extreme weather events.   A Corporate Action Plan has been prepared, which includes actions regarding highway assets and travel.   It will be necessary to take the impact of climate change as a factor in the Risk Management Strategy (see Policy 4).

How?

The **maintenance policy** will be regularly reviewed to take account of new information and engineering requirements to adapt and reduce the impact of climate change including an inclement weather policy.

All highway schemes will consider **energy saving techniques** to reduce the amount of energy required to reduce the overall carbon footprint for transport.

Required engineering works arising from climate change are covered under Policy 4.

More extreme weather conditions have given rise to an increase in "potholes" and additional Council capital funding has been provided for the next four years

SUDS will be developed when new, or enhancements to the existing highway network, are undertaken in accordance with planning policies.

Policy 14: Protect and enhance the natural and built environment

Why?

There are internationally and nationally designated biodiversity sites within the marine environment and a number of conservation areas, schedules monuments and listed buildings in areas of the town which are particularly popular for visitors.

Access and works to the highway need to respect these designations. Visitors and tourism can affect the sensitive areas and appropriate measures must be taken in terms of assessments of impact. For example, plans to extend the seafront cycle route along the "Cinder Path" in Leigh will need to consider materials and the time of year for construction.

How?

Transport improvements will include highway landscaping proposals, more trees (on the basis of a minimum 2:1 replacement), landmarks and quality pedestrian areas.

Design of highway improvements should seek to comply with the relevant design policies to make the town a more pleasant environment particularly supporting healthy and sustainable modes of travel.

Working in partnership with Thames Gateway South Essex to support the development of the **Urban Habitats, Parklands and Green Grid** to ensure there are "green corridors" linking the urban, densely populated areas of the Borough to the countryside and estuary.

Policy 16: Appropriate road safety engineering and accident site treatment

Why?

Under the Road Traffic Act 1988 Local Authorities are required to carry out a programme of measures designed to improve road safety and to promote road safety for all road users. Accidents are dispersed widely throughout the Borough apart from higher levels of accidents on the A127, A13 and in the town centre.

How?

An updated road safety strategy is currently being developed to encompass all aspects of road safety in the Borough alongside up to date guidance and policies from Government and the EU.

The Council will continue to **monitor** accidents on the highway and undertake improvement works or other actions such as road safety training to address single accident clusters and route strategies.

Safety also includes helping to make communities feel safer by introducing road engineering and/or environmental improvements that **reduce speeds** to 20 mph in

residential areas that are near schools, homes for the elderly or in deprived areas of the town.   Alternative ways of reducing speed in these areas are for example road closures, average/safety cameras or better enforcement.

The provision of **safety cameras** remains, subject to financial considerations and support from the joint Safety Camera Partnership.

Kent Elms Corner on the A127 has higher levels of accidents with motorcyclists, cyclists and pedestrians particularly at risk at this junction, hence the case being put forward in the Local Investment Plan emphasising the need for improvements, balanced against the need to reduce congestion on the A127.

Policy 18: Maintenance and monitoring to improve safety and accessibility

Why?

Maintenance of the highway network is primarily covered under Policy 4.

In times of limited budgets, it is critical to continue to use the finance and resources available to greatest effect to improve safety and accessibility.   Therefore it is very important, to understand the condition and use of the highway network so that the budgets can be appropriately prioritised.

How?

Monitoring of the **condition of highway assets** is undertaken according to the priority of the location of the asset in relation to the route and draft footway hierarchies.   Asset types and monitoring regimes include the following:

- Bridges and culverts – programme of inspections and investigations.
- Street lights – ongoing prioritised scouting, and inspections and electrical testing.
- Footpaths – programme of inspections.
- Footways – 2 yearly inspections.
- Car parks – regular inspections by parking staff.
- Road markings – inspected in accordance with road hierarchy.
- Local Authorities roads – annual inspections using scanners.
- Pedestrian crossings – monitored remotely.
- Local Authorities carriageways – bi-annual inspections.
- Monitoring the use of the highway and other related travel data.

The use of the highway network also needs to be monitored regularly to ensure a good understanding of the demands and issues on the network.   The following data is collected from a variety of sources:

- Numbers of road users, including freight vehicles, coaches, cars, motorbikes, bicycles, mobility scooters, equestrians and pedestrians.

- Vehicle occupancy levels.

- Train and bus frequencies and numbers of passengers.

- Accessibility to public transport and other key services.

