

#### 4.1

Heavy congestion and parking shortages exist already whenever the weather is good.(appendix1)  
Proposed developments include 2166 new dwellings, 7250 new jobs and development on many of the central area car parks.

These proposals will result in thousands more journeys, the majority by car, yet no increase in parking spaces, no road improvements identified to increase the capacity of the road network.

Proposed Seaway car park development will see number of spaces reduced from 661 to c500. A 10 screen cinema, 12 restaurants and a 100 bed hotel are proposed, (SBC & turnstone Estates) on the seafront's main car park. A similar scheme at Basildon, festival leisure park, has over 2000 parking spaces.

If these proposals progress, congestion and inconvenience will go through the roof. The central area will become a no go area for cars, businesses and jobs will die out.

The SCAAP fails to include creating the extra spaces to cope with the forecast 25% demand increase for spaces as noted in LTP3. (pg56, 5.32, SBC - LTP3)

#### 4.2

DS5 sets out sustainable transport measures which have been, and will continue to be detrimental to the central area, to residents, businesses and visitors.

SBC has been successful with road widening schemes and junction improvements outside of the central area, on the A127.

Progress Rd    Cuckoo Corner    Kent Elms junction    The Bell junction

These have improved traffic flow and capacity and dealt well with the increasing number of cars coming into and out of Southend.

On one hand the council has and will continue to improve the road network efficiency for cars on the main roads, outside of the central area. Then when you enter the central area the policy is the opposite. The policy is all about sustainable transport schemes at the expense of the car. Pedestrian priority routes/ junctions, bike lanes, road narrowing, reduction in parking spaces, bus lanes etc. The result is huge traffic jams caused due to bottle necks etc. The 2 policies are the opposite of each other and this is illogical. The policies should marry up so that the increased car traffic on the A127 can easily access the central area.

Victoria Gateway Junction has been a complete disaster. Long tailbacks exist as the junction gives priority to pedestrians. (appendix2)

85% of seafront visitors come by car (appendix3). Visitors will not shift away from the car for day trips to the seafront. When visitors come they bring pushchairs, beach kit such as towels, buckets and spades, packed lunches and the children. It is impractical to do this via public transport.

To get to Southend by train many visitors would first have to get to their local station. Then take the train to London, switch onto the underground to get to Fenchurch St station or Liverpool St station. Then take the train to Southend Central Station or Southend Victoria Station, and then walk to the seafront (10mins and 20 mins walk). This with the children, pushchairs and all the kit. They would then have to do the reverse to get home.

Factor in the extra expense of train travel. Also as Southend's railways are main line commuter routes into London, the weekends are off-peak. Due to this engineering work is mainly done at weekends, especially bank holiday weekends due to the extra day off, and buses are used as railway replacement services at weekends.

This is why 85% of visitors to the seafront come by car. It is cheaper, more convenient and less time consuming to come by car.

**“ I live in Wittham and drive in to work everyday at the Civic Centre. I could take the train but it takes too long and is expensive”**. SBC Director of Planning/Highways (appendix4)

**“I live in Colchester, it is practically impossible to visit Southend with my family by Bus or Train, we have to drive.”** SBC Director of Tourism

Better Queensway Project – SBC officers asked councillors to vote to approve their Queensway development proposal on 20<sup>th</sup> April 17. The preferred road layout plan under this proposal involved narrowing the Queensway underpass and dual carriageway to a single lane (appendix5). No consultation had been carried out with residents, councillors or businesses over the narrowing of this route. (BID chair email appendix6)

This is the main route to the seafront and southern end of the High Street. This anti-car proposal would have had devastating effects on congestion and visitor's ability to access the seafront & high st. Fortunately, councillors voted to amend this road layout proposal and the highways portfolio holder gave assurances that narrowing to 1 lane would not be allowed to happen.

SBC officers are trying to force cars out of the central area, by limiting the capacity of the road network and reducing parking availability. Attempts to encourage a modal shift to sustainable transport have failed and more drastic measures are trying to be implemented, all at the expense of the car.

4.3i

The CPS neither provides an appropriate or robust evidence base to justify a realistic level of car parking provision in the Central Area.

At this point it should be noted that transport strategy and policies DS5 of the SCAAP were written prior to the CPS being carried out, and not the other way round.

This gives rise to the question were SDG appointed to carry out the CPS to provide an appropriate and robust evidence base for the SCAAP? Or were SDG paid to defend and justify the planning department's policies and parking data, faced with ever growing concern and criticism over the policies and accuracy of the parking data from the business community, local residents and councillors?

Email exchanges between SBC Major Projects and SDG show how SBC suggested to SDG that an amount of £15,000 should be tendered (appendix8)

Also a SBC senior planner sent several emails to SDG which contained 'good examples of parking strategies'. This poses the question as to who actually wrote the report? (appendix7)

RPS has provided a technical note on the CPS. I would like to add further points to their note that cast doubt on the appropriateness and the robustness of SDG/SBC's CPS. These can be categorised under 4 main sections:

**1 Weather** – With an outdoor shopping High St and a large tourist industry based around the beach and seafront one the biggest factors driving visitors to Southend is the weather. The CPS fails to identify or consider prevailing weather conditions on the days surveys were done. Instead the survey days have been classed as peak days simply as they were in August, or on a bank Holiday.

"The focus was on understanding how the parking network performs at peak periods of demand"

"For Southend these peak periods are in the holiday season including Bank Holidays" - SDG parking Study overview of results (appendix11 )July 16

The weather conditions on each of the surveys were at best average on 2 days, but poor on the other 4 days:

13<sup>th</sup>August15 : Rain & Thunderstorms (bad for Aug)

15<sup>th</sup>August15 : Cloudy with occasional sunny intervals, high 20c (poor for Aug)

23<sup>rd</sup>March16 : Cloudy, av temp 7c (90% of seafront businesses closed)

25<sup>th</sup>March16 : Partly cloudy, av temp 11c (average March conditions) Good Friday

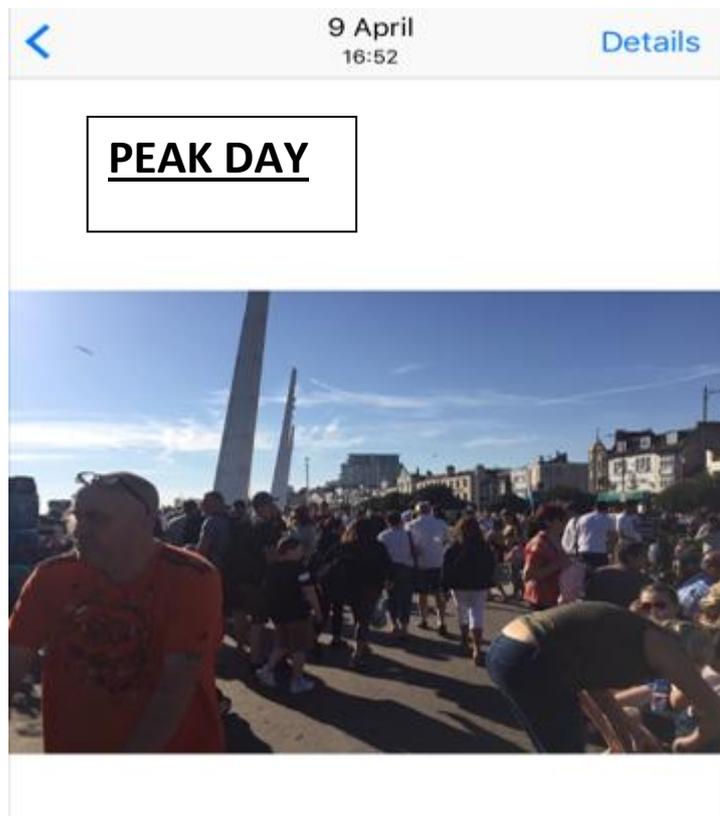
26<sup>th</sup>March16 : Cloudy, Rain, Wind, av temp 10c (Storm Katie weekend)

30<sup>t</sup> May16 : Mostly Cloudy, av temp 14c ( poor for end May) Bank Holiday Monday

Thus the surveys have been done on days where the weather was poor and at best average. Visitor numbers on all of these days were considerably lower than you would see on a warm, sunny peak day.

The CPS is therefore severely flawed as it has not carried out any surveys at 'peak periods of demand'.

Time and date stamped photographic evidence of Southend seafront demonstrates the differences between visitor numbers on a warm sunny day, and those on the days the surveys were done. (appendix12/13)



**2 Demand** - The CPS and the parking surveys have not captured the 'true demand' for parking spaces. The number of cars parked in certain car parks on given days has been counted, either by the VMS system or the individual surveys. This is essentially a count of car park occupancy.

During busy days the CPS recognises there is a shortage of parking spaces south of the railway line. Thousands of cars circulate round and round trying to find available spaces that are convenient to the seafront. It is common for traffic to build up due to this circulating traffic and it is common for traffic jams along the A127 to build up to Rayleigh and Basildon. The VMS system and the parking surveys don't account for these cars looking for parking spaces, although these cars should be factored in to any assessment of demand for parking spaces. There are thousands of cars looking for spaces on busy days.

5 of the 6 surveys did not consider all car parks in the Central Area, the August 15 surveys only looked at 60% of the stated car park stock.

The above omissions are serious flaws in the CPS and the parking data that again cast doubt on its ability to justify a level of car parking provision in the Central Area.

**3 Parking Stock** – The car park stock, referenced by the CPS and SBC is inaccurate. In fact the figure varies between the SCAAP and the CPS.

Page 14 of the CPS lists the total parking network at around 5500 spaces, listed in fig 2.2 (3874) and 2.4 (1053) of the previous section. The simple mathematical addition of these 2 figures equals 4927 spaces, not 5500?

The SCAAP lists the number of publically available spaces south of the central area at 2550 spaces, page 42, 135. The CPS lists this number as 2500? (pg19 CPS fig 3.15)

The CPS states 5000 spaces were covered in the 30<sup>th</sup> May Bank Holiday Survey, page14 – 3.2, then goes on to state only 4500 spaces were covered in the same survey, page35 – 3.58??

SBC, SDG and the CPS/SCAAP seem to be confused as to how many spaces there are and which have been surveyed when!!

Table 2.2 page8 of the CPS shows 344 spaces in Warrior Square car park, there are 370 spaces in this car park.

Seaway car park is shown as 478 spaces in the same table. In June 16 the capacity was increased to 528 spaces and then late July/August the capacity was again increased to 661 spaces.

I counted the publically available parking spaces to the south of the railway as 3985, (appendix14). 517 of these spaces are free and located in residential areas, however many of these are sought out by tourists as they are free and convenient to the seafront, and during the day available as many residents work.

As above, the SCAAP identifies 2550 and the CPS 2500.

Underestimating the parking stock has the effect to increase the noted spare capacity percentage on any given day;

If the VMS identifies 100 available spaces across a network of 1000 spaces = 10% spare capacity

If the VMS identifies 100 available spaces across a network of 2500 spaces = 4% spare capacity

Thus by underestimating the parking stock, the available space % across the network is artificially increased.

The parking surveys and CPS included car parks at The Civic Centre (underground 83 spaces) and Southend College (215 spaces).

The College car park is closed on Sundays and Bank Holidays. The Civic Centre underground car park is for permit holders only Monday to Friday, no exceptions for bank Holidays (appendix15).

Therefore c300 spaces have been incorrectly classed as spare capacity on the survey done on Friday 25<sup>th</sup> March and Monday 30<sup>th</sup> May, as these were not publically available on these dates (circa 6% of total parking stock using CPS figures).

CPS Table 2.7 page12 and Table 3.1 page15 show that The Leas and Chalkwell Esplanade have been included in the surveys and CPS. Neither of these roads is in the Central Area and this poses questions over the local knowledge of SBC's planning/highways team and SDG's consultants.

#### **4 Data Accuracy -**

The CPS covers a period of 365 days between May 2015 and May2016, on all but 6 days VMS data is used as the sole source of occupancy data. On 5 survey days a mix of VMS and video survey data was used, and on 1 survey day all the car parks were surveyed using video camera data. To summarise Video camera data has been used on all the car parks on 1 day, and part used on 5 days. Even If the video data had been used on all car parks on 6 days, this would still only represents 1.6% of days over the year. Thus VMS data has been used for over 98% of the data set over the year.

A statement in the CPS reads "Comparison of VMS data with video survey data for the days surveyed found these anomalies were rare: the VMS data is on the whole accurate giving us a high level of confidence in the datasets".

Such a small percentage of the dataset has been compared (just over 1%) that I believe this statement cannot be justified.

The VMS data is inaccurate to an extent that no conclusions can be drawn from it. It is often incorrect, suffers from many system anomalies, and doesn't seem to work accurately during busy days.

I will show 2 graphs provided by SBC (appendix16&17) which show VMS data for the 6<sup>th</sup> May16 and for 22<sup>nd</sup> August15 (busiest day of year) and also a sample of many photographs taken of the vms system showing incorrect data.(appendix20)

The 6<sup>th</sup> May data was presented at a meeting to the Leader of the council, seafront business representatives and SBC director of tourism, by SBC group manager of Major Projects. This was the first time vms data has been produced by SBC. The graph shows that on the busiest day of 2016 there was 16% spare capacity over the network. I have examined this data and found approx 20

errors, ranging from incorrect car park capacities, incorrect occupancy counts, closed car parks etc. Once the errors have been corrected the spare capacity figure drops to 0.025% spare capacity (appendix18)

The CPS page29, 3.34, states the max occupancy on 22<sup>nd</sup> August (busiest day) was 87%. Again there are many errors in the vms data, and once corrected I calculate the max occupancy to be 92%.

The CPS states there was 9% spare capacity at the Royals, however emails from the Royals confirm they were full all day. (appendix19) The CPS states The Victoria had 19% spare capacity but it actually had 12%.

The photos (appendix20) highlight more inaccuracies and reliability issues with the VMS data.

#### 4.3ii

Page56, 5.32, LTP3 states car park demand is expected to increase by at least 25% by 2021. The CPS also notes this on page5, 2.1.

As mentioned already visitors to the seafront want to and do come by car, it is therefore unlikely that sustainable transport provision will fill much more than 2-3% of the 25% predicted growth in demand.

