

# SCAAP Car Parking Study



## Southend-on-Sea Specification of Requirements

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

March 2016

## **1. Introduction**

Southend-on-Sea Borough Council has prepared a Preferred Approach Southend Central Area Action Plan (SCAAP) for public consultation. The Plan includes a Policies Map for the area covered.

The purpose of the SCAAP is to give a more detailed consideration as to how and where regeneration and growth can sustainably be accommodated in the Southend Central Area, including the Town Centre, Central Seafront Area and gateway neighbourhoods of Victoria and Sutton.

A section within the SCAAP covers Transport, Access and Public Realm. As a number of the SCAAP opportunity sites are located on existing Council owned car parks, there is a need to manage car parking effectively and develop a robust strategy.

Southend-on-Sea Borough Council is now seeking to appoint a suitable consultant to provide a report which informs the statement in the SCAAP 'to maintain capacity at a level that supports the vitality and viability of the town centre whilst enabling the delivery of relevant opportunity sites' and therefore derive an appropriate strategy and plan for car parking taking into account previous data, surveys and future proposals for parking sites.

The data and Final Report/Strategy will form part of the evidence base for the SCAAP. It will be used to support the policies and overall approach to the delivery of development in the area when it is examined by an independent planning inspector on 'soundness' at an examination in public.

### **In summary the scope of the report is to:**

- Appraise the data and reports the Council has collected (see Appendix A for details) and to identify data gaps. To inform the Council of any shortfalls in the data so the Council can procure data capture to be undertaken.
- Analyse and evaluate data to understand if there is a correlation between the mode of travel to the High Street and the economic success of the High Street, also reference to other Town Centres.
- To provide a strategy which takes account of peaks and troughs of car parking demand and does not undermine Southend's ability to accommodate visitor trips.
- To take account of planned growth and future use of sites and compare with current provision to determine if total space is adequate (or acceptable percentages).
- To consider management policies and strategies to ensure maximum usage.
- To consider representations from stakeholders that have been received on the SCAAP related to car parking matters, and make recommendations about how these may be addressed.
- To consider any existing approach taken with other comparable seaside resorts, such as a comparison to Blackpool, which received similar representations prior to examination in public.

## **Outcome of the report**

To provide evidence that justifies an appropriate car parking level and to provide a strategy to take account of peaks in car parking demand (including visitor peaks) to support the SCAAP statement ‘to maintain capacity at a level that supports the vitality and viability of the town centre whilst enabling the delivery of relevant opportunity sites’.

## **Timeframe**

The report will need to be submitted at least in draft format by 16th May 2016.

This work is being procured via a single stage bid process. Bidders are asked to submit their bid no later than noon 1<sup>st</sup> April 2016.

## **2. Bid Process**

Bidders should prepare a proposal and quote which must include a project plan and associated timetable in support of their programme of work. This should be accompanied by a breakdown of the resources in staff days allocated to each task and stage of the project which clearly identifies the contribution of each of the team members.

Bidders should provide appropriate information of daily rates, overheads and other related costs for carrying out the work which should be presented as a clear, fully inclusive, and total cost which will be held as a fixed fee for the works.

## **Submission**

Signed bids should be sent in the form of a signed PDF to [REDACTED] and followed up with a phone call to [REDACTED] to confirm receipt.

## **Evaluation Criteria**

The appointed Consultants will require previous experience and a proven track record in the successful development of studies of a similar nature and the contact details for two referees that SBC can approach should be included.

Bid submissions will be formally evaluated against the following criteria:

<b>Criterion</b>	<b>Weighting (%)</b>
Competitive fixed price including expenses. (Please also include a day rate for further or ancillary ad-hoc work)	<b>40</b>
Evidence of successfully preparing similar studies for Town Centre parking.	<b>20</b>
The demonstration of suitable resources and capacity to deliver the outcomes of this brief on time and on budget supported by 2 references.	<b>20</b>
Relevant knowledge, skills and experience of the team.	<b>20</b>
	<b>100</b>

### **Selection Timetable**

This work will be commissioned through a single stage bid process.

Prospective Consultants are requested to submit their bid submission no later than noon on **1<sup>st</sup> April 2016**.

Submissions received by this time will be evaluated by the Project Team against the Evaluation Criteria.

### **General**

The Council will not be responsible for costs incurred in the preparation of bid submissions or attendance at interview.

The Council reserves the right not to make an appointment in the event that bid submissions fail to meet the required standard.

Late bids will not be considered.

### **Management and Liaison**

The Council's Project Lead for the SCAAP (Matthew Thomas) will take overall responsibility for the commission.

Day to day contact will be through Matthew Thomas, Davinia Farthing and Paul Mathieson who lead on Strategic Planning, Transport and Major Projects respectively.

Name	Role	e-mail	Telephone
[REDACTED]	Team Leader Strategic Planning	[REDACTED]	[REDACTED]
[REDACTED]	Senior Transport Planner	[REDACTED]	[REDACTED]
[REDACTED]	Group Manager Major Projects & Strategic Transport Policy	[REDACTED]	[REDACTED]

Further contact details will be provided when the contract is awarded.

Bidders should identify a Project Director and Project Manager within their submission that will be fully accountable for the delivery of all project outputs including those generated by any appointed sub-consultants.

### **Stakeholders/reference group**

The Council requires this commission to begin with an inception meeting, a mid-project meeting and a final meeting.