- Parking facilities and parking enforcement.

- Public perception and other population data.

- Insurance claims.

The ability to review data and inform decisions forms part of Action D, which will bring together information gathered from a variety of 'real-time' systems, including traffic signals, car parking, vehicle location etc. More effective use of this data will allow feed back to the network management functions.

Action C – Better Partnerships, Engagement and Sponsorship to support Greater Efficiencies in Funding and Delivery

> **Policies in this section:**
>
> **Policy 8**: Support businesses, tourism and regeneration.
>
> **Policy 15**: Support safety partnerships and promote safer communities.
>
> **Policy 23**: Improve the quality of "door to door" travel and develop strong partnerships with health providers and community care organisations to ensure better access to services.

Action C is an overarching action to the other three actions; partnership working is a prerequisite to significantly progressing the interventions within the Implementation Plan.

In determining possible funding opportunities, it is essential to prioritise the work to be undertaken and how and where resources should be focussed to greatest effect.

"Active Citizenship" through Community Champions will help to lead and prioritise the distribution of limited resources. In addition, funding opportunities will be developed with existing and developing partnerships.

The continuation and development of partnerships are mentioned under the relevant policy areas.

Localism and the "Big Society" will give individuals and communities more control over their area by encouraging greater volunteering and involvement in Community Projects. The Borough has significant experience in this area and will continue to develop this as part of Southend Together – the Local Strategic Partnership.

The Implementation Plan will bring together community and social enterprise, local knowledge and involvement in the delivery of aspects of the Plan, particularly in the area of "softer measures" such as communication, information and persuasion.

Diagram 5 shows the initial relationship between the Partnerships, Schemes and Actions.

Diagram 6 shows the output and outcomes working in partnership with the communities.

Diagram 5 - Link Between Partnerships, Schemes and Actions

Topics: (Typical Partnerships not exhaustive)	Action A Better Sustainable Transport and Mobility Management			Action B Better Networks and Traffic Management Schemes					Action D Better Operations of Traffic Control Information and Communication Systems
	Sustainable Transport Policy and monitoring	Sustainable Travel Promotion	Road Safety ETP	Quality Highway Maintenance and Improvements	Flood Management	Road Safety Engineering	Parking Management and Schemes	Freight Management	Intelligent Transport Systems
European Projects and Partners BAPTS SaMERU Thames Gateway Low Carbon	✓	✓	✓			✓		✓	✓
Government Agencies, Departments and Organisations Anglian Water Authority Defra Department for Transport (DfT) English Heritage Environment Agency Highways Agency Natural England	✓	✓	✓	✓	✓	✓	✓	✓	✓
Health Organisations British Heart Foundation Disability Groups Southend Hospital National Health Service/Primary Care Trusts/SBC General Practitioners	✓	✓	✓	✓		✓	✓		
Regional Authorities & Partnerships Local Enterprise Partnerships Regional Transport Forum Regional Local Authorities AHAUC		✓	✓	✓	✓	✓		✓	✓
Essex Local Authorities EEDET Essex County Council Rochford Council Thames Gateway South Essex Thurrock Council	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transport Operators Bus Operating Companies Passenger Focus Road Haulage Association Southend Airport Train Operating Companies including Station Travel Plans Taxis	✓	✓	✓		✓	✓	✓	✓	✓
Sustainable Travel Partnerships MoveEasy Network and Workplace Travel Plans Cycle Forum Essex Access Forum	✓	✓	✓	✓		✓	✓		
Community Engagement Community Groups/Active Citizens Connexions Crime and Disorder Reduction Partnership Education Department and School Travel Plans Older Person Assembly SAVS Southend Together Southend Youth Council Town Centre Partnership	✓	✓	✓	✓	✓	✓	✓	✓	✓
Emergency Services Essex County Fire and Rescue Service Essex Local Access Forum Essex Police		✓	✓		✓	✓	✓		✓
Local Businesses Chambers of Commerce Driving Instructors Federation of Small Businesses	✓	✓	✓	✓		✓	✓	✓	✓

Action C — Better Partnerships, Engagement and Sponsorship to Support Greater Efficiencies in Funding and Delivery