Leigh rail station is difficult to get to from the A127 and therefore is not really a viable option for a park and ride scheme as most visitors drive via the A127. (72% in Stockvale survey)

#### 4.3iii

A 'no net loss' policy requires a baseline capacity figure from which no net loss can occur(appendix26); otherwise it is a meaningless statement. A starting baseline figure provides a number to which changes can be measured against. SBC has continually avoided establishing this baseline capacity figure.

The policy should state that it would not permit any loss of parking spaces south of the railway line through development, until an equivalent number of spaces has been provided south of the railway line and within 10 minutes walk to the shoreline.

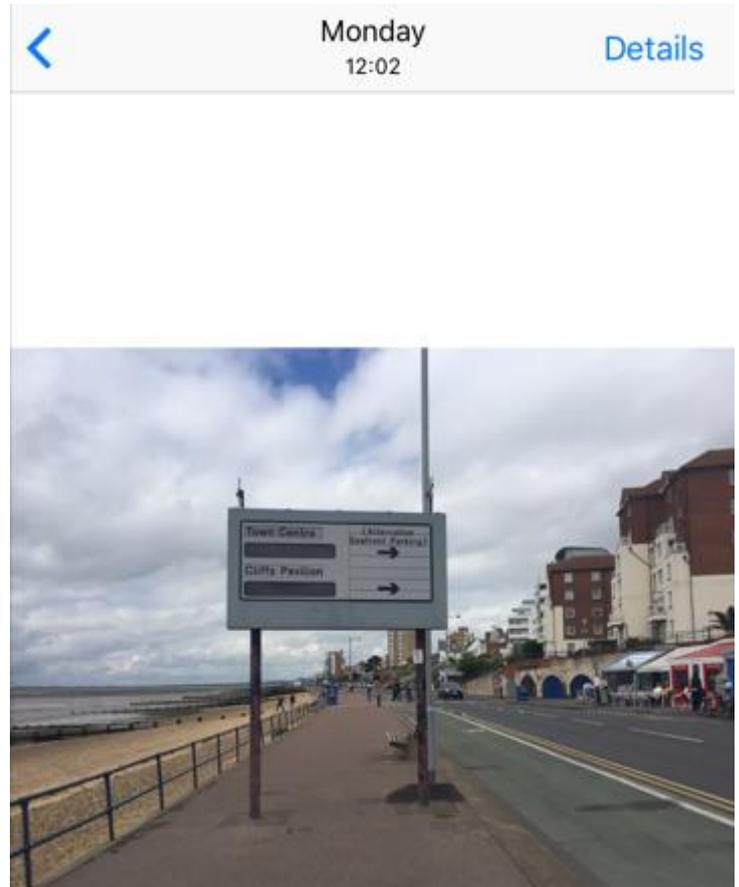
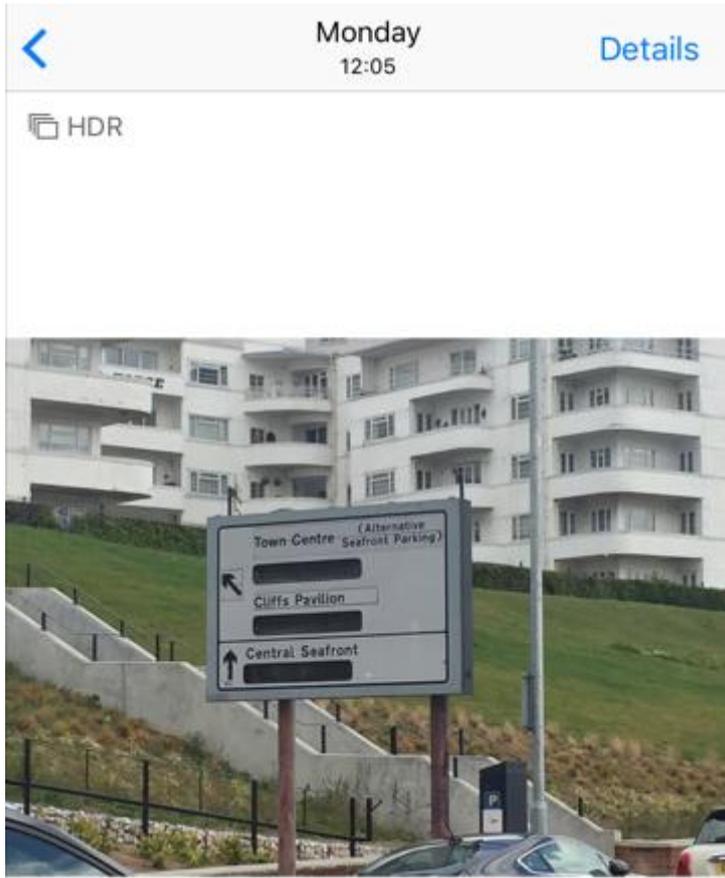
#### 4.3iv

Spaces to the north of the railway are primarily used by shoppers and are located too far a walk from the seafront to be used by tourists. Those to the south are used by visitors to the seafront and shoppers. The needs and expectations of shoppers are different to those of tourists, thus it is reasonable to argue there needs to be a separate parking policy, north and south of the railway.

#### 4.3vi

The VMS system is unreliable, it is not monitored by SBC officers, and many visitors to the town ignore the signs.

Bank Holiday Monday, 1stMay2017



#### 4.3vii

The peak days are vital to the tourist industry in the same way that Christmas/December is vital to the High Street and retailers. Through the winter and on quiet days businesses run at a loss and these losses are funded by maximising sales on the busy days. For the industry to further invest and grow extra parking capacity is needed so that the busy days can get busier. Thus these 40 or so days are vital to the industry.

#### 4.3viii

CPS page13, 2.29 refers to the SBC Southend Business Survey 2010. This study found that the most important factors having a negative impact on businesses' performance are; 1 high energy costs(49%), 2 parking availability&cost (48%), 3 increasing competition(45%)etc.

In the 2016 survey, the most important negative factor having an impact on businesses' performances was parking availability&cost(56%) (appendix21). This means the majority of businesses surveyed(56%), now feel that parking availability and cost are having a negative effect on their business. Up 8% since2010.

Appendix 23 shows social media comments on the parking experiences of seafront visitors coming to one of the weekly evening fireworks displays on 2ndOct15. Many of the comments note visitors turning around and going home as they can't find a parking space.

Appendix 24 shows similar comments from Sunday 9thApril17. Both of these days are off-season.

These are just a sample of 2 days, in reality there are many more busy days that have similar comments on line.

Appendix

Appendix 1



# Sort out seafront parking now!

COME on Southend council get your car parking sorted out fast, not next year, but now! On the first hot weekend of the year it was total chaos God forbid what the summer is going to be like! And you want to shut the seaway car park too... come on. This problem is

just not your problem but all residents in areas as far back as Basildon the whole area was in total gridlock and everybody was affected because nobody could get into Southend and park and going about your normal business was impossible. If you want tourists and day trippers

to Southend, which you and local traders surely do, this must be given total priority to avoid such chaos over and over again during the summer months before we all go insane!!

COLIN HENWOOD  
Pritlee Close  
Thundersley



Southend seafront

It's a good day out but the traffic is a joke. It took an hour-and-a-half to get down here from Billericay. It's not good when you have kids in the car



Sunshine - McKenzie, 9 and Grace Reynolds, 3, and Bella Perry, 6, enjoy the sun

## he parking?'

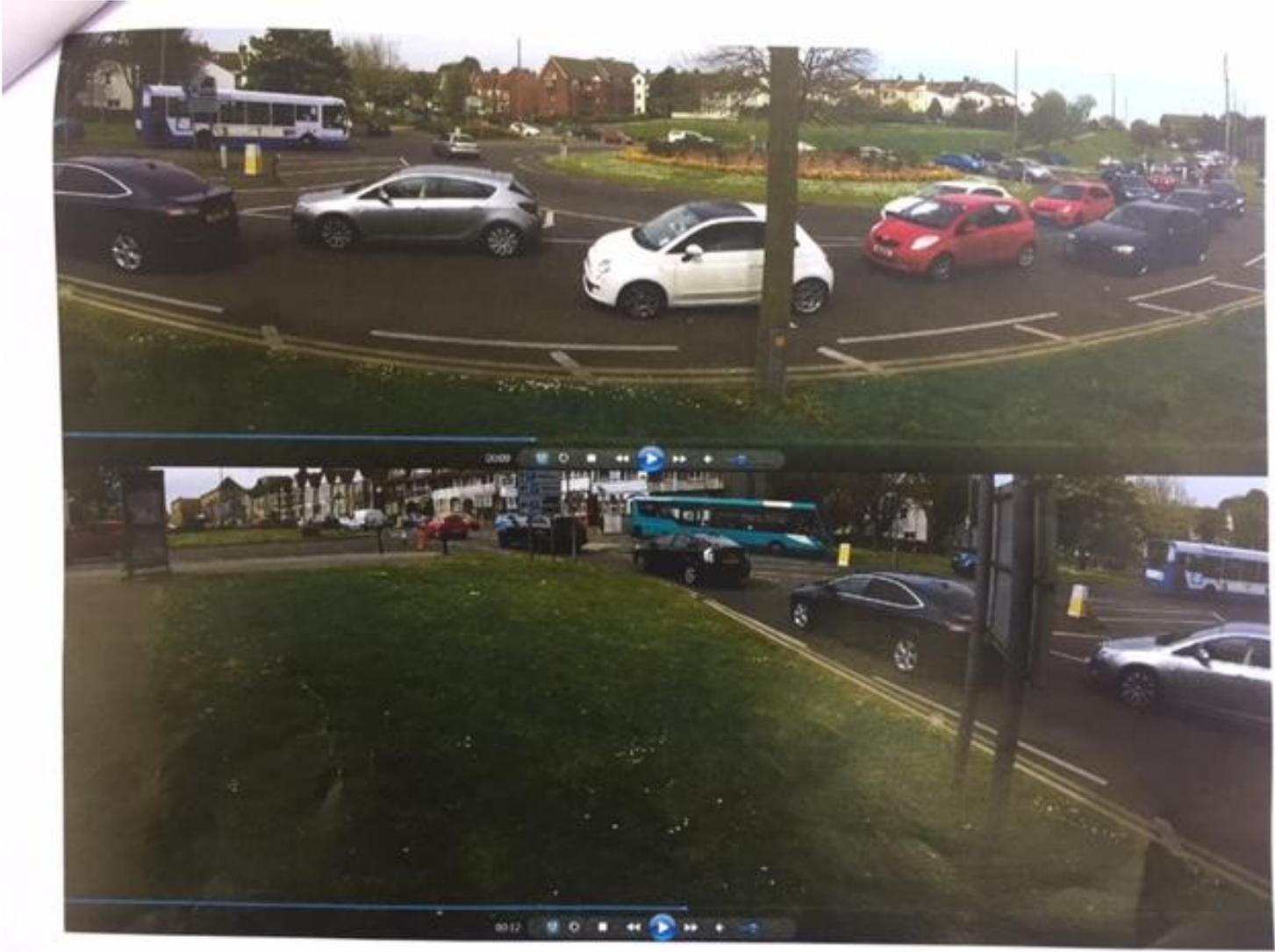
...liery."  
The Echo reported last month that Southend Council has topped car park season tickets free up much-needed spaces during the busy summer season. The authority will no longer issue permits for its seafront parks between April and October.  
The move is part of a £5million scheme to increase parking in the borough - which will include extending car parks.

## Hour-long queues to get to Southend beachfront

DRIVERS heading towards Southend reported how the weather took its toll on queuing traffic.  
Jams were reported throughout Sunday morning and afternoon, and caused significant delays to buses.  
First Essex, which operates services across south Essex, apologised for delays of up to

one hour.  
Traffic was reported to be queuing back as far as the A127's junction at Dunton Waylets.  
The A13 also experienced heavy congestion on the Southend-bound carriageway in addition to the town centre.  
Greater Anglia train services to Southend Victoria also featured a replacement bus service.







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## 'Queensway u-turn! Thanks councillors'

JUST this week we were delighted to learn, following urgent lobbying, Southend Council has listened and decided not to go ahead with the proposal to alter the Queensway underpass to a single lane.

This is a good decision for Southend and will go towards maintaining access by car to the seafront from the north access, A127.

Well done councillors!

It is also our wish that the Victoria Gateway plan be scrapped.

What we believe is the most important issue, is for the council to ensure free flow and access for traffic into Southend.

It is encouraging to see the improvements at Progress Road and Kent Elms but if, when traffic then gets to Cuckoo Corner, Victoria Avenue or the town centre, to find no parking spaces and restricted movement, it can only deter visitors to our town.

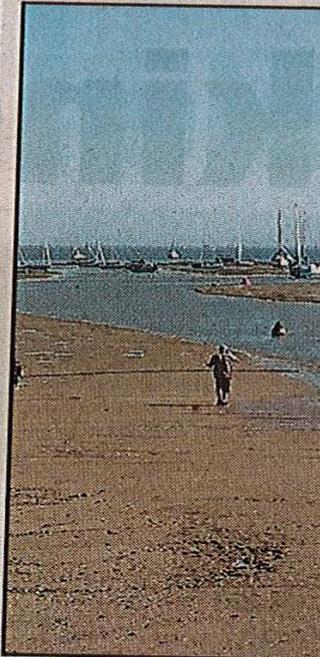
Whether the council like it or not, free traffic flow around the town centre, fewer traffic lights, more parking spaces along with a more car friendly transport network, is the only way forward to encourage visitors to Southend and secure its future prosperity.

We also earnestly hope the council view the Fossetts Farm development in a similar light, as a large retail park there will have very serious consequences for the High Street, our two shopping centres and the heart of Southend.

We obviously support, wholeheartedly, a new football stadium for the Blues, just not a large retail park.

**JULIET THOMAS**  
Victoria Shopping Centre Tenants'  
Association

## Reader's



■ Nick Beattie took this

We would love to print more scenes, the seasons change

Tory MPs oppose the suggestion

I know in my heart that the connection of the north end to the A127 will cause terrible congestion.

The comment that there will be a toll is laughable, of course there will be one, it is too good a chance to screw the road users.

Will all those Conservative voters in Essex, who will be affected by this suggestion, tamely go on supporting such crossing schemes?

Another worrying suggestion is to close Orsett Hospital.

