The Strategy

Main Strategy Elements

Regeneration Initiatives/Opportunities
- Passenger Corridors and 'Crossbow Regeneration Initiative'
- Objective 2 Funding (and SRB 5 central area)
- Shoeburyness SRB Project Area (Rounds 3 & 4)
- Key Additional Development Sites
- Key Existing Employment Sites

Integration
- Key Interchange Sites and Improvements

Roads
- Priory Crescent Improvement Scheme
- Proposed new road link to Development Opportunity Sites

Freight
- Promote more efficient movement of freight (A127/A1159)

Air
- Proposed railway station interchange and new airport terminal

Rail
- LTS Rail Investment
- Supporting Rail Interchange Improvements
- Proposed new railway link to Development Opportunity Sites (possible freight movement opportunities)
- Railtrack Bridges to be assessed
- Population within 1 mile of a rail station

Bus
- Bus Passenger Transport Corridor Improvements
- Relocation of Central Bus Station and Seaway Coach Park Improvements

Cycling
- SUSTRANS Regional and National Cycle Networks
- Additional main cycleway links (see Map 10)

Journeys to School and Work
- Safer Journeys to School Pilot Project
- Pilot Green Travel Plan Areas

Water
- Proposed Hovercraft/River Service

Other Integration Initiatives Throughout the Borough
- Review of Road Hierarchy (Rooms and Distributors - see Map 8)
- Prioritise Road Maintenance / Bridge Strengthening
- Prioritise Pedestrian Maintenance
- Discourage Long Stay Parking / Parking Decriminalisation
- Traffic Calming Measures – see Map 11
- Car sharing clubs

Air Quality / Noise Initiatives
- Provision for disabled / social inclusion

Road Safety Initiatives
- Public Transport awareness and support
- Integrated Land Use Planning

CCTV / crime reduction initiatives - see Map 12