Partnerships Community Organisations v4 (version 1).xls

Diagram 6 Partnership and Communities Working

	Better Sustainable Transport and Mobility Management			Better Operation of Traffic Control, Information and Communication Systems	Better Networks and Traffic Management Schemes		
Schemes	**Accessible Public Transport** **Rights of Way** **Public Transport Improvements** **Rapid Transit**	**Travel Planning** **Active Travel Planning (Cycling and Walking)** **Co-ordinated Marketing Communication**	**Electric Vehicles**	**Real Time Passenger Information (RTPI)** **Website** **Smart Ticketing** **VMS & CCTV** **Urban Traffic Management Control** **Traffic Control Centre** **Safety Cameras**	**Parking Management** **Freight Strategy** **Maintenance and Monitoring** **Transport Asset Management Plan** **Improved Street work Co-ordination**	**Public Realm/Street Scene** **Bus Priority** **Road Safety**	**Area Wide Traffic Management Schemes**
Output	More accessible bus and rail facilities for all Improved walking network Improved bus routes	Travel Information leaflets Sustainable Travel Promotion Events Safety Cycle Training Travel Training	Access for electric vehicles	Public Travel Information New ticketing systems Up to date traffic control systems Travel and Parking VMS signs	Parking Strategies Freight Strategies Up to date TAMP Monitoring Data Flooding Strategies Permit Scheme	Higher Quality Street Scene Improved Bus Priority Routes Reduced number of accidents on highways and footways	Improved highway infrastructure
Outcomes	Higher use buses and trains Fewer cars Fitter residents More Pedestrians Access for All	Improved awareness of travel options More cyclists Fewer cars Lower obesity levels More pedestrians Higher use public transport Stronger and Safer Communities	Lower Emissions Reduced traffic noise	More travel choice Improved PT punctuality Reduced car use Higher bus and train use Fewer complaints	Improved management Improved highway pavements for cyclists and pedestrians Reduced congestion Improved Public Info Scheme impact evidence Reduced risk Provide evidence regarding travel patterns	Improved asset condition Improved bus travel satisfaction Reduced congestion Increased number of pedestrians/cyclists Safer street environments particularly off peak Improved Air quality	Reduced congestion Safer Roads near pedestrian focuses Reduced traffic speeds in residential areas supporting sustainable modes of travel Reduced risk from climate change Improved street scene
Evidence to be Collected	Automatic cycle counters Lower obesity rates in schools Rail Passenger Information Bus Passenger Numbers Accession Numbers of vehicles through local traffic surveys and automatic counters and information from signal technology	Automatic cycle counters Lower obesity rates in schools Increases in Footfall surveys Accidents National Census School Census mode of travel Travel Plan Monitoring Walking Surveys, including Town Centre Surveys	Air Quality Enforcement Data	Traffic Data from modern technology Have Your Say - satisfaction survey Bus Punctuality Improved use car parks Journey Time Information	Car Park Info Symology Reports Asset Condition Data	Improved public perception Insurance claims Highway Condition Air Quality Vehicle Delays SBC Traffic Model	Improved Air Quality Journey Times Increase in Passenger Numbers Accidents Traffic Speeds

Key:
Local Data
National Data

Policy 8: Support businesses, tourism and regeneration

Why?

As a sub regional centre and an important tourist destination, Southend promotes variety of events such as the Southend Air Festival. It is important to minimise congestion so visitors are able to travel easily into the Borough. The Council is actively involved in working with the Olympic Delivery Authority in planning for the Hadleigh Farm Mountain Bike Event.

How?

To minimise the impact of events on the Borough it is important that **traffic management** is provided in accordance with the Traffic Management Plan.

In addition, an investigation into potential **river travel** is to be undertaken.

Working in partnership with the transport operators, through the MoveEasy Network, and the Bus and Rail Quality Partnerships will be essential to promote the sustainable travel alternatives.

All marketing and promotional material must be up to date and mention all the travel options.

Likewise information for visitors arriving in the Town should be clear, up to date, accessible, relevant and in the form of signage, information packs and on the web-site.

Policy 15: Support safety partnerships and promote safer communities

Why?

The Borough`s accident records show that children and cyclists are amongst the more vulnerable groups using the highway network. In addition, congestion in the town is particularly severe during the morning rush hour when children are travelling to school.

How?

To help foster best practice and to enable best value for money by sharing learning resources, a number of working groups will meet to seek to alleviate safety issues in the town.