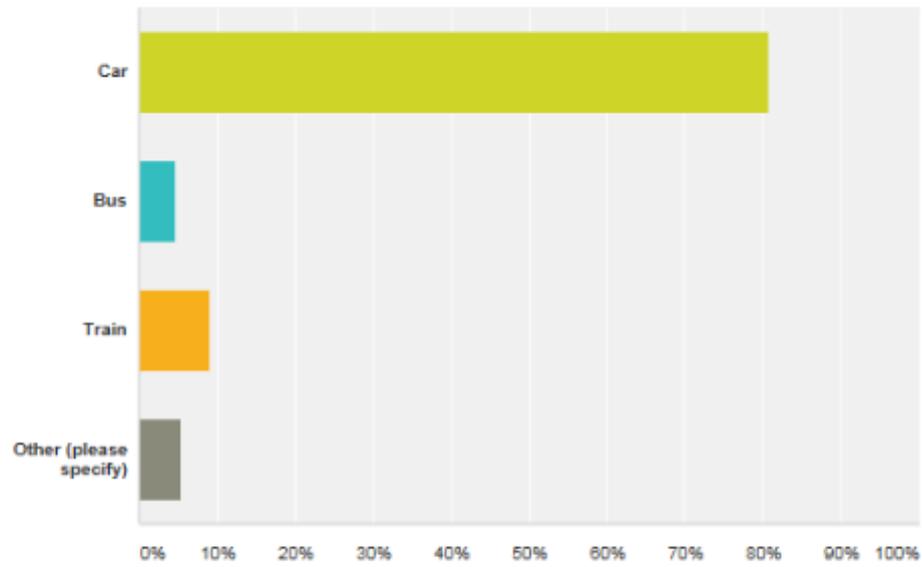
This complex gives Thurrock residents an alternative to the awful transport connection we have now to Southend, Basildon and Broomfield Hospitals.



### Appendix 3

#### What mode of transport did you use to get here?

Answered: 275 Skipped: 4



Answer Choices	Responses
Car	80.73% 222
Bus	4.73% 13
Train	9.09% 25
Other (please specify)	5.45% 15
Total	275

## Appendix 4

### **1. “We can’t build more car parking spaces as this will cause more people to come”**

Peter Geraghty – SBC Director of Planning / Highways

5/Jan/16 Civic Centre - Meeting with Southend BID

Present:

Dawn Jeakings – BID chair      Dennis Baldry – BID Director  
Paul Thompson – BID director      Philip Miller – BID Director  
Mark Bartrip – BID director      Alison Dewey – BID Manager  
Marc Miller – MD Stockvale Ltd      Scott Dolling – Tourism Director SBC

Quote repeated on 1<sup>st</sup> Nov 16 at Southend Business Partnership Exec Meeting – At South Essex College, also in several DCC meetings and in press.

### **1. “Only 25% of visitors to the Seafont come by car “**

Paul Mathieson – SBC Major Projects & Strategic Transport Policy

11/Apr/16 Royals Shopping Centre - Meeting with Southend BID Directors

### **2. “ There is a definite need to get visitors to the town and seafont into and out of the town, and parked more efficiently. To do this we need more seafont parking spaces and a better road infrastructure”**

John Lamb – Leader of the Council

20/Sep/16 SBC Cabinet Meeting – Civic Centre

### **3. “ I live in Wittham and drive in to work everyday at the Civic Center. I could take the train but it takes too long and is expensive”.**

Peter Geraghty – SBC Director of Planning / Highways

### **4. “I live in Colchester, it is practically impossible to visit Southend with my family by Bus or Train, we have to drive.”**

Scott Dolling – SBC Director of Tourism

Civic Centre – Office of Deputy Chief Executive

Present:

Andy Lewis - SBC Deputy Chief Exec,      Scott Dolling – SBC Director for Tourism,      Peter Geraghty – SBC Director of Planning / Highways,      Paul Thompson – BID,      Marc Miller-Stockvale Ltd  
Mick Thwaites – Stockvale Ltd

## **Southend-on-Sea Borough Council**

Report of Deputy Chief Executives (Place and People)

to  
**Cabinet**  
on

28<sup>th</sup> March 2017

Report prepared by: Emma Cooney  
Director of Regeneration and Business Development

**4**

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**Better Queensway: Process to appoint a preferred project partner**  
Place Scrutiny Committee  
Executive Councillor: Councillor Ann Holland  
(Portfolio Holder for Culture, Tourism and the Economy)  
Part 1 Public Agenda Item

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**1. Purpose of Report**

- 1.1. The purpose of this report is to seek approval to progress the project to procurement stage to identify a preferred partner(s).
- 1.2. In order to commence procurement it is critical that the Council has an agreed position of its expectations of core criteria for the project to shape the market's response and to ensure that the Council's ambitions for the Queensway site are delivered through the partnership. The report sets out those criteria and seeks Members' agreement to them.
- 1.3. The report details a series of processes that need to be undertaken in order to meet the proposed procurement timetable. To enable this a number of approvals and delegated authorities are required and the reports seeks Members' agreement to these.

**2. Recommendations**

- 2.1. That the following key elements are agreed for inclusion in the procurement documentation to set out the Council's ambitions, parameters and expectations of Better Queensway and to enable the procurement process.

**Finance**

- 2.1.1 That the intention to act as senior lender is agreed and included in the procurement documentation while clearly stating that the Council will assess the position at the time to ensure that this meets the Council's best interests.

- 9.2. The draft transport layout in Appendix 2 (SBCC10384-126-SBC-QW-P-0101A-A1) is proposed as the traffic layout for the site and includes the following key features:

- o Removal of all roundabout slip roads except north bound off slip from Queensway to Southchurch Road.
- o Realignment of the underpass, reducing the width to a wide single carriageway (accomplished by the construction of a box culvert), thus enabling the covering of up to 150m for public realm/landscaping.
- o Adjustments to surrounding road network to take account of above, including modifications to:
  - The southern end of Sutton Road and closure of Lancaster Gardens into and out of Southchurch Road to install new traffic signalised junction.
  - New signalised junction at Sutton Road/Southchurch Road through development.
  - Realigned one-way link between Southchurch Road and Sutton Road.
  - Reconfigured Southchurch Road and widened Chichester Road (high quality public realm design standards to allow pedestrian permeability including crossings dependent upon final masterplan desire lines).
  - Reconfigured Chichester Road/Short Street junction to allow additional traffic movements in and out of Short Street.
- o New access arrangements for Warrior Square and Tylers Ave/York Road car parks to permit access/egress onto Queensway.
- o Further localised adjustments to the highway adjacent to the site for traffic management purposes, e.g. relocated bus stops, cycle route modifications, speed limits.
- o Further network management modifications to promote walking, cycling, signage to car parks, and general direction/tourist signage to better improve the connectivity of the site to the town centre.

## Appendix 6

**From:** Dawn Jeakings <[dawn@royalshoppingcentre.co.uk](mailto:dawn@royalshoppingcentre.co.uk)>

**Date:** 19 April 2017 at 16:37:11 BST

**To:** "Scott Dolling ([ScottDolling@southend.gov.uk](mailto:ScottDolling@southend.gov.uk))" <[ScottDolling@southend.gov.uk](mailto:ScottDolling@southend.gov.uk)>, "Emma Cooney ([emmacooney@southend.gov.uk](mailto:emmacooney@southend.gov.uk))" <[emmacooney@southend.gov.uk](mailto:emmacooney@southend.gov.uk)>, CllrLamb <[CllrLamb@southend.gov.uk](mailto:CllrLamb@southend.gov.uk)>, "Cllr Holland ([CllrHolland@southend.gov.uk](mailto:CllrHolland@southend.gov.uk))" <[CllrHolland@southend.gov.uk](mailto:CllrHolland@southend.gov.uk)>

**Cc:** "alan.bacon@btmk.co.uk" <[alan.bacon@btmk.co.uk](mailto:alan.bacon@btmk.co.uk)>, Paul Thompson <[paul456thompson@btinternet.com](mailto:paul456thompson@btinternet.com)>, "Dennis Baldry ([dennis.baldry@victoriasea.co.uk](mailto:dennis.baldry@victoriasea.co.uk))" <[dennis.baldry@victoriasea.co.uk](mailto:dennis.baldry@victoriasea.co.uk)>, "mcbrest@yahoo.com" <[mcbrest@yahoo.com](mailto:mcbrest@yahoo.com)>, "Alison Dewey ([alisondewey@southend.gov.uk](mailto:alisondewey@southend.gov.uk))" <[alisondewey@southend.gov.uk](mailto:alisondewey@southend.gov.uk)>

**Subject:** Queensway Consulation??

John/Anne/Scott/Emma

Please can someone tell me if we the BID have had consultation on the details of Queensway development as I'm not aware we have?!? Unless reading it the Echo counts!

Narrowing of dual carriageways when Fossetts farm and Seaway developments are allegedly on the cards, I'm not sure strangling traffic in town is a great solution for its future prosperity or maybe it is a plan to really kill the town and seafront once and for all to pave the way for out of town developments.

I hear this is being discussed tomorrow maybe it should be delayed until a proper consultation has been done.

Regards

Dawn Jeakings Dip SCM

Centre Manager

## Appendix 7

**From:** Davinia Farthing

**Sent:** 15 April 2016 15:10

**To:** [REDACTED]

**Cc:** [REDACTED] Matthew Thomas

**Subject:** Email 1) Southend SCAAP Parking Strategy documents and Data

[REDACTED] and [REDACTED]

Following our meeting on Wednesday I am now going to send through a number of emails which include studies carried out by Southend, good examples of parking strategies and the data that we have at the moment for 2015.

There will be a number of emails.

Regards,

**Davinia Farthing** MSc, BSc (Hons) – Senior Transport Policy Planner – **Southend-on-Sea Borough Council**

*Creating a Better Southend*

☎ 01702 534837 (Direct) | ✉ [daviniafarthing@southend.gov.uk](mailto:daviniafarthing@southend.gov.uk) | 🌐 [www.southend.gov.uk](http://www.southend.gov.uk)

Department for Place | Southend-on-Sea Borough Council | Floor 12, Civic Centre, Victoria Avenue, Southend-on-Sea, Essex, SS2 6ZF

## Appendix 8

---

**From:** [Paul Mathieson](#)  
**Sent:** 07/03/2016 14:23  
**To:** [REDACTED]  
**Cc:** [Matthew Thomas](#); [Davinia Farthing](#); [REDACTED]  
**Subject:** RE: Parking Management Study

2

---

Hi [REDACTED] and [REDACTED]  
Had a good conversation with [REDACTED] this lunchtime.  
[REDACTED], I would like to manage this work through the ITE contract as this parking work relates to the SCAAP but not the immediate Business Case, so eligible for the advice part I think. Can you confirm this is your understanding and therefore the terms and conditions that follow. We agreed principally a budget of c£15k and timescale of about four to six weeks. If this is ok in principal i can forward the brief, otherwise a short tender process.  
Many thanks  
Paul

Sent from my Windows Phone

---

## Appendix 9



  
**Southend-on-Sea Borough Council**  
 Civic Centre  
 Central Pay Office  
 Victoria House  
 Southend-on-Sea Essex  
 SS2 6EP  
 United Kingdom

**Project: 22958601 - Southend-on-Sea Car Parking Study**

### Invoice

WT no. 09 400 9305 07

Invoice Number:	
Invoice Date:	29/07/2016
Payment due:	28/08/2016
Our Reference:	
PO Number:	

Description	Units	Rate	Amount in £
<b>PROFESSIONAL SERVICES.</b>			
Consultancy Fees			14,956.00

Vat Code	Rate	Net	VAT		
OS	20.0%	14,956.00	2,991.20		
				Total excluding VAT	14,956.00
				Total VAT	2,991.20
				Total in GBP	17,947.20

Make payable to Steer Davies & Gleave Limited



WE RESERVE THE RIGHT TO CHARGE INTEREST ON OVERDUE ACCOUNTS IN LINE WITH THE PROVISIONS OF THE LATE PAYMENT OF COMMERCIAL DEBTS (INTEREST) ACT 1998





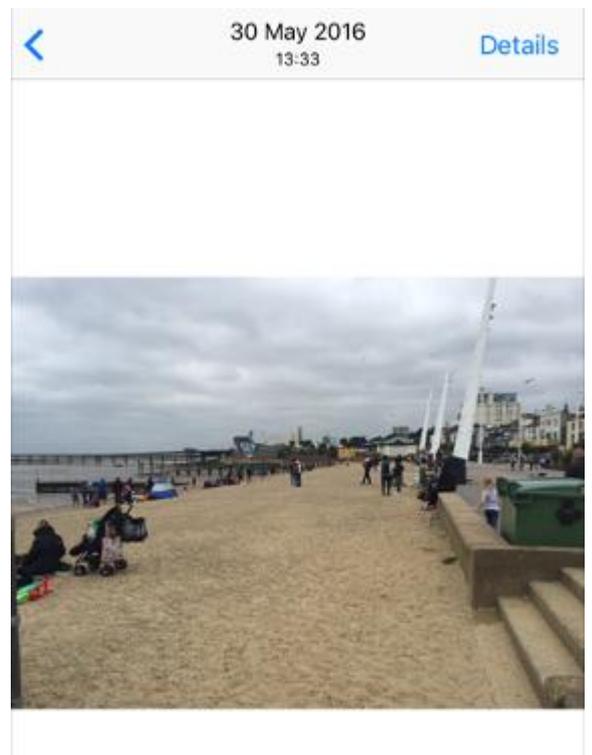
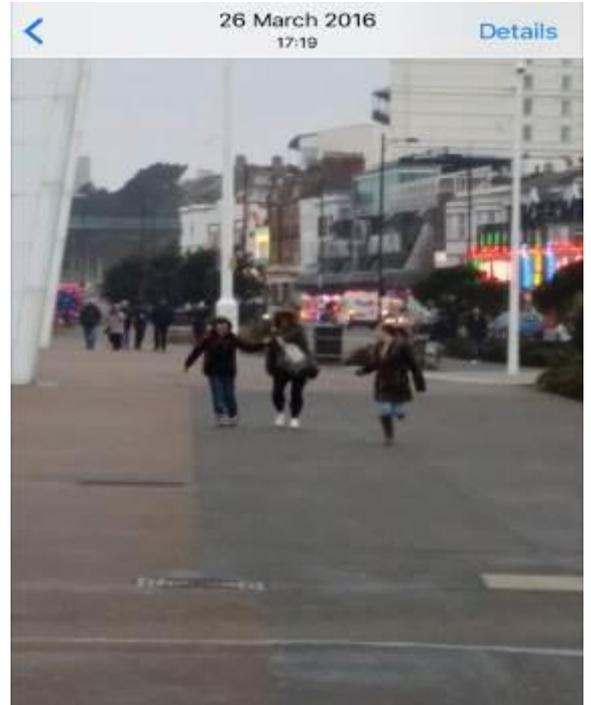
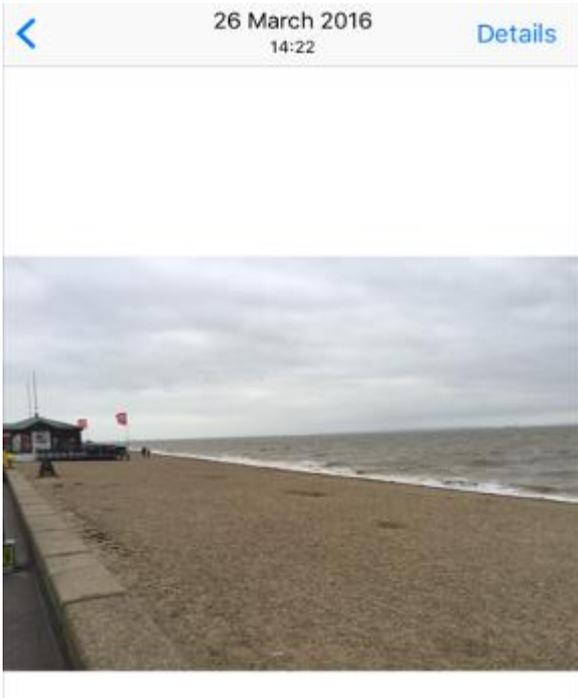
## Appendix 11

### Occupancy analysis

- Focus was on understanding how the parking network performs at peak periods of demand.
- For Southend, these peak periods are in the holiday season including bank holidays.
- Data reviewed include parking surveys of 4,431 spaces undertaken by TSUK on behalf of SoSBC on:
  - Wednesday 13<sup>th</sup> August 2015
  - Saturday 15<sup>th</sup> August 2015
  - Wednesday 23<sup>rd</sup> March 2016
  - Friday 25<sup>th</sup> March 2016 (Good Friday bank holiday)
  - Saturday 26<sup>th</sup> March 2016 (Easter Saturday)
  - Monday 30<sup>th</sup> May 2016 (May Bank Holiday)
- Car Park Occupancy System data provided by SoSBC (3,952 spaces)

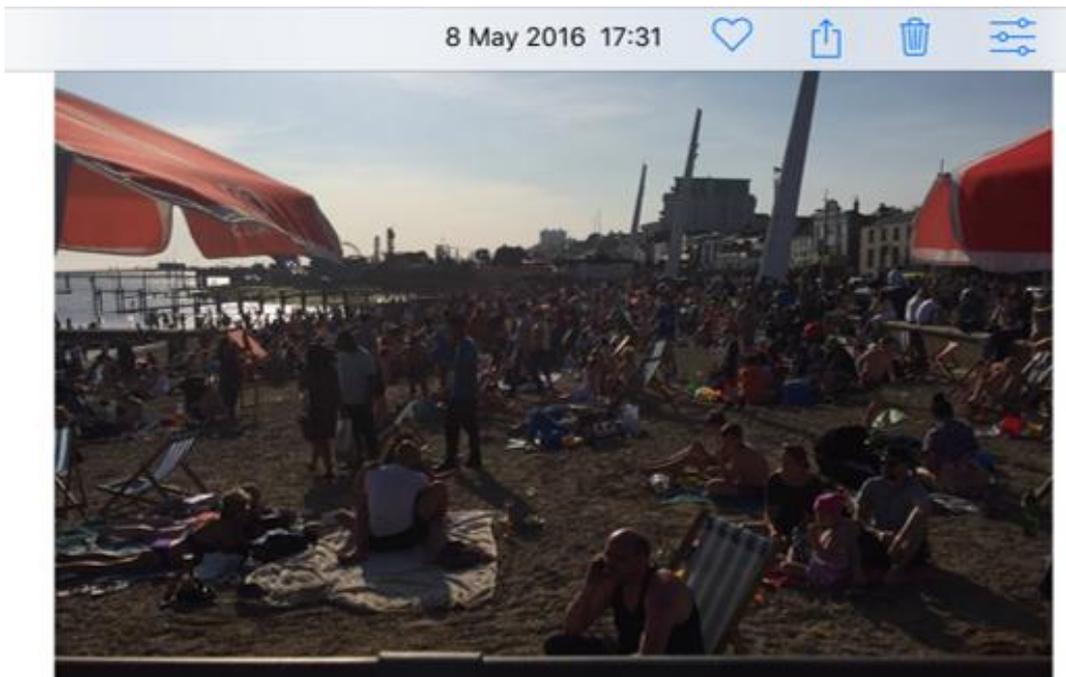
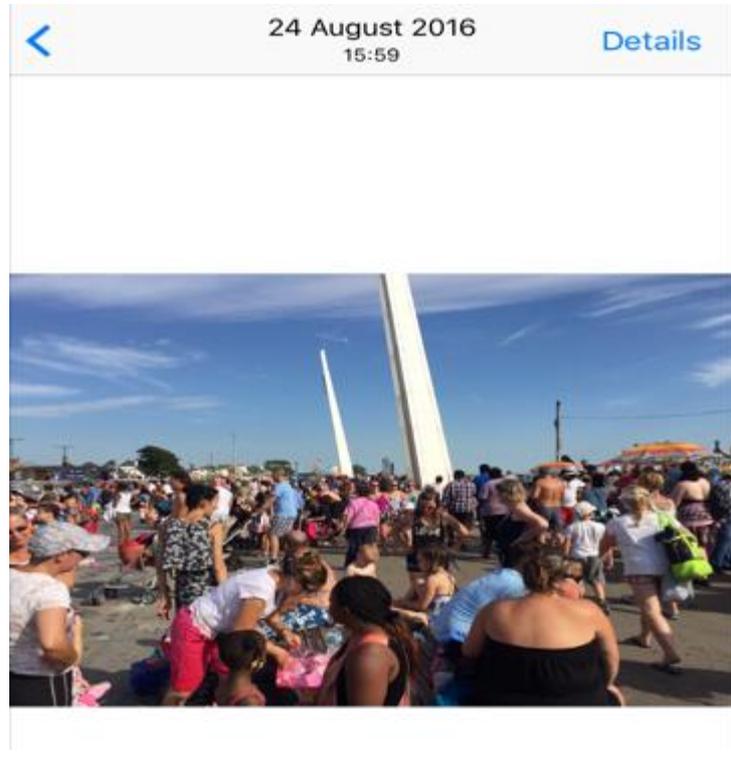
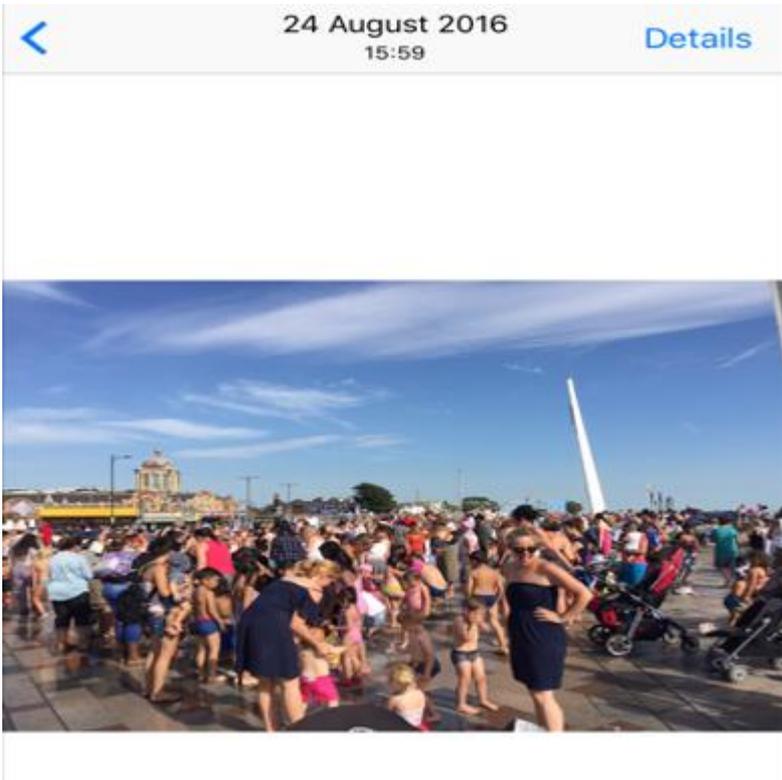
Appendix 12

Survey Day Photos



Appendix 13

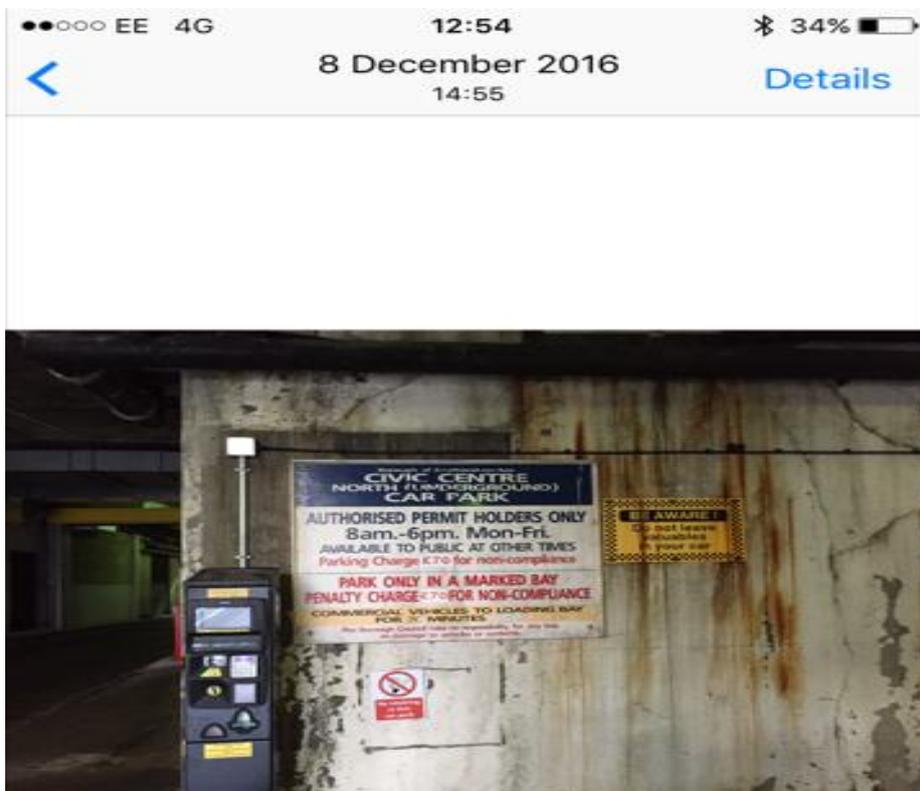
Peak Day Photos



### Appendix 14

<b><u>PUBLICLY AVAILABLE CAR PARKING SPACES - SCAAP AREA SOUTH OF RAILWAY</u></b>				
1				
2				
3	<b>CAR PARKS</b>			
4	FAIRHEADS	210		
5	WESTERN ESPL CENTRAL	500	CAR PARKS	2902
6	SEAWAY	661	PAY & DISPLAY	566
7	ROYALS	426	ON STREET FREE	517
8	SHOREFIELD	126		<u>3985</u>
9	YORK	90		
10	TYLERS	249	tylers not included in easter surveys? 249 spaces	
11	ALEXANDER ST	73		
12	CLARENCE	121		
13	NCP	138		
14	MARINE PLAZA SITE	200		privately owned car parks for public use
15	BEACH RD	40		not included in any surveys
16	PREMIER INN	68		
17		<u>2902</u>		
18				
19	<b><u>PAY &amp; DISPLAY</u></b>			
20				
21	WESTERN ESPL. ON ST	128		
22	EASTERN ESPL. ON ST	65		
23	YORK ROAD	22		
24	BALTIC AV	6	<b><u>ON ST - NO CHARGE</u></b>	
25	CLIFFTOWN RD	11		
26	CLARENCE RD	17	CLIFFTOWN PARADE	187
27	CLARENCE ST	17	ALEXANDRA ST	58
28	WESTON RD	26	CAMBRIDGE RD	30
29	NELSON ST	21	WILSON RD	30
30	CAPEL TERRACE	9	SCRATTON RD	18
31	ALEXANDRA ST	23	HEYGATE AV.	25
32	CAMBRIDGE RD	26	HERBERT GROVE	17
33	ALEXANDRA RD	40	HARTINGTON RD	25
34	CASHIOBURY TERRACE	13	ASH WALK	5
35	RUNWELL TERRACE	9	PLEASANT RD	27
36	PRITTLEWELL SQ	43	HARTINGTON PLACE	11
37	ROYAL TERRACE	19	VICTORIA RD	36
38	CLIFTON TER/ CLIFF PDE	53	NORTHUMBERLAND AV	18
39	DEVEREUX RD	18	ARNOLD AV	30
40		<u>566</u>		<u>517</u>
41				

