

Southend Central Area Action Plan

SBC Additional Document 14 – Evidence of any anomalies in table 5.9 car park study (SDG Nov16) relating to seafront

Dear Mr Fox,

I write to you to provide commentary on behalf of the Seafront Traders Association on the above submission made by SBC which was published on the SBC website 16th June17.

At the hearing Southend council Group Manager Paul Mathieson twice confirmed that all 4 of the shopper spend survey questionnaires (pg 51-57 CPS) were carried out on the Seafront and High Street.

Having reviewed table 5.9 of the CPS I disputed this fact stating it is my belief the first 3 surveys carried out in March16 were not done on the Seafront. Table 5.9 shows that on the first 3 survey days, 589 people were surveyed and not 1 single respondent had parked in either of the 2 main Seafront car parks, Seaway or Fairheads Green. This would obviously be impossible if a proportion of the surveys on the first 3 dates had been done on the seafront.

5.9

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Table 5.9: Trips by car park

	Wed 23 March	Fri 25 March	Sat 26 March	Mon 30 May	Total	%
Royals	10	8	10	13	41	19%
Victoria	9	12	5	15	41	19%
Seafront (Esplanade)	1	5	2	24	32	15%
Other	6	8	0	14	28	13%
Warrior Street	4	7	3	9	23	11%
Seaway	0	0	0	10	10	5%
On-street	4	4	1	0	9	4%
Sainsbury's	0	4	3	0	7	3%
Fairheads	0	0	0	6	6	3%
York Street CP	4	1	0	0	5	2%
Multi-storey	1	3	0	1	5	2%
Queen Street	0	2	2	0	4	2%
Total	39	54	26	92	211	

SBC document 14 states that it provides clarification to the CPS.

The document certainly clarifies several points:

1. The 3 surveys done in March 16 were done on the High St and NOT on the seafront as stated by PM.

“The initial period of questionnaires took place within the SCAAP area between Wednesday 23rd March 2016 and Saturday 26th March 2016. ***Survey locations were broadly along the High Street from as far north as outside the Victoria Shopping Centre to as far south as outside the Royals Shopping Centre.***”

(document 14- paragraph 2)

This clarifies beyond doubt that these surveys were not done on the seafront.

2. More significantly this also clarifies that all the data in Table 5.6 page 55 of the CPS is incorrect.

“On Monday, 30th May 2016, 260 questionnaires were completed, ***of which 102 were completed at seafront locations*** and 136 were completed south of the railway line serving Southend Central Station.” (document 14-paragraph 4)

Thus the 102 surveys done on 30th May represents the total number done on the seafront, as SBC have above stated none were done on the seafront on the first 3 days.

5.6

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Table 5.6: Interview locations

Interview location	Location type	Number of completed interviews
McDonalds (near M&S)	Non-seafront shopping area	40
Metro Bank	Non-seafront shopping area	212
Town Centre	Non-seafront shopping area	120
Outside Royals Shopping Centre	Non-seafront shopping area	136
Odeon	Non-seafront shopping area	15
Outside Victoria Shopping Centre	Non-seafront shopping area	78
Marine Parade	Seafront	116
Seafront (Adventure Island/Pier)	Seafront	126
	Total Town Centre	601
	Total Seafront	242

Handwritten annotations: An arrow points from the 116 and 126 rows to the number 102. Another arrow points from the 601 row to the number 741. A third arrow points from the 242 row to the number 102.

This table clearly states 242 surveys were done on the seafront, 116 on marine Parade and 126 at Adventure Island/Pier. Incorrect as Document 14 is clear that only 102 were done.

This table clearly states that 601 surveys were done on the High St at various locations. This is incorrect as the total number of surveys done was 849, CPS page 51 paragraph 5.2.

Simple maths shows 849 total surveys, minus 102 seafront surveys, leaves 747 High Street surveys.

In summary document 14 clarifies that Paul Mathieson provided incorrect information to the hearing by stating all 4 surveys were done on the seafront and high st.

Document 14 clarifies that the information in table 5.6 of the CPS is all incorrect. If the data in the table is incorrect any conclusions drawn from this thus must be incorrect.

Document 14 clarifies beyond doubt that the data and findings of the CPS with relation to the spend survey questionnaires is neither robust nor accurate, and clearly focuses on shopping.

Timeline of evidence and actions relating to survey questionnaires

17th March 2016 – Davinia Farthing email to Marzia Abel & Alison Dewey (BID managers) describing 3 March questionnaire locations as 3 locations in the High St. Evidence document EXSCAAP028

March 16 – SBC specification of requirements document to SDG noting travel/spend surveys to be done at 3 or 4 High Street locations. Evidence document EXSCAAP029

23rd 25th 26th March 2016 – survey questionnaires carried out in High St only (document 14)

11th April 2016 – Royals Shopping Centre – SBC officers Paul Mathieson and Davinia Farthing tell BID directors that surveys on the above 3 dates were done on the seafront as well as High St.

27th April 2016 – Davinia Farthing confirms in email to BID directors that surveys were done on the seafront at the bottom of Pier Hill on the above 3 dates. Email attached.

Nov 16 – CPS final version published containing table 5.6, page 55 overstating the number of seafront surveys carried out.

March 17 – SBC topic paper 1 paragraph 1.37 –

“A face-to-face interview survey was undertaken in Southend Central Area in March and May 2016. It asked a random sample of people in the Central Area (in the town centre and seafront areas)”

23rd May 17 – Inspector’s Hearing – Paul Mathieson states that survey questionnaires were done on the seafront and High St on all 4 days.

16th June 17 – Document 14 published admitting the first 3 survey questionnaires were only done on the High St.

It is my belief that at the BID directors meeting on 11th April 16 SBC officers when asked about the first 3 surveys, realised they had made a mistake by not carrying out survey questionnaires on the seafront. Rather than holding their hands up to this error, SBC officers gave incorrect information to the BID’s directors. Davinia Farthing then continued this charade with her email dated 27th April 16. At the inspector’s hearing PM again gave incorrect information, this was disputed by myself and SBC then issued document 14 in answer to the inspector’s question on this matter.

The significant, far more serious question that arises from this misrepresentation of facts by SBC is where did the incorrect information in table 5.6 originate from, and was it fabricated to give the impression the surveys on the 3 dates in March were done on the seafront as well as the High St?

Paragraph 3 Document 14 reads :

“Upon commissioning the Car Parking Study, an additional survey was commissioned for a peak day (Monday, 30th May 2016)”

At the hearing SDG’s consultant acting for SBC was very clear that 5 of the 6 parking surveys were done in poor weather conditions and thus did not represent peak days. He further clarified that the survey done on the 15th August was in his opinion the only peak day surveyed.

Thus it is strange that SBC are still claiming the 30th May survey was done on a peak day, despite their expert stating otherwise.

It should also be stated that seafront businesses disagree that the 15th August was a peak day. 21c partly cloudy partly sunny is at best an average day. To be a peak day the weather conditions would need to be sunny with higher temperatures from 24c upwards, warm beach weather which attracts the masses to the seaside.

The main objective of the CPS and indeed the brief given to SDG was to "focus on understanding how the parking network performs at peak periods of demand" (CPS, briefing document EXSCAAP029, Seafront Traders Hearing Statement Appendix 11, p24).

Given that the council's own parking expert conceded that only 1 day of the 6 surveys was a peak day, the 1 peak day itself is disputed, it is safe to say that the CPS has failed to carry out any or enough surveys on peak days to possibly understand how the parking network performs on these days.

The CPS is clearly not robust, its findings are not accurate and the evidence base is not justified.

27th April 2016 email from Davina Farthing to BID directors, please note her 3rd response in blue text;

From: Davinia Farthing <DaviniaFarthing@southend.gov.uk>

Date: 27 April 2016 at 12:54:24 BST

To: "paul thompson" <paul456thompson@btinternet.com>

Cc: Philip Miller <philip.miller@stockvale.co.uk>, Dawn Jeakings <dawn@royalsshoppingcentre.co.uk>, Dennis Baldry <dennis.baldry@victoriase.co.uk>, Alison Dewey <alisondewey@southend.gov.uk>, Alan Bacon <alan.bacon@btmk.co.uk>, Matthew Thomas <MatthewThomas@southend.gov.uk>, Paul Mathieson <PaulMathieson@southend.gov.uk>

Subject: RE: Car park surveys

Paul

See below for the response to each one of your questions.

This is email number 1 of 2. Due to the size of the August data I am going to have to send you another email.

Can you send me the link to your survey please?

Regards

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

Creating a Better Southend

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

On 12 Apr 2016, at 12:19, paul thompson <paul456thompson@btinternet.com> wrote:
Dear Paul/Davinia,

Thank you for taking the time to run through and explain the March car park surveys carried out by the council. It was a useful exercise and certainly your advice on how to present information to the planning inspectorate was much appreciated.

As a follow up to the meeting I would be grateful if you could send over the info requested in the meeting:

Survey results for the 13 & 15 August 2015. Could you also include the cost of this survey please? [Survey results are attached. The cost of this 2 day survey was £28,800. This survey included duration of stay which is more expensive than just a capacity survey.](#)

The number of cars that were parked in Seaway car park on Good Friday through the afternoon? (the app was down so I couldn't get the info from the website) [Attached - 8am-7pm for the Easter period for Seaways car park](#)

The locations on the Seafront where the questionnaires were carried out on the 3 days? [We had one person located at the bottom of Pier Hill carrying out the questionnaires.](#)

You mentioned the Marine Plaza developer contributed 50% towards the April 2015 surveys. Has Seaway Developer (Turnstone) contributed to the March 2016 survey and if so how much? [The Seaway developer did not contribute any funds towards the parking surveys. However, they have since purchased some of the parking data using our fees and charges rates for traffic surveys as set out on the Council's website. £230 per traffic survey request.](#)

After our meeting myself and Philip had a chat about the electronic survey we are carrying out via Survey Monkey. Taking on board your comments we are more than happy for the council / BID to display the survey link on their respective websites so that anyone can do the survey at any time, regardless of the weather. [Could you please send me the link to this questionnaire. Thank you.](#)

Would you be interested in this proposal?

Thanks for your time

Kind Regards,

Paul Thompson