The **Eastern Region Road Safety** group includes road safety representatives from all the shire and unitary authorities in the eastern region. The main aim of the group is to help fulfil their statutory role of reducing the number and severity of road accidents through shared Education, Training and Publicity (ETP) policies and programmes. The group focuses on targeted road users including the elderly, children, cyclists, motorcyclists and young drivers through specific campaigns including drink driving and the Think campaign to promote safety for motorcyclists.

The function of the **Essex Casualty Reduction and Congestion Board** is to provide broad strategic direction regarding road traffic accidents and congestion. It comprises representatives from the Council, Essex County Council, Essex Police, Thurrock Council the Highways Agency, and Her Majesty's Courts Service. This group organises safety cameras and other safety promotion such as the Community Wheels project.

The **Southend Traffic Casualty Reduction Group** includes representatives from the emergency services, road safety officers and engineers, health services (currently the PCT) and a local company KeyMed. This group meets quarterly to discuss specific individual or clusters of accidents that have occurred to agree the appropriate action is under taken which may include educating a specific group of people, specific publicity and/or an engineering solution.

These groups will be developed to work more closely with the local community and to seize opportunities to maximise the use of volunteers to help support this critical area of community work and help run such events as **Community Speed Watch**.

The **Eastern Region School Travel Advisors** meet every quarter to share best practice regarding Safer Journeys to School and to share resources regarding innovative ways of tackling school travel challenges. These challenges largely include road safety issues and the promotion of sustainable modes to help improve road safety and to reduce traffic congestion particularly during the morning peak.

The role of the **Crime and Disorder Partnership** in supporting road safety and other LTP policies is planned to be developed.

Policy 23: Improve the quality of "door to door" travel and develop strong partnerships with health providers and community care organisations to ensure better access to services

Why?

The Community Transport Services provided by the Council benefit local people by providing the ability to reach places of work, schools, colleges, health centres and hospitals, parks, leisure facilities and shops. The concept of door to door travel extends to all sectors of the community in ensuring that the whole journey is integrated.

How?

An analysis of existing partnerships and provision will be carried out together with research under the **SaMERU** project to develop a travel diary for elderly people to analyse their travel experiences.

Working with community partners will be important in understanding and developing a more holistic way of planning for public transport.

Measures to improve door to door travel are also covered in detail under Policy 2, such as smart ticketing, improved travel information and interchanges.

Action D – Better Operation of Traffic Control, Information and Communication Systems (including ITS and UTMC)

Policy 13: Make better use of 'intelligent transport' technology to help maintain traffic flows and provide information to transport users

Why?

New and developing technologies especially 'intelligent transport' systems are used to manage transport demand and provide information to travellers. People are able to make informed decisions with the most up-to-date information. For example, if an accident has occurred on a particular route and travellers are informed in a timely manner they can make the decision whether to wait for the accident to be cleared, take another route or change the timing of their journey.

How?

The use of **Real Time Passenger Information Systems (RTPI)** and **Automatic Vehicle Location (AVL)** will continue. This gives the actual timings of buses and locations on the network. This provides information to passengers (and also to operators) to allow them to make a decision on their transport choice.

Currently there is a short messaging service (SMS) where a mobile phone can send a text message code for a particular bus stop and then a text message is sent back with the bus times for that particular stop. This SMS system can be updated to provide real time bus service information.   RTPI boards will continue to be installed across the Borough at priority locations, such as the town centre and at transport interchanges such for example at railway stations.

Smart cards / tickets will be introduced to provide the public with seamless, integrated travel. Smart ticketing will be introduced in partnership with Essex County Council as part of the bus AVL system. There will be a consideration of extending the use of Smart Cards to trains, libraries, waste/recycle centres, parking etc.

VMS (Variable Message Signs) have already been implemented along key routes into the Borough. VMS allows communication with the travelling public via a messaging board located next to the carriageway. The signs provide up-to-date information regarding road works, delays, accidents, parking and other information to enable the user to decide which route or mode they wish to take.

More VMS signs will be installed across the Borough in a rolling programme, starting with the A13 and A127, then on routes to and around the town centre and the Seafront. VMS will also be implemented on outbound routes and information will be shared across the Borough boundary.

ANPR cameras are located at various locations around the Borough. ANPR enables journey times to be calculated along routes within the Borough. Partnership working is on going with Essex County Council to provide journey times from outside the Borough. The

journey times to key locations will be displayed on two further VMS, including one located in Essex at the junction of the A130/A127.