Appendix 15



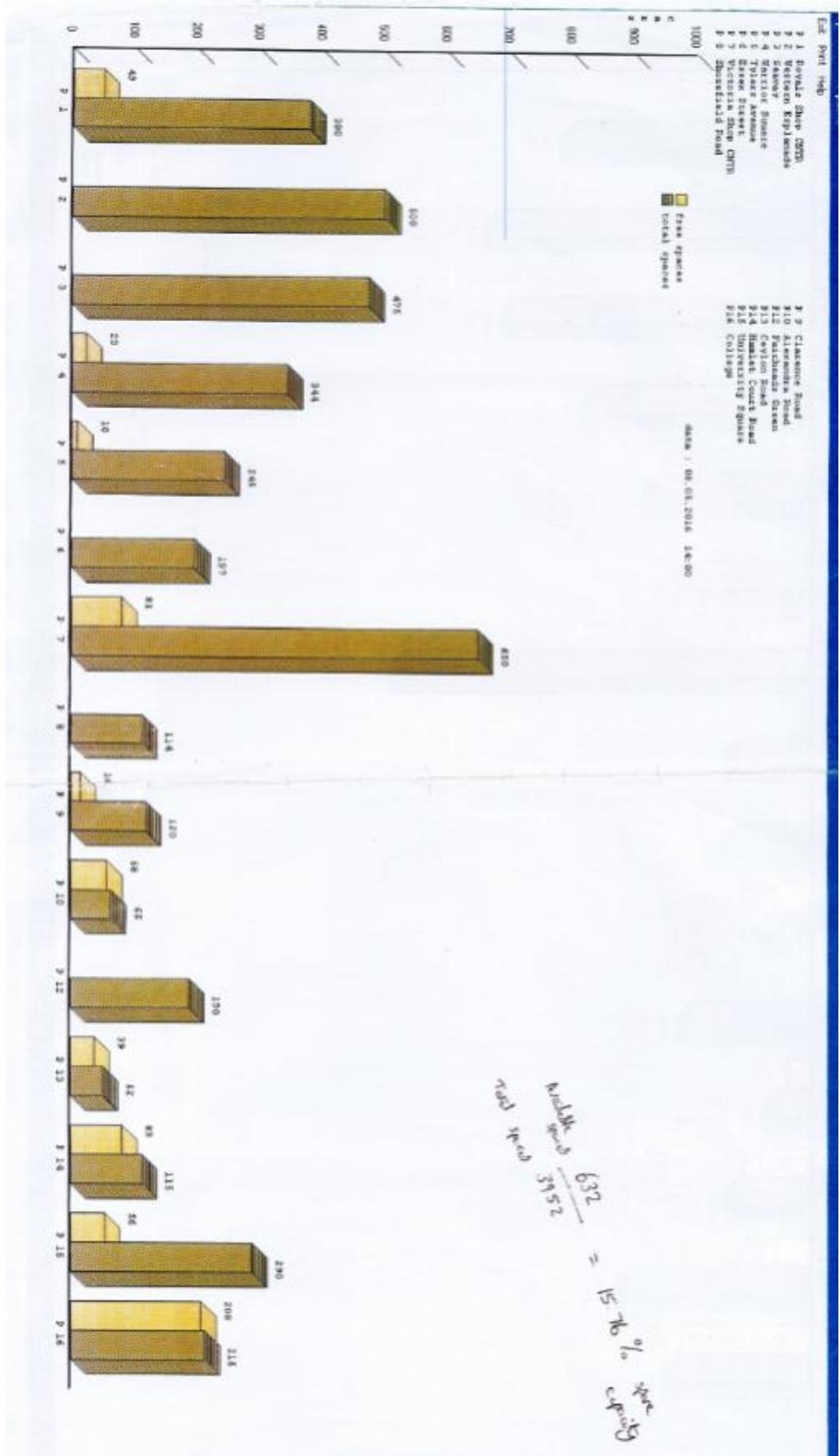
### Appendix 16

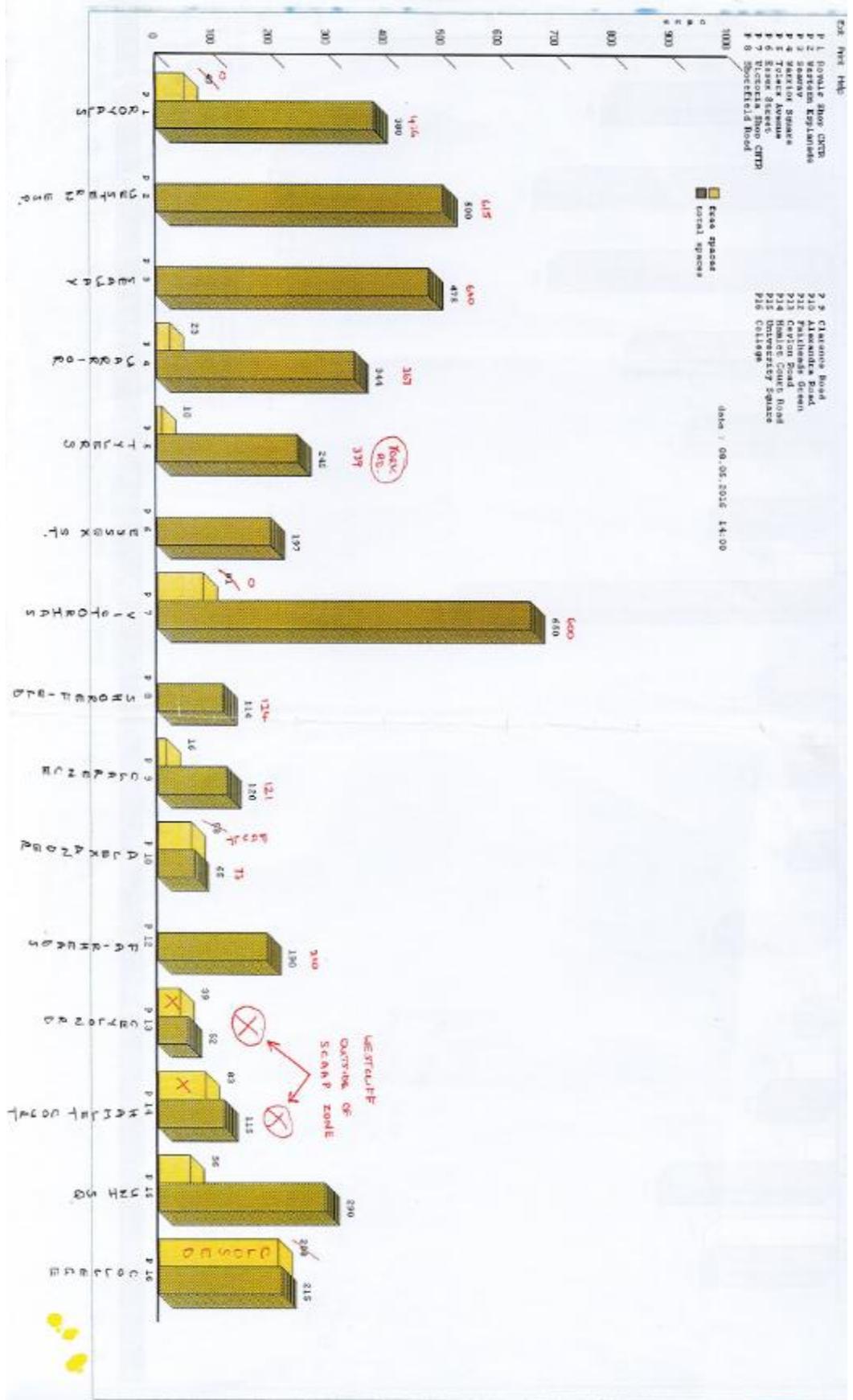
Day	Date	Time	in Royals Shop CNTR	total Royals Shop CNTR	in Western Esplanade	total Western Esplanade	in Seaway	total Seaway	in Warrior Square	total Warrior Square	in Tylers Avenue	total Tylers Avenue	in Essex Street	total Essex Street
SAT	22/08/2015	00:00	67	426	200	500	105	475	148	344	78	245	0	197
SAT	22/08/2015	01:00	58	426	145	500	97	475	153	344	77	245	0	197
SAT	22/08/2015	02:00	56	426	112	500	85	475	152	344	77	245	0	197
SAT	22/08/2015	03:00	51	426	97	500	71	475	138	344	76	245	0	197
SAT	22/08/2015	04:00	0	380	0	500	0	475	0	344	0	245	0	197
SAT	22/08/2015	05:00	0	380	1	500	0	475	1	344	0	245	0	197
SAT	22/08/2015	06:00	2	426	3	500	1	475	0	344	1	245	0	197
SAT	22/08/2015	07:00	1	426	3	500	1	475	0	344	3	245	0	197
SAT	22/08/2015	08:00	6	426	13	500	4	475	2	344	9	245	5	197
SAT	22/08/2015	09:00	75	426	66	500	11	475	52	344	54	245	15	197
SAT	22/08/2015	10:00	219	426	131	500	86	475	100	344	162	245	51	197
SAT	22/08/2015	11:00	-307/302	426	332	500	323	475	134	344	210	245	63	197
SAT	22/08/2015	12:00	-127/373	426	491	500	500	475	X 5	344	235	245	83	197
SAT	22/08/2015	13:00	-47/366	426	519	500	510	475	X 44	344	+27/251	245	117	197
SAT	22/08/2015	14:00	-177/355	426	512	500	504	475	112	344	+37/253	245	125	197
SAT	22/08/2015	15:00	-87/350	426	+157/573	500	521	475	165	344	+67/260	245	153	197
SAT	22/08/2015	16:00	-197/345	426	489	500	506	475	182	344	+97/264	245	147	197
SAT	22/08/2015	17:00	-177/345	426	494	500	493	475	164	344	+67/259	245	127	197
SAT	22/08/2015	18:00	-87/351	426	553	500	501	475	116	344	+37/252	245	93	197
SAT	22/08/2015	19:00	-167/358	426	+177/570	500	549	475	109	344	235	245	73	197
SAT	22/08/2015	20:00	-47/366	426	458	500	549	475	147	344	238	245	83	197
SAT	22/08/2015	21:00	-177/368	426	345	500	557	475	145	344	236	245	1	197
SAT	22/08/2015	22:00	302	426	331	500	417	475	79	344	180	245	0	197
SAT	22/08/2015	23:00	142	426	106	500	243	475	0	344	88	245	0	197

in Victoria Shop CNTR	total Victoria Shop CNTR	in Shorefield Road	total Shorefield Road	in Clarence Road	total Clarence Road	in Alexandra Road	total Alexandra Road	in Fairheads Green	total Fairheads Green	in University Square	total University Square	in College	total College
1	650	0	114	0	120	88	65	32	190	7	290	3	215
0	650	0	114	0	120	76	65	7	190	5	290	3	215
0	650	0	114	0	120	49	65	8	190	5	290	3	215
0	650	0	114	0	120	48	65	6	190	5	290	3	215
0	650	0	114	0	120	0	65	0	190	0	290	0	215
0	650	0	114	0	120	0	65	1	190	0	290	0	215
0	650	0	114	0	120	0	65	3	190	0	290	0	215
1	650	1	114	0	120	1	65	3	190	0	290	1	215
17	650	0	114	0	120	5	65	4	190	3	290	5	215
73	650	0	114	10	120	28	65	30	190	11	290	13	215
152	650	4	114	21	120	36	65	150	190	51	290	31	215
221	650	7	114	37	120	47	65	216	190	74	290	36	215
304	650	70	114	68	120	49	65	224	190	126	290	49	215
448	650	+127/128	114	106	120	50	65	233	190	172	290	70	215
526	650	+119/136	114	113	120	41	65	227	190	182	290	99	215
524	650	+118/134	114	113	120	74	65	219	190	191	290	109	215
511	650	+119/136	114	111	120	97	65	235	190	222	290	91	215
439	650	+127/139	114	109	120	101	65	219	190	163	290	91	215
308	650	+120/137	114	111	120	107	65	201	190	133	290	27	215
195	650	+121/138	114	116	120	122	65	191	190	124	290	22	215
129	650	+122/139	114	117	120	130	65	170	190	139	290	21	215
88	650	+125/142	114	115	120	136	65	170	190	135	290	23	215
41	650	137	114	79	120	+117/137	65	103	190	80	290	23	215
0	650	49	114	21	120	123	65	73	190	17	290	23	215

10 PM  
137 CARS PARKED  
IN 65 SPACE  
1-2E PARK !!

# Appendix 17





## Appendix 18

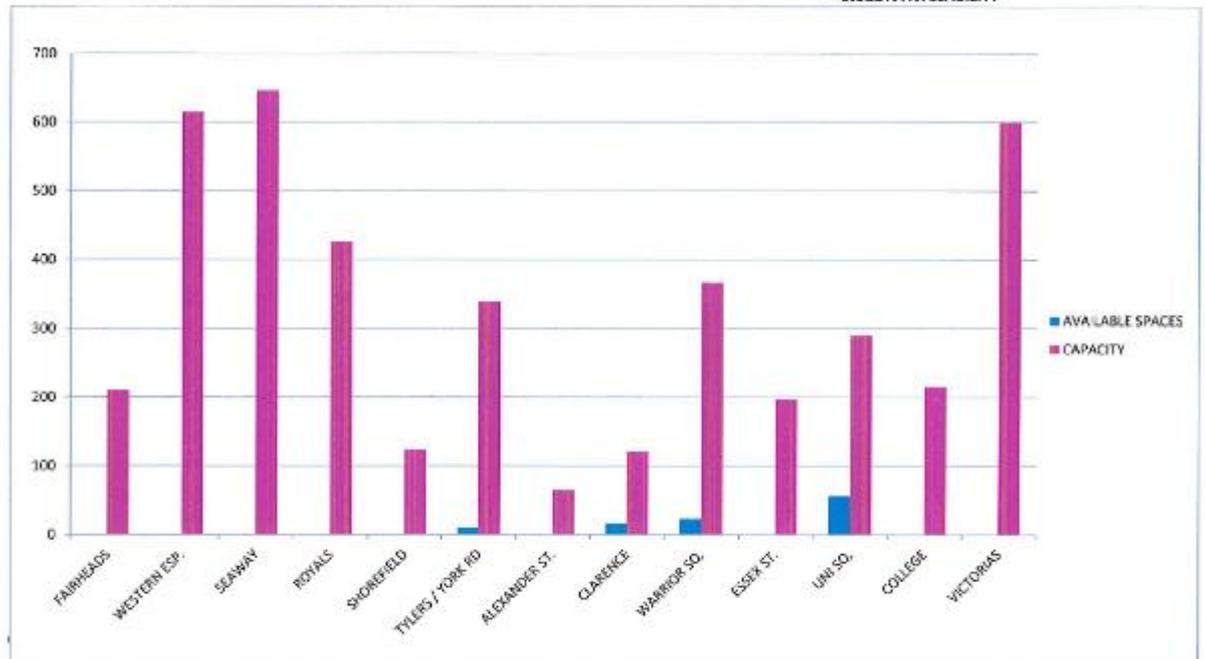
### FULL UP – PLEASE COME BACK ANOTHER DAY !

