

SUSTAINABLE TRANSPORT, BEHAVIOUR CHANGE AND ECONOMIC DEVELOPMENT IN SOUTHEND ON SEA

Presented by Paul Mathieson, Krithika Ramesh and Collette Kemp



Welcome to Southend-on-Sea



The Forum before work began March 2012



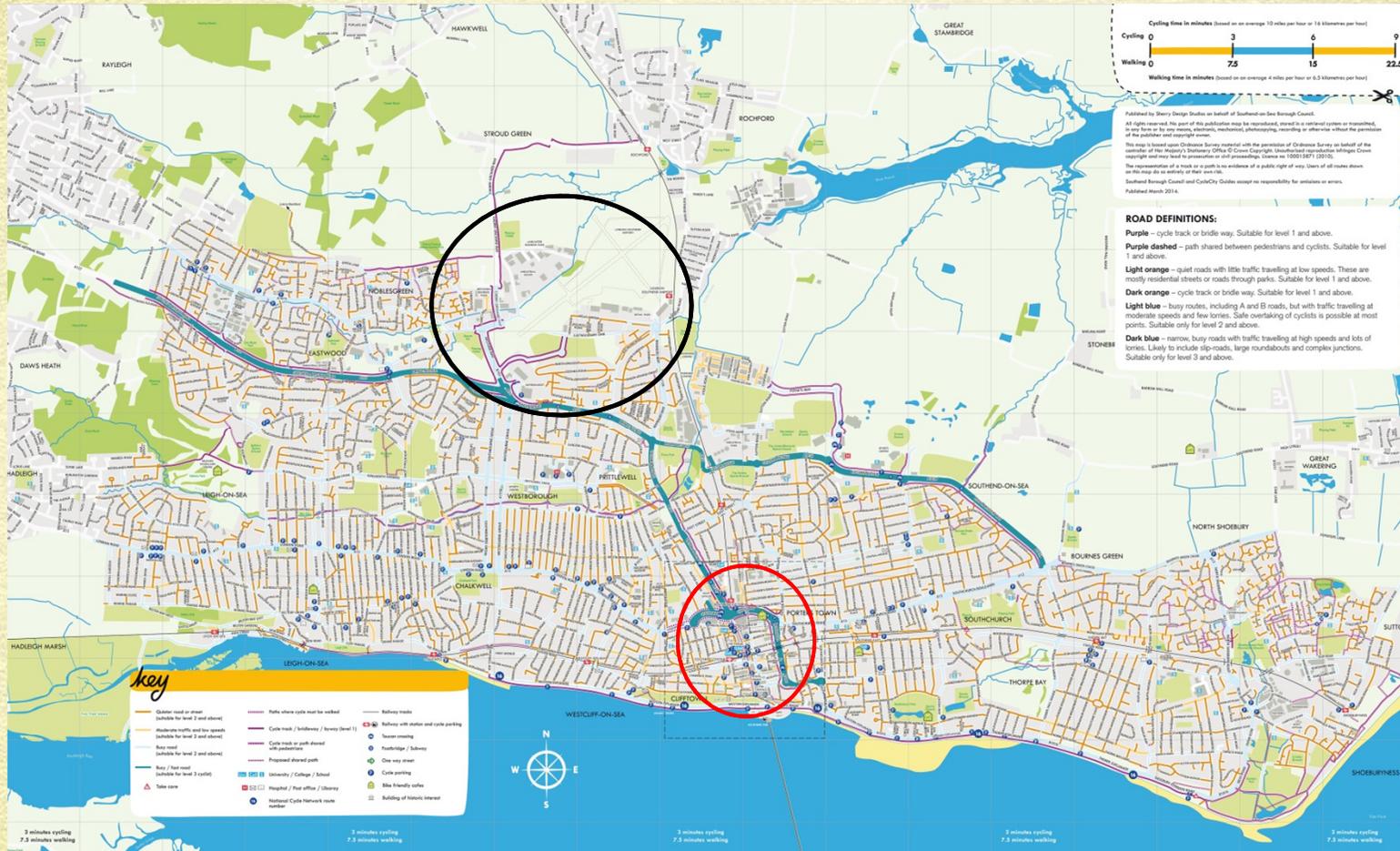
The Forum now



The Forum Southend-on-Sea is a £27 million ultra-modern library and learning centre and is a partnership project between the University of Essex, South Essex College and Southend Borough Council.