The Council has introduced **Webcams** at key junctions in the Borough, which help with road safety, personal safety and with traffic management. The images that the webcam provides will be placed on the Southend travel information website for the public to access and view in real time. The images also enable the Council to see what is causing the delays, which can then be communicated to the public via the VMS.

There is presently an **Urban Traffic Control (UTC)** system in place across the Borough. UTC systems co-ordinate traffic signals to control traffic flows and are primarily located where traffic flows are high. This system will be updated as required, to ensure efficient traffic management.

An **Urban Traffic Management and Control (UTMC)** system will be set up in order to integrate the services mentioned within Action D.

UTMC systems use a common database to share relevant information between individual ITS applications, such as traffic signal control systems, air quality monitoring, car park management, and bus priority, often all managed from the same control centre. The Council will work in partnership with Essex County Council and Thurrock Council to ensure UTMC systems across greater Essex are compatible and work closely together.

A **Southend Travel Website** will be set up to provide up-to-date information on transport for the Borough. The travel website will be linked to the Southend Council homepage incorporating the following sections:

- Cycling – integrates the Cycle Southend website and includes maps of cycle routes.
- Walking – maps of public footpaths, bridleways and provides information on footpath closures.
- Public Transport – links to the public transport operator's websites and also provides information on tickets, timetables and any changes to services.
- Links to Traveline and other websites (e.g. ECC) so that the public can route plan.
- Travel Planning.
- Up to date highway information regarding the roads and footpaths, road closures, works etc.
- Real time webcams of major junctions – to show length of queues, accidents etc.
- Updated to support Smartphone applications e.g. iphone

Management, Monitoring and Review

The process for formulating and managing the Implementation Plan is based upon the knowledge and experience gained in the development of the first two local transport plans.

Forward planning is an important part of the overall process to ensure the objectives of strategy are adhered to.

Effective participation and consultation has always played an important part in gaining community support for transport schemes and fostering the efficient and cost effective delivery of schemes on the ground.

Effective management techniques through the continued support for MSP and PRINCE2 project management is practiced through the use of the management system **'imprest'** for capital schemes and the use of **"symology"** for the management of the maintenance side of the council's highway infrastructure.

Further details regarding the programme and project management for the third local transport plan are provided in chapter 10 of the LTP3 strategy which includes the following sections:

- The LTP3 Programme Management guiding principles.

- Programme Organisation, Leadership and Structure.

- LTP Lifecycle.

Monitoring, Targets and Indicators

As discussed under Policy 18 monitoring the condition and the use of the highway assets is an important part of the management of the highway network.

The current national indicator set is being reviewed and a new set of indicators is due to be available in April 2011. In addition the Department for Transport and various other government departments produce a large variety of statistics including road casualties, health and obesity, mode of travel to school, speed per mile and air quality which are all evidence for evaluating the impact of Southend's local transport strategy.

Targets and indicators will be developed when the new national indicators are available according to the available level of resources. The use of ITS for monitoring and remote monitoring of traffic data will be prioritised to ensure efficient use resources and accuracy. New skills will be developed "in house" to ensure that the flow of information continues and can also be provided back to the transport operators.

Procedure for Scheme Selection

The use of DfT's Capital Block Funding Allocations is selected through a prioritisation process. This process seeks to ensure that the appropriate weight is given to the considered factors resulting in a balanced and achievable programme. Table 2 and 3 shows the road and footway hierarchies prioritising interventions in Appendix 1.

The prioritisation criteria include a wide range of factors to seek to implement those schemes that contribute the most to the LTP3 strategy and other corporate objectives. Corporate priorities and contribution to the Local Development Framework (LDF) include a number of key proposals with significant transport implications including the London Southend Airport and its Environs Joint Area Action Plan, the Southend Central Area Master plan and the Shoeburyness Supplementary Planning Document the details of which are not fully known. In addition, other developments may arise during the plan period.

In addition, all the available funding and resources for the implementation of the strategy are not yet known and priorities may vary according to the finance that becomes available over time.

Management and Maintenance Functions

The revenue budget for the highway network supports a wide range of services that largely include the day to day maintenance of the highway network. The services that are provided include the maintenance of the following asset categories:

- Street Lighting.

- Highways and Bridges (including cleaning and winter gritting).

- Verges and Public Rights of Way.

- Street Signs and Street Furniture.

All the highways works undertaken comply with the relevant policy including the 'Well Maintained Highways' which is the code of practice for highway maintenance management. Highway Maintenance supports and maintains all new capital assets in addition to the existing assets. The capital and revenue budgets are aligned to ensure the appropriate co-ordination and rationalisation of expenditure in line with the Asset Management Plan.

Further details of highway maintenance are provided above under policies:

4 - Maintain the network to a good standard and ensure it remains resilient to external events,

11 - Increase the resilience of the transport network to climate change and;

18 - Maintenance and monitoring to improve safety and accessibility.

Traffic Management

Alongside the day to day maintenance, the Asset Management Plan will continue to be developed by the continued development of the asset management software "Symology" which will help to continue to develop such functions as permits for street works. The Council is currently undertaking a consultation exercise regarding the introduction of a permit scheme with other Local Authorities in the East of England. If the permit scheme is agreed the Borough will have far better control of works on the network compared with the current notice system. In addition, the Council will be better able to co-ordinate and

control works on the road network, with the aim of minimising unnecessary disruption and improving journey times, with greater reliability for all road users.

In 2010 **The Chartered Institute of Public Finance and Accountancy** (CIPFA) published a 'Code of Practice on Transport Infrastructure Assets: Guidance to Support Asset Management, Financial Management and Reporting'. This new Code of Practice provides guidance on the development and use of financial information to support asset management, financial management and reporting of local transport infrastructure assets. CIPFA is phasing in the new asset code so that asset valuations will be based on a current value basis in whole of Government Accounts from 2012/13. The development of this asset management software will be able to assist in the provision of data to support this new accounting system.

The road and footway hierarchies define the use or quality of the existing highway network to support the achievement of the key objectives of reducing congestion through using the network more efficiently whilst supporting sustainable modes of travel.

The Route Hierarchy classifies the highways in the Borough in accordance with their function, importance, needs, priorities and actual use in line with the transport strategy. The Footway Hierarchy ranks the footways, verges and other pedestrian areas according to the level of use and type of users.   These hierarchies provide overarching priorities in determining the priorities for the maintenance of the highway network.

New maintenance contracts will seek to achieve a balance between best value for money and supporting a sustainable environment.

Details regarding the other management services list above are given in more detail under the relevant policy areas.

Appendix 1 – Route, Footway and Streetscape Hierarchy

Table 2 Route Hierarchy

* indicates that the priority needs to consider the characteristics of the road, parking, width, actual speed etc., the cycle network will create routes that are both on road and off road with due account of traffic volume and the overall network effects. For on highway cycle routes, adequate provision and lane markings (if appropriate) will be provided, this should be read in conjunction with the Southend Cycle Map and the cycle hierarchy of design.

Route Hierarchy Category	Mode Priority	Special Characteristics (see Footway Hierarchy below)	General Characteristics	Traffic Flows (Annual Average Daily Traffic Flows)
Strategic Primary A127 and A1159	HGV Bus *Car/Bicycle/ Walking	High Quality Streetscape Cycle Route Pedestrian Focus	Top Priority traffic route	> 20,000
Primary Distributor including A13	Bus HGV *Car/Bicycle/ Walking	High Quality Streetscape Cycle Route Pedestrian Focus	Second Priority traffic routes	15,000 to 19,999
Secondary Distributor	Bus LGV *Car/Bicycle/ Walking	High Quality Streetscape Cycle Route Pedestrian Focus	Link the top and 2nd priority routes to local areas of the town. All 30 mph	10,000 to 14,999
Local Distributors	Bus *Car/Bicycle/ Walking LGV	High Quality Streetscape Cycle Route Pedestrian Focus	Local traffic – 30 mph	5,000 to 10,000
Residential Roads	Walk Bicycle Bus Car	High Quality Streetscape Cycle Route Pedestrian Focus	Local traffic – 20mph?	< 5,000

Table 3 Footway/Streetscape Hierarchy

Footway Hierarchy	Priority Modes	Footfall/Streetscape Quality?
Prestige Walking Zone	Conservation Areas Seafront High Street/Shopping Treed/Green Streets	Exceptionally High Usage or high streetscape quality
Pedestrian Focus	Schools, Hospitals Care Homes Shopping Public Transport Interchanges Businesses Other Civic Buildings Events	High usage – particularly by vulnerable road users
Secondary	All other residential areas Cycle ways	Low to Medium usage
Tertiary	Footway Verges Footpath	Low usage but special landscape value as a part of the Green Grid

Appendix 2:   References to Linked Documents:

Local Policy Documents by Southend on Sea Borough Council and Renaissance Southend Limited

Community Plan 2011.