SUNDAY 8<sup>TH</sup> MAY 2016 AVAILABLE CAR PARK SPACES IN SOUTHERNS CENTRAL AREA

TOTAL SPACES = 4217

AVAILABLE SPACES = 105

= 0.025% AVAILABILITY



PLEASE NOTE : THESE FIGURES DO NOT ACCOUNT FOR THE THOUSANDS OF CARS DRIVING AROUND THE ROAD NETWORK LOOKING FOR A SPACE

## Appendix 19

Paul

Please can you talk with me re meeting on Thursday before emails to Scott please?

Also you text Darren re Carnival day 2015 he can confirm that we were full 10am until 10pm.

Regards  
Dawn Jeakings Dip SCM  
Centre Manager

**Royals**  
SHOPPING

The Royals Shopping Centre  
High Street  
Southend-on-Sea  
Essex

SS1 1DG

T.01702 461650 F.07092 390027

[www.royalsshoppingcentre.co.uk](http://www.royalsshoppingcentre.co.uk)

[facebook.com/royalsshoppingcentre](https://www.facebook.com/royalsshoppingcentre)

[twitter.com/@royalsshopping](https://twitter.com/@royalsshopping)

[www.pinterest.com/royalsshopping](http://www.pinterest.com/royalsshopping)

iMessage  
Fri 10 Jun, 15:34

Hi Paul just to confirm the Royals car park was full at 2pm on May 8th regards Darren the Royals

Great thanks Darren

No problem

Fri 22 Jul, 15:53

Hi Darren, hope you are well? Could you check if your car park was full on Sat 22nd August 2015 please? This was the Carnival day last year, extremely busy on seafront. Thanks Paul

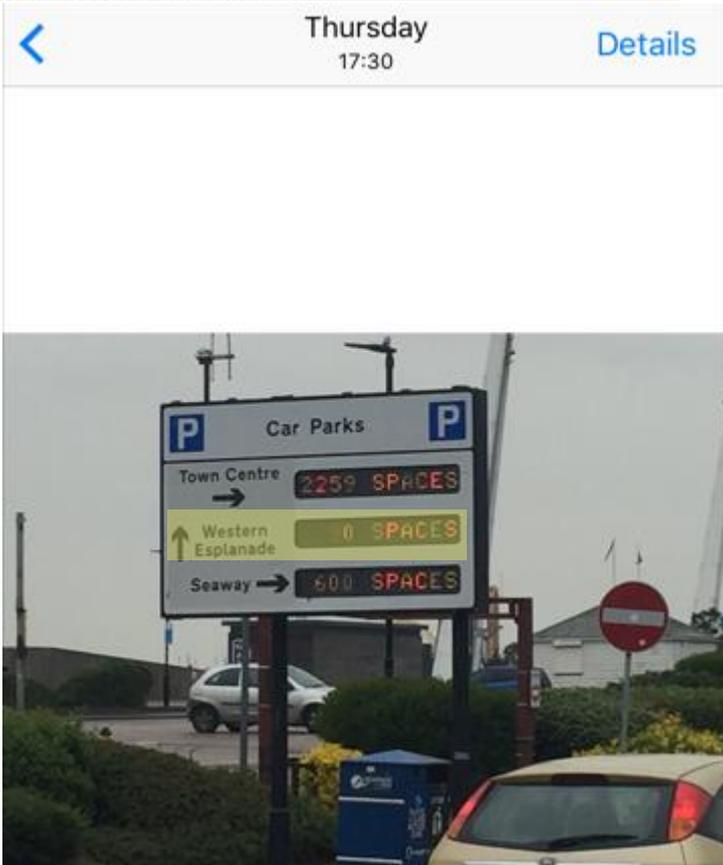
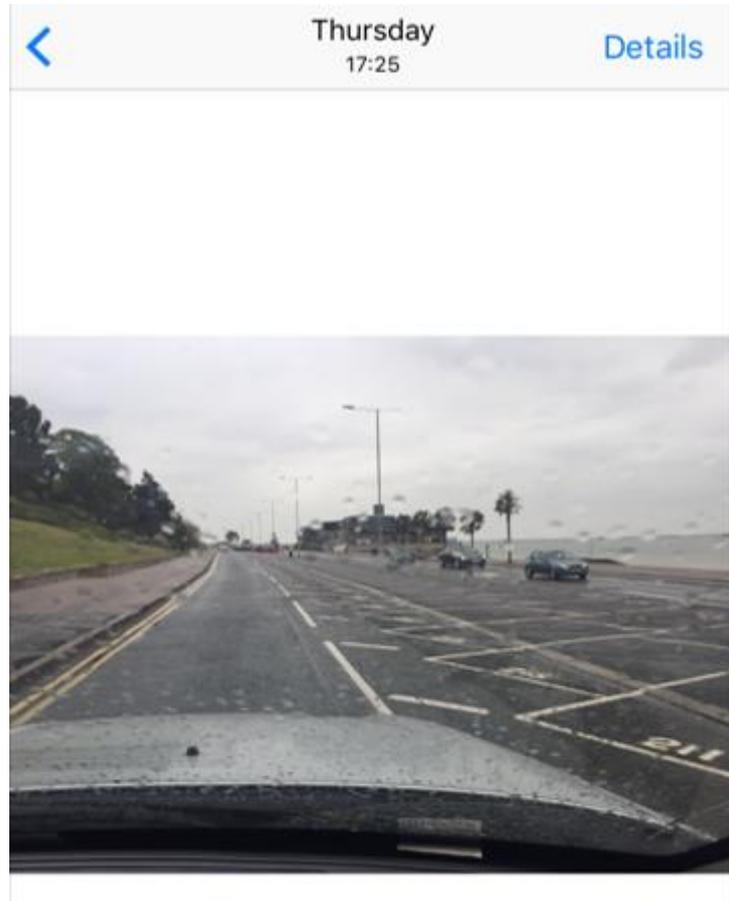
Appendix 20

southend.gov.uk

Show all car parks

Car Parks		
Location	Status	Spaces
Alexandra Road	Spaces	28
Ceylon Road	Spaces	36
Clarence Road	Full	0
College	Spaces	147
Essex Street	Spaces	160
Fairheads Green	Spaces	195
Hamlet Court Road	Spaces	133
Seaway	Spaces	635
Shorefield Road	Spaces	91
The Royals	Spaces	311
Tylers Avenue	Spaces	62
University Square	Spaces	252
Victoria Shop Cntr	Spaces	448
Warrior Square	Spaces	344
Western Esplanade	Spaces	104

As at 27 April 2017 17:29 hrs



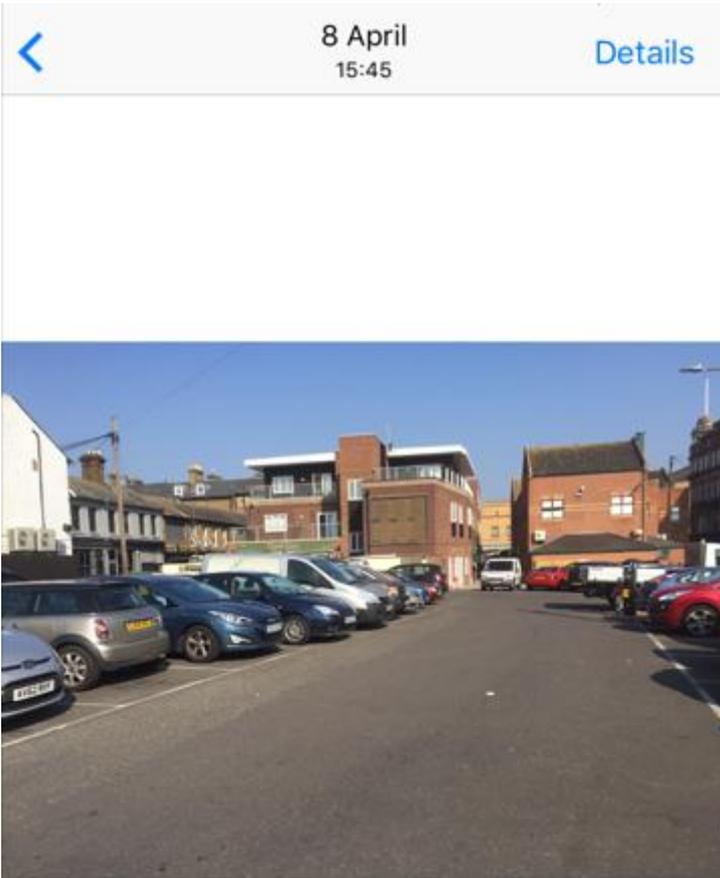
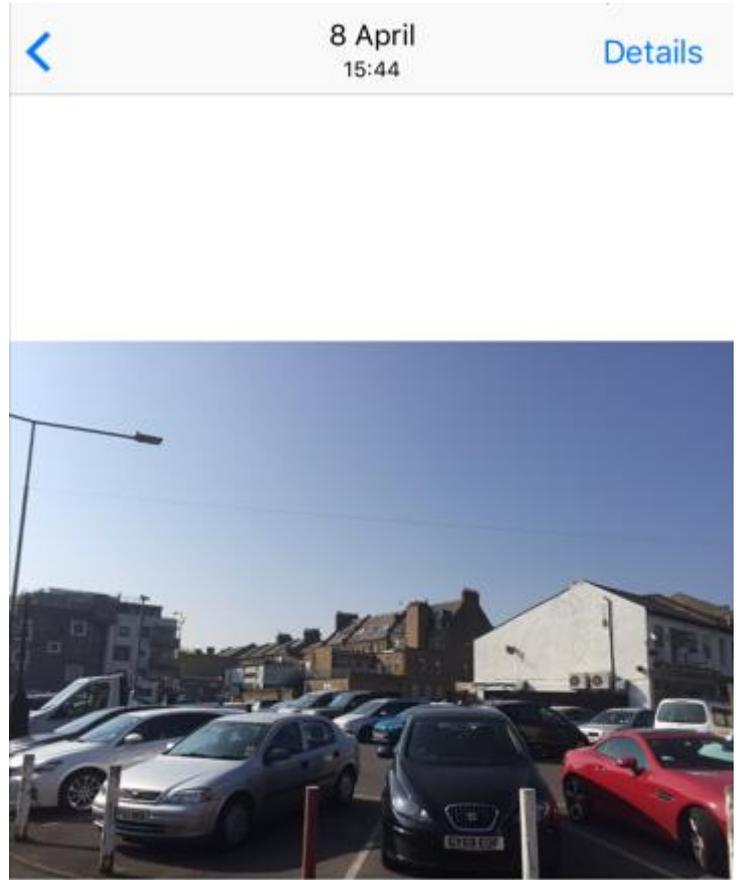
VMS car park app shows 104 available spaces out of a 500 capacity. This equates to 396 parked cars, however photos show the car park spaces are empty.

VMS sign shows 90 available spaces, whereas the app shows 104.

8 April 15:45 Details

**Car Parks**

Location	Status	Spaces
Alexandra Road	Spaces	66
Ceylon Road	Spaces	44
Clarence Road	Full	0
College	Spaces	162
Essex Street	Spaces	93
Fairheads Green	Full	0
Hamlet Court Road	Spaces	148
Seaway	Spaces	10
Shorefield Road	Spaces	39
The Royals	Spaces	68
Tylers Avenue	Full	0
University Square	Spaces	145
Victoria Shop Cntr	Spaces	227
Warrior Square	Spaces	342
Western Esplanade	Spaces	67



VMS car park app shows 66 available spaces out of a 74 capacity. This equates to 8 parked cars, however photos show the car park is full.

Show all car parks



## Car Parks



### Town Centre

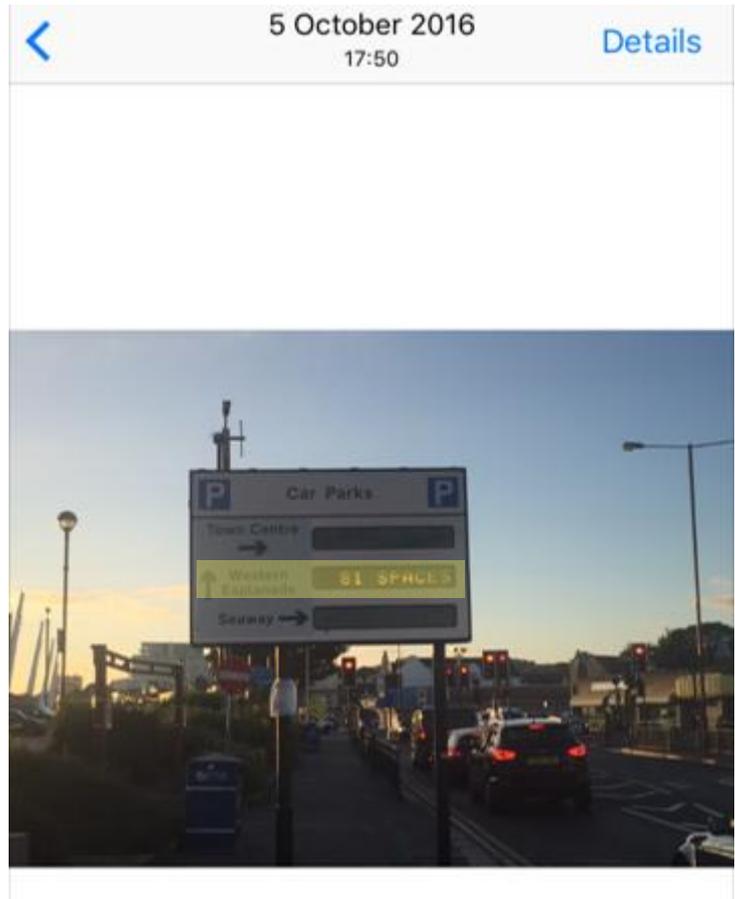
Location	Status	Spaces
Essex Street	Spaces	155
Tylers Avenue	Spaces	204
University Square	Spaces	244
Warrior Square	Spaces	344

### Central Seafront

Location	Status	Spaces
Fairheads Green	Spaces	192
Seaway	Spaces	629
Western Esplanade	Spaces	94

As at 5 October 2016 18:00 hrs

Car Parks



5 October 2016  
18:00  
Details



## Appendix 21

# Southend-on-Sea Business Survey 2016

Summary report of the results of a telephone survey of businesses

April 2016

Prepared by: **Marketing Means**



[V1.3]

Telephone: 01364 654485

Email: [info@marketingmeans.co.uk](mailto:info@marketingmeans.co.uk)

Website: [www.marketingmeans.co.uk](http://www.marketingmeans.co.uk)

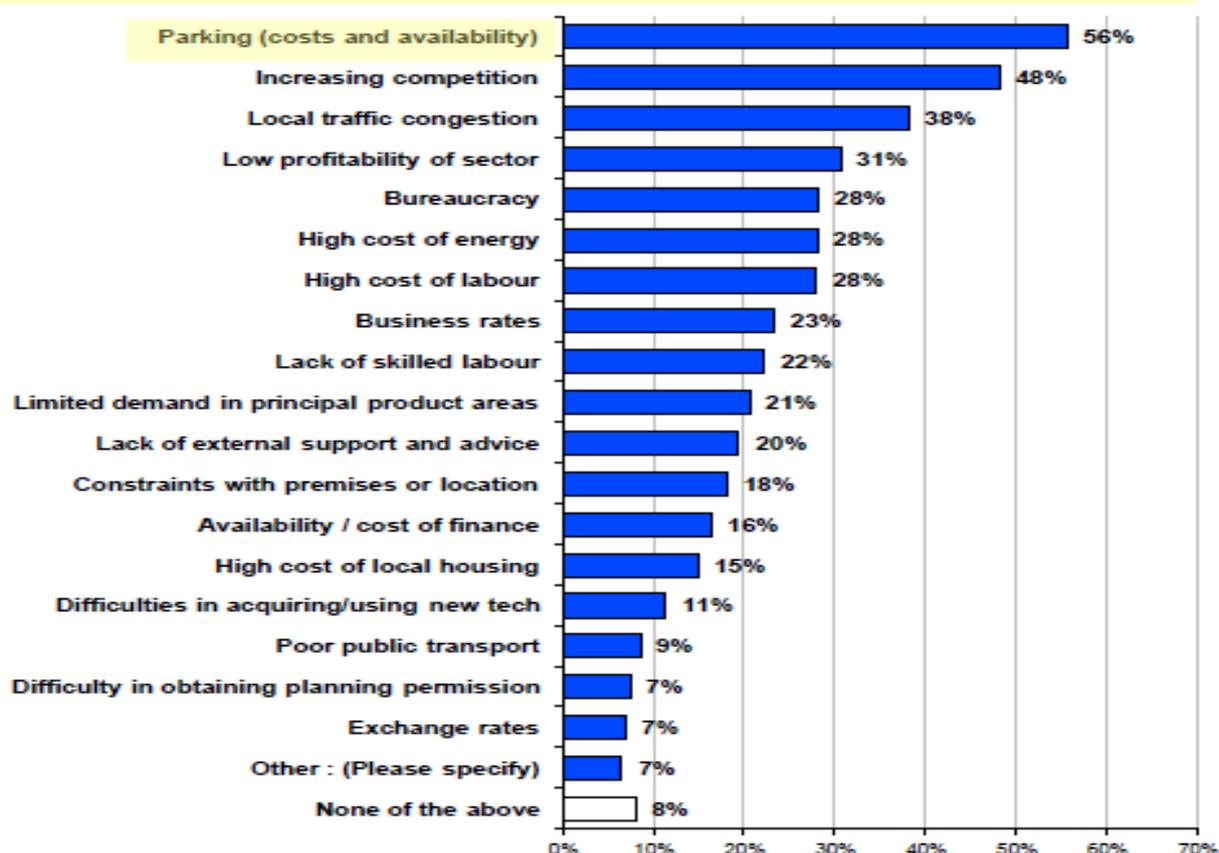
### 3. Factors Affecting Business Performance

In this section, we present the results for those questions that asked for businesses' views on external factors, including their location, that might affect business performance.

#### 3.1 Negative factors impacting on business performance

- Issues relating to parking and transport were among those most likely to be mentioned, with just over half of businesses (56%) seeing parking – whether costs or availability - as a negative. A further 38% noted the impact of local traffic congestion, and 9% mentioned poor public transport.
- The most-mentioned market-related factor impacting on business performance was increasing competition, which nearly half (48%) noted as a negative. A further 21% noted limited demand in their principal product areas.
- Costs and overheads were also widely mentioned, with nearly a third (31%) highlighting low profitability, and 28% mentioning both the cost of energy and that of labour. Only slightly fewer mentioned business rates.
- One in five (20%) agreed that lack of external support and advice was a negative factor.

**Q14. Are any of the following negative factors impacting on the performance of your business?**



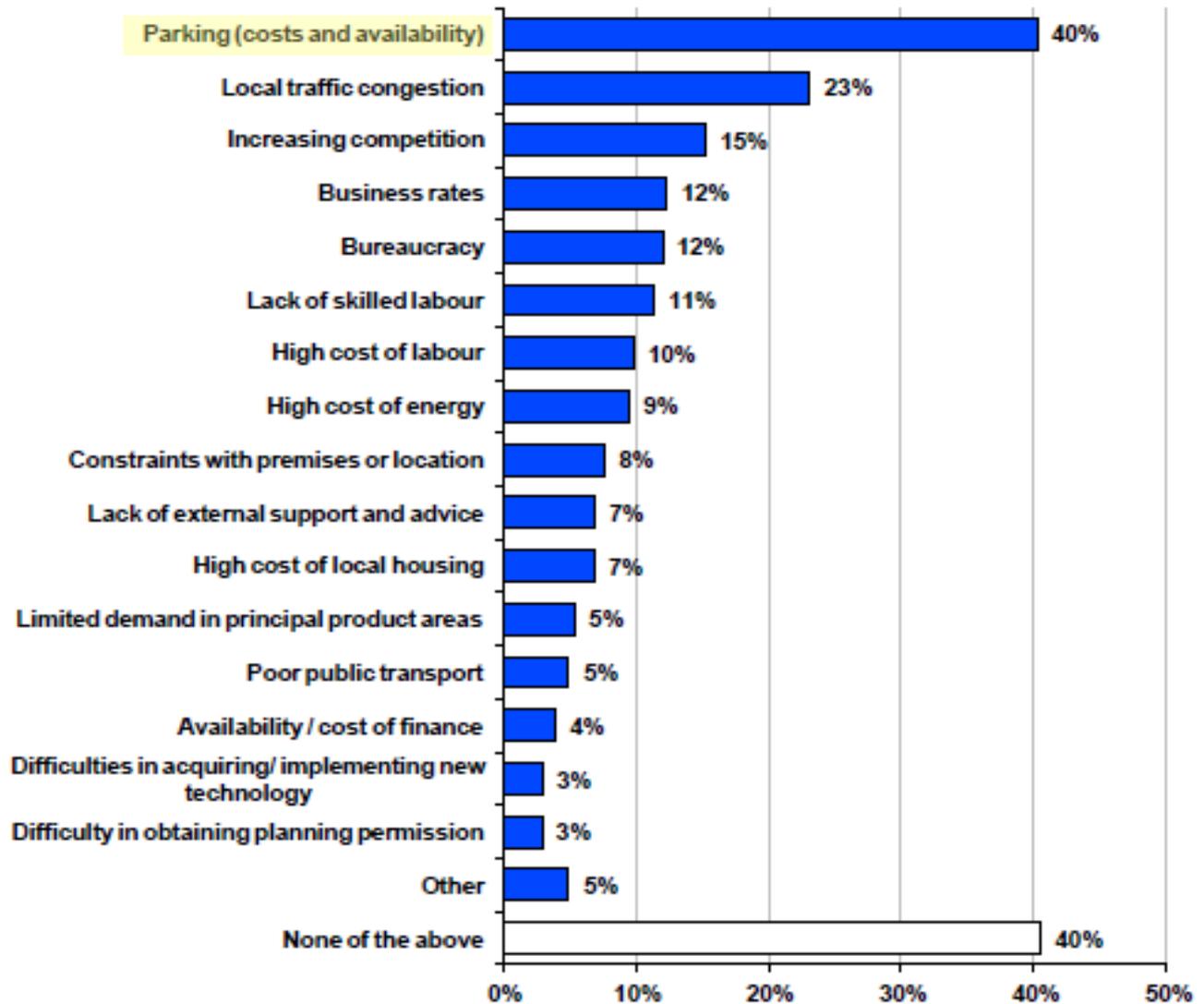
Source: Marketing Means 2016

Base: All respondents (494)

### 3.2 Limitations of being located in Southend

- When asked about the limitations of their being located in Southend, 40% of businesses felt that none of the issues suggested applied in their case.
- As we have already noted for negative factors on businesses, Parking and Traffic congestion were once again the most likely specific limitations to be mentioned (by 40% and 23% respectively).

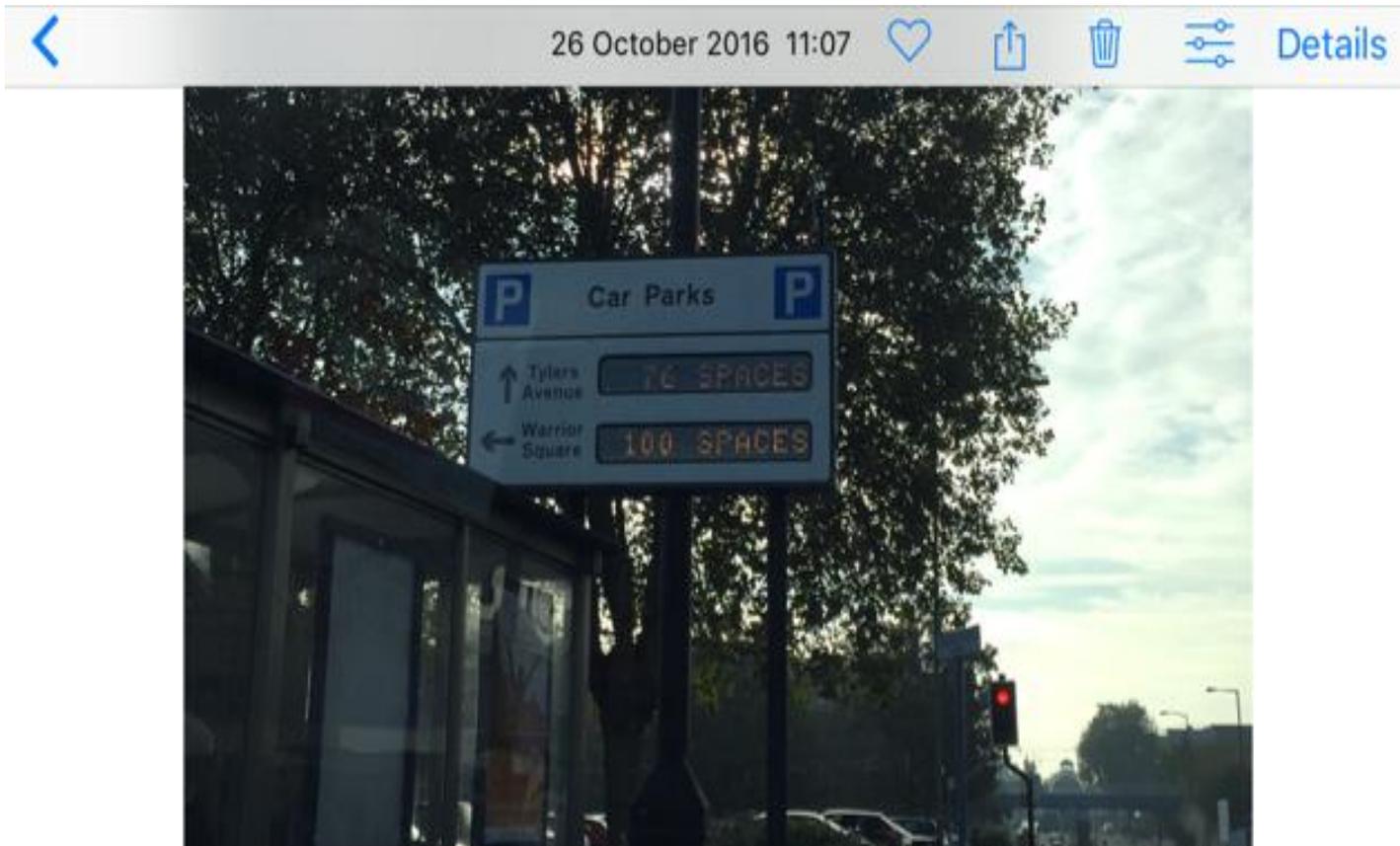
Q16. More specifically, are there any limitations to your business by being located in Southend?



Source: Marketing Means 2016

Base: All respondents (494)

Appendix 22



Top photo shows VMS sign showing 197 available spaces in Tylers Avenue car park at 11:07 on the 26th October.

40

The bottom photo shows a different VMS sign at exactly the same date and time showing 76 available spaces for Tylers Avenue car park.



2nd May 2017



3<sup>rd</sup> May 2017



Appendix 23

 **Laura Beard**  
October 3, 2015 · 🌐

What a disaster!!!! Sat in traffic for 2 hours trying to get into a car park!  
Gave up in the end! 2 very disappointed children!

 ▼

👍 Like    💬 Comment    ➦ Share

 **Dave Cassin**  
October 3, 2015 · London · 🌐

Last time I went to fireworks at Southend it literally took longer to park the car... Why bother?!?!

 ▼

👍 Like    💬 Comment    ➦ Share

5 people like this.

 Write a comment...  

 **Bryan James Gillett**  
October 3, 2015 · 🌐

I'm hoping to go but the parking will be bad 🌪️🌪️

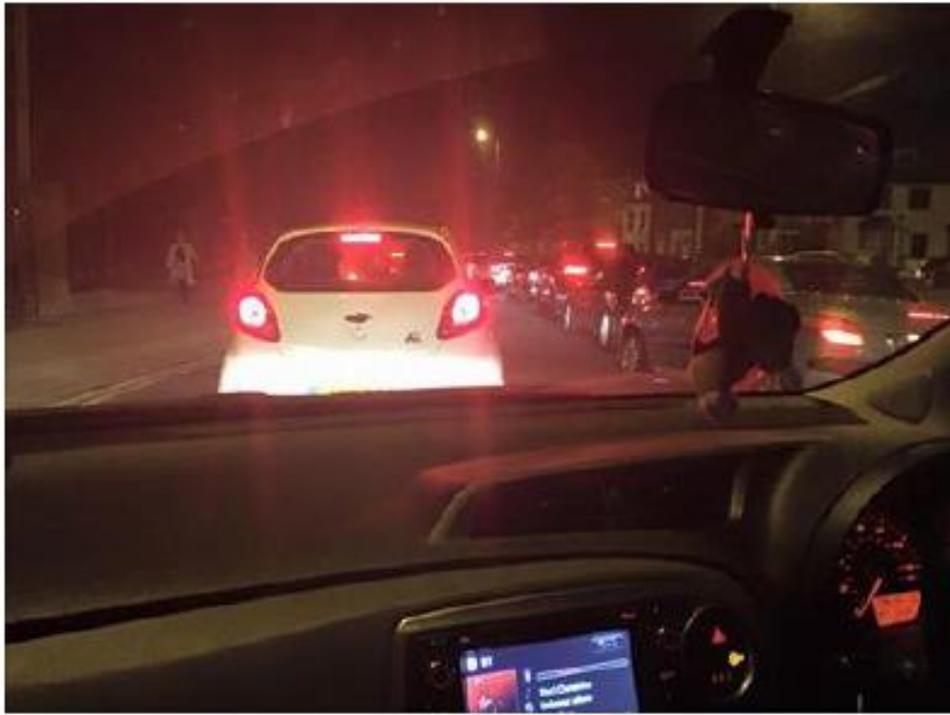
 ▼



**Lottie May-Watson**

October 3, 2015 · 🌐

Missed the fireworks and STILL not there yet 😞



👍 Like    💬 Comment    ➦ Share

4 people like this.



Write a comment...



**Caroline Storey**

October 3, 2015 · Southend-on-Sea · 🌐

I've just heard there is a q of up to 2 hours from the m25 and there is literally nowhere to park - it's absolutely crazy for a 15 min firework display lol thank god we got here early X



**Lesley Danby**

October 5, 2015 · 🌐

I'd really love to go to this, but several people have told me that they couldn't get anywhere near to park and had to come away. I may try and go to a later date when it may be a little easier to get parked.

## Firework displays at Southend Seafont

10th October 2015 - 14th November 2015 - Every week at 19:00

The event will be held in Southend Seafont, Western Esplanade, Southend-On-Sea, SS1 1E, and is free to attend.

Come and see the Fireworks extravaganza which was enjoyed by so many last autumn.

Come and see the Fireworks extravaganza which was enjoyed by so many last autumn.

This seven week programme of seafont displays will begin in October.

This event always sells out so follow the Facebook page

Like Comment Share

18 people like this.

View 3 more comments

**Clair Saunders** is this just 15min long ?  
October 8, 2015 at 8:21pm · Like

**Martyn Jee** Not worth the aggro unless you leave lunchtime just to park then the fireworks are not great and last about 12 minutes I went last week really not worth the hassle  
October 10, 2015 at 9:26am · Like · 1

**Keely Brooks Hook** Lasted a 0mins dead on last wk. We was stuck watching them in car as was stuck in the traffic  
October 10, 2015 at 9:32am · Like

Write a comment...

**Holly Young**

October 4, 2015 · Braintree · 🌐

Disaster trying to get into Southend last night a 45min journey took 2 hours at a stand still couldn't park 😞 don't waist ur petrol as you won't get near

Like Comment Share

4 people like this.

**Kimberley Fisher** What time did u leave?  
October 4, 2015 at 9:00am · Like

**Holly Young** 5.30  
October 4, 2015 at 9:00am · Like

**Holly Young** Got there at 8 place was grid locked no parking at all  
October 4, 2015 at 9:00am · Edited · Like

This comment has been hidden.  
Unhide · Report · Block Kimberley

This comment has been hidden.  
Unhide · Report · Block Holly

**Kimberley Fisher** Oh was there. I thought it was good as ride were open til half 10 aswel  
October 4, 2015 at 9:00am · Like · 1

**Chris Perkin** A127 was a nightmare. The trick is holly if u know southend to take the short cuts and walk down to the seafont don't attempt to drive x  
October 4, 2015 at 12:21pm · Like

**Holly Young** All the car parks wer full  
October 4, 2015 at 12:30pm · Like

**Chris Perkin** I pulled up near casino n walked down I got there at 8 too  
October 4, 2015 at 12:40pm · Like · 1

**Chris Perkin** I'm just gutted we played away else could have seen the football first  
October 4, 2015 at 12:41pm · Like

Write a comment...

**Julia Nutten**

October 3, 2015 · 🌐

What a totally nightmare we drove from whitstable nearly 2 hour drive away. Traffic was a nightmare an was no where to park an I mean no where an we got there at 5.30. We gave up an came home. Won't bother next time

Like Comment Share

4 people like this.

**Julia Nutten** Yeah I heard total waste of time  
October 3, 2015 at 11:29pm · Like

**Ross Johnstone** It took you 2hrs to drive from whitstable to herne bay did you take the senic route by any chance  
October 4, 2015 at 7:44am · Like

**Charlotte Walker** Took us an hour and 45 mins from Gravesend. Only saw 2mins of the fireworks then took 2 and half hours to get home  
October 4, 2015 at 8:33am · Like

Your Southend added 4 new photos  
9 April at 21:22 · €

With thousands of day trippers visiting Southend today and the Seafront car parks all being quickly full up, we've been sent multiple photos of motorists who decided to park on the pavement.

Some motorists were even spotted parking ON roundabouts.

Although driving on the pavement is illegal, parking on the pavement like this is reportedly difficult for the council to prosecute against because motorists need to be caught in the act of driving on the pavement, under the current law.

What do you think about this issue? Does Southend need more carparks?

Throughout today, the carparks further into the town centre such as Warrior Square had plenty of spaces.



Like Comment Share

203

Top comments



**Anna Waite** Today there was total meltdown in Southend town centre and along the Seafront. This is of no benefit to anyone indeed it is detrimental. The problem was the amount of traffic trying to find a place to park. More precisely, there was traffic backed up ... [See more](#)

Like · Reply · 1 · 10 April at 17:01



**Tanya Ebert** Stop turning old car parks into bloody flats. I think we need more car parks than flats. Otherwise we wouldn't have this problem.

Like · Reply · 2 · 10 April at 11:04 · Edited



**Lesley Smith** Why would anyone want to queue for hours on the a127 as far back as Basildon to get to Southend beaches on a hot day when we all know they're going to be rammed, never mind the parking problems? It's beyond me - not my idea of nice day out on a Sunday!

Like · Reply · 11 April at 07:28



**Sammie Jayne Harvey** Definitely need to do something tried to park by chalkwell today and couldn't even get down the dead end bit because at the end where the little roundabout is to turn around and come back people had illegally parked all up the grass verge and on the roundabout itself

Like · Reply · 9 April at 21:27



**Annie 'Troul' Sammons** Southend needs to do something about it parking if it had proper carparks the money it would make would mean it would be able to reduce the permits for residents who can't even park and pay €90 a year for a permit!!! That is disgusting!!

Like · Reply · 10 April at 09:28



**Andrew Dennison-Mccarey** Philip Miller and stockvale have been campaigning for this for years, more parking is absolutely needed. Stockvale have been asking for this kind of support to help with their battle with the council.

Like · Reply · 10 April at 00:30



**Samantha Allington** The lack of parking is a major issue, sometimes it feels like we are deliberately trying to keep tourists away. The fact that seaway has planning permission is really worrying as we have seen today

Like · Reply · 3 · 9 April at 21:35



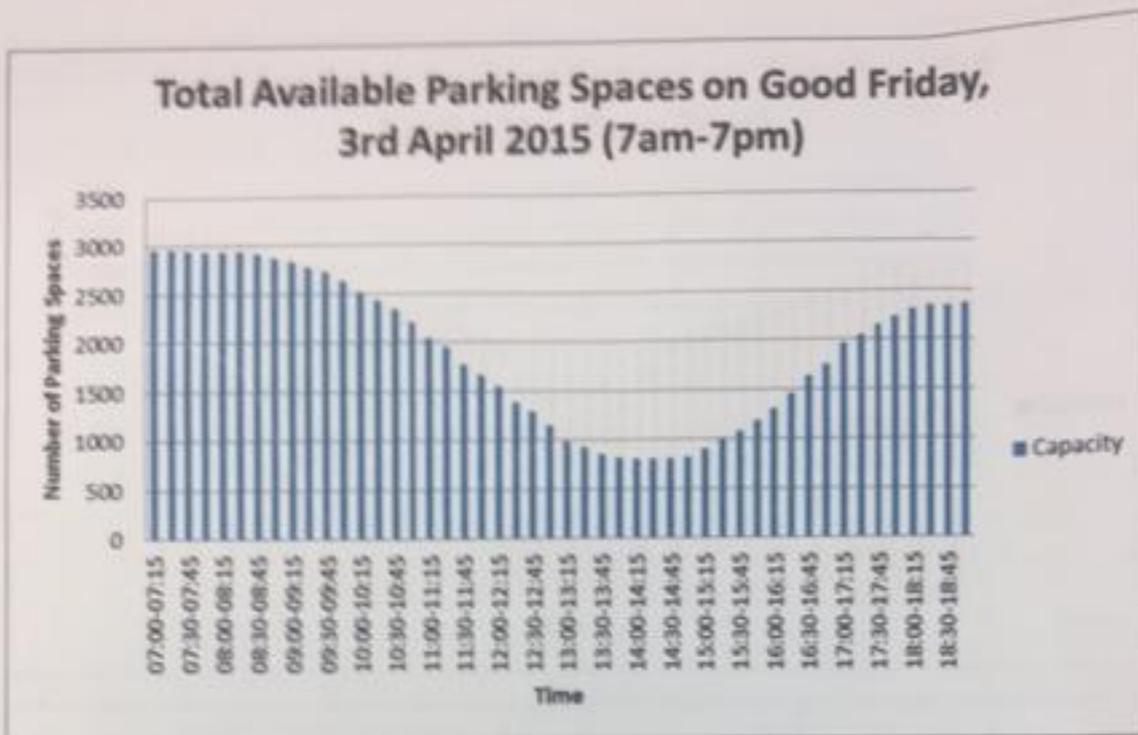
**Gerald Mance** The lack of parking, on or near the seafront, has been dire for many years, probably some in the council begrudge seafront parking as it does not bring money in, in the winter months but it must make up for it, during the summer months, if we get a good one!

Like · Reply · 2 · 9 April at 21:29



**Patricia Martin** Definately need more car parks and keep the existing ones! Trippers increase the economy in Southend we need to encourage them NOT make it difficult for them to visit!

Like · Reply · 10 April at 20:29



#### *Existing private car park on site*

It is noted that several of the objection letters that have been received refer to the loss of the existing car park on site.

Evidence has been submitted which demonstrates that the car park use (which has never received a permanent planning permission) **has not been in continuous use for 10 years**. It would also appear that the physical extent of the car park since 2007 has changed as different parts of the land were cleared. For all these reasons, it is officer's view that the use of the land for car parking is not lawful in planning terms.

Furthermore, the applicant has provided evidence from the existing car park operator user which clarifies the position regarding the existing car park on site, which is under the applicant's control. This confirms the following:-

- The car park is described as a temporary use;
- **The capacity of the car park is just 60 cars;**
- The use is seasonal and not viable, and the operator has given notice of termination at the end summer period (i.e. September 2015).

**Correction - It should be noted that the private car park opening times are Monday - Sunday 24hrs.**

#### **9.0 Public Consultation**

9.2 4 further letters of objection (including one from Stockvale Group) have been received objecting on the following grounds:



*Harry Levy  
Amusement Contractor Ltd.*

Unit 6 Patricia Way, Pysons Road Industrial Estate  
Broadstairs, Kent CT10 2LF England  
Telephone: (01843) 866484 Fax: (01843) 860144  
Website: [www.harry-levy-amusements.com](http://www.harry-levy-amusements.com)  
email: [info@harry-levy-amusements.com](mailto:info@harry-levy-amusements.com)

Ref: Parking

To whom it may concern

I worked as general manager for JBR from 1999 to 2009. During this time we operated the carpark on across from the kursal. This carpark holds 300 cars and without it the seafront carparks cannot cope with the amount of parking that is available.

I now operate 2 of the largest arcades on the seafront, Las Vegas and New York. This carpark is needed as people do not wish to walk long distances and choose other resorts instead.

Harry Levy amusements also operate Lowestoft Pier, Southsea Pier and Eastbourne Pier in the South and the parking situation in Southend is the worst of these.

Regards

Karl Vanner

Operations Manager

07815880067

## Appendix 25



### The Tourism Alliance

- Umbrella Trade Association formed in 2001 to “speak with one voice” to Government on tourism issues.
- Comprises 55 member organisations that represent some 200,000 businesses.
- Purpose is to lobby and work with Government on policies that support the tourism industry and its contribution to the economy.

### Day Visitors

Visits +14%

Spend +10%

## Appendix 26

**From:** [REDACTED]  
**Sent:** 18 August 2016 15:38  
**To:** [REDACTED] Matthew Thomas  
**Subject:** RE: SCAAP - brief telephone catch up

Hi [REDACTED]

Draft SCAAP supporting text and policy attached.

We drafted this before the latest car parking study. We have toyed with a 'no net loss seafront parking', however the below will let us know whether we should be seeking some additional parking (from the existing baseline) to get us below that 85% 'seafront network capacity'.

Further, the response to the second bullet point may actually merit an inclusion of some loss to the more northern 'town centre car parks'. It would also be useful to also know the situation with the SCAAP network as whole, again from the baseline position.

In order to have a policy that does this, we will need to define what the current capacity is for the areas, which could cause some difficulties, although I know the study does this.

We have to finalise the wording and the main approach of this policy tomorrow, although it will be possible for minor amendments at a later date, but nothing fundamental.

[REDACTED]

[REDACTED] Senior Planner – **Southend-on-Sea Borough Council**

*Creating a Better Southend*