In developing this report, the Council will provide details of Town Centre Groups and other stakeholders who will need to be liaised with. There will be an opportunity to present draft findings to these groups at a meeting and this needs to be factored into this project.

### **Budget and fee breakdown**

Bidders should note that the total budget expectation for this work is under £15,000 inclusive of meetings, fees, expenses and disbursements but exclusive of VAT.

### **Payment**

Payment will be made on completion of the project.

### **Appendix**

- A. List of data and reports for the SCAAP to be provided or in progress.

### **Links to other reference material**

- SCAAP documents - <http://www.southend.gov.uk/scaap>

**Appendix A****List of data and reports for the SCAAP to be provided or in progress**

<b>Report/Data title</b>	<b>Data held</b>
Transport Data Report 2009	Atkins. Footfall at 42 locations in town centre for 2009, refers to data in graphs from 2000-2007.
Town Centre travel Study Nov 2010	Atkins. Mode of travel to the High Street survey
Parking Survey 2007	Atkins. Town centre car park conclusions.
Atkins Victoria Gateway pedestrian report	Intelligent Space, how pedestrians use the shared space
City Beach pedestrian report	Intelligent space, how pedestrian used the shared space
Research Report 2010	Southend Business Survey
Representations	Stakeholder representations on the SCAAP
Other Local authorities car park demand/ strategies and equivalent SCAAP documents	To especially consider other seaside towns and particularly Blackpool as the representations received on the SCAAP refer to Blackpool.
External report on car parking in Town Centres	Comparison with other Town Centres.
Town Centre Travel Study Nov 2010	Mode of travel and purpose. Survey on weekdays and on Saturdays, between 28th September 2009 and 17th October 2009.
Travel Survey	Plan to carry out mode of travel and approximate spend survey at 3 or 4 locations in the High Street during Easter 2016.
Footfall Survey	Plan to carry out a footfall survey on the High Street at a number of locations during Easter 2016.
Car Park capacity surveys	<p>7am-7pm Good Friday 03/04/15, Saturday 18/04/15, Tuesday 21/04/15, Thursday 13/08/15, Saturday 15/08/15. Total number of spaces, number of spaces used at 15 minute intervals, duration of stay.</p> <p>Plans to carry out more surveys over Easter 2016 (7am-7pm on a neutral weekday 22nd/23rd March 2016, Good Friday 25th March 2016 and Saturday 26th March 2016). At car parks and on-street parking locations where there is no data from the ticket machines or the VMS signs. To include:</p> <ul style="list-style-type: none"> <li>• Civic Centre P&amp;D overground located off Carnarvon Road (public car park)</li> <li>• Civic Centre P&amp;D underground located off Carnarvon Road under (staff car park during weekdays, public car park after 6pm weekdays and all day weekends)</li> </ul>

	<ul style="list-style-type: none"> <li>• Library car park P&amp;D located off Victoria Avenue</li> <li>• Short street car park P&amp;D</li> <li>• London Road P&amp;D on-street parking between the junction of Queensway/Princes St/A13 and the high Street</li> <li>• Queens Road P&amp;D on-street parking</li> <li>• Clifftown P&amp;D on street</li> <li>• Elmer Avenue P&amp;D on-street</li> <li>• London Road P&amp;D on-street</li> <li>• Victoria Avenue service road P&amp;D on-street</li> <li>• Whitegate Road P&amp;D on-street</li> <li>• York Road P&amp;D car park</li> <li>• York Road P&amp;D on-street</li> <li>• Western Esplanade south and north sides of the carriageway (central reservation bays do not need surveying)</li> <li>• The Leas on-street (extends on from Western Esplanade)</li> <li>• Chalkwell Esplanade on-street (extends from the Leas to the dead end)</li> <li>• Belton Way, Leigh on-street</li> <li>• Leigh Station car park</li> </ul>
<p>Car Park ticket machine information</p>	<p>Some ticket machine information at certain car parks and on-street parking areas. Numbers and the time of tickets sold at the machines in hourly segments at the following locations:</p> <ul style="list-style-type: none"> <li>• Tylers Avenue car park</li> <li>• Essex street car park</li> <li>• University Square car park</li> <li>• Seaway car park</li> <li>• London Road car park</li> <li>• Alexandra Street on-street</li> <li>• Clarence Road on-street</li> <li>• Clarence Street on-street</li> <li>• Clifftown Road on-street</li> <li>• Nelson street on-street</li> <li>• Royal Terrace on-street</li> <li>• Southchurch Road on-street</li> <li>• Warrior Square East on-street</li> <li>• Warrior Square north on-street</li> <li>• Warrior Square south on-street</li> <li>• Weston Road on-street</li> <li>• Baltic Avenue on-street</li> <li>• Western Esplanade (central spaces only)</li> <li>• Fairheads Green car park</li> <li>• Western Esplanade bays (north and south side of central bays)</li> <li>• Eastern Esplanade on-street</li> </ul>

VMS car park signs	<p>Car Park capacity 24/7 at the following car parks:</p> <ul style="list-style-type: none"><li>• Royals Shopping Centre</li><li>• Western Esplanade (central spaces only)</li><li>• Seaway</li><li>• Warrior Square</li><li>• Tylers Avenue</li><li>• Essex Street</li><li>• Victorias Shopping Centre</li><li>• Shorefield Road</li><li>• Clarence Road</li><li>• Alexandra Road</li><li>• Fairhead Green</li><li>• Ceylon Road</li><li>• Hamlet court Road</li><li>• University Square</li><li>• College</li></ul>
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