Design and Townscape Guide (SPD1).

Draft Local Climate Impact Profile – by Chris Livemore Sept 2010.

Sustainable Community Strategy (2007-2010).

Southend Local Transport Plan Evidence Base and Issues and Options report.

Local Development Framework and relevant Supplementary Planning Documents.

Local Biodiversity Action Plan 2009.

White Paper: Healthy lives, healthy people: our strategy for public health in England. - Department of Health November 2010.

Central Area Master Plan - Renaissance Southend Limited – September 2007.

Southend Airport & Environs JAAP Implementation Plan Final Report Sept 2010.

EValu8 application.

SaMERU Application (Road Safety for the elderly).

BAPTS Application (Sustainable Travel and Smart Cards).

Road Safety Strategy (CHT).

A Study of Open Space and Recreation in Southend-on-Sea - Final Report, Leisure and the Environment, August 2004.

Maintenance Policies

Asset Management Plan 2009-2010.

Cliffs Management Strategy.

Code of Practice for Highway Maintenance Management.

Draft Rights of Way Improvement Plan Jan 2009 (ROWIP).

Essex and Southend Waste Development Document: Issues and Options October 2010.

Highway Policy Note Number 2 - 1998 (updated 1999) general highway maintenance.

Highway Policy Note Number 1 - 1997 (updated 2003) vehicle crossings.

Intelligent Transport Strategy 2007.

Manual for Streets 1 - March 2007 Chartered Institute of Highways and Transportation (CIHT).

Manual for Streets 2 – September 2010 CIHT.

Southend-on-Sea Shoreline Strategy Plan, Mouchel Consulting Limited and Southend-on-Sea Borough Council, February 1998.

Surface Water Management Plan.

Well Maintained Highways.

Adhoc Policy Information and Advice

PRESTO Cycling Policy Guide – provides cycling promotion guides.

Legislation and Government Advice

DfT Guidance on Local Transport Plans 2009.

DfT Local Sustainable Transport Fund - Guidance on the Application Process 2009.

EU Habitats Directive.

Highways Act 1980 Section 41 & others (Local Highway Authority maintenance duties).

Road Traffic Act 1988 updated in 1991 (Road Safety).

NRSWA 1991 (Permits for works on the highway).

Traffic Management Act 2004 (Anti-congestion – revised permit system).

The Climate Change Act 2008.

Transport Act 2000 and Local Transport Act 2008 (requirement for a Local Transport Plan).

Traffic Signs Regulations & General Directions 2002 & amendments 2008 .

Floods and Water Management Act 2010.

Appendix 3:   Glossary

ANPR	Automatic Number Plate Recognition
BAPTS	Boosting Advanced Public Transport Systems
CIL	Community Infrastructure Levy
CIPFA	Chartered Institute of Public Finance and Accountancy
CO_2	Carbon Dioxide
CPHMM	Code of Practice for Highway Maintenance Management
CPZ	Controlled Parking Zone
DfT	Department for Transport
ECC	Essex County Council
ERDF	European Regional Development Fund
ETP	Education, Training and Publicity
EU	European Union
GIS	Geographic Information System
GP	General Practitioner
HCA	Home and Communities Agency
HGV	Heavy Goods Vehicles
ICS	Integrated County Strategy
ICT	Information Communication Technology
ITS	Intelligent Transport Systems
LAs	Local Authorities
LEPs	Local Enterprise Partnerships
LEZ	Low Emission Zones
LIP	Local Investment Plan
LGV	Light Goods Vehicles
LPG	Liquefied Petroleum Gas
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
MSP	managing successful programmes
NRSWA	New Roads & Street Works Act
PCT	Primary Care Trust
PRESTO	Promoting Cycling for Everyone as a Daily Transport Mode

RGF	Regional Growth Fund
RTPI	Real Time Passenger Information System
SaMERU	Safety Mobility for Elderly Road Users
SCOOT	Split Cycle offset Optimisation Technique
sert	South Essex Rapid Transit
SUDS	Sustainable Urban Drainage System
SMS	Short Messaging Service
TAMP	Transport Asset Management Plan
TMA	Traffic Management Act
TGSE	Thames Gateway South Essex
UTC	Urban Traffic Control
UTMC	Urban Traffic Management Control
VMS	Variable Messaging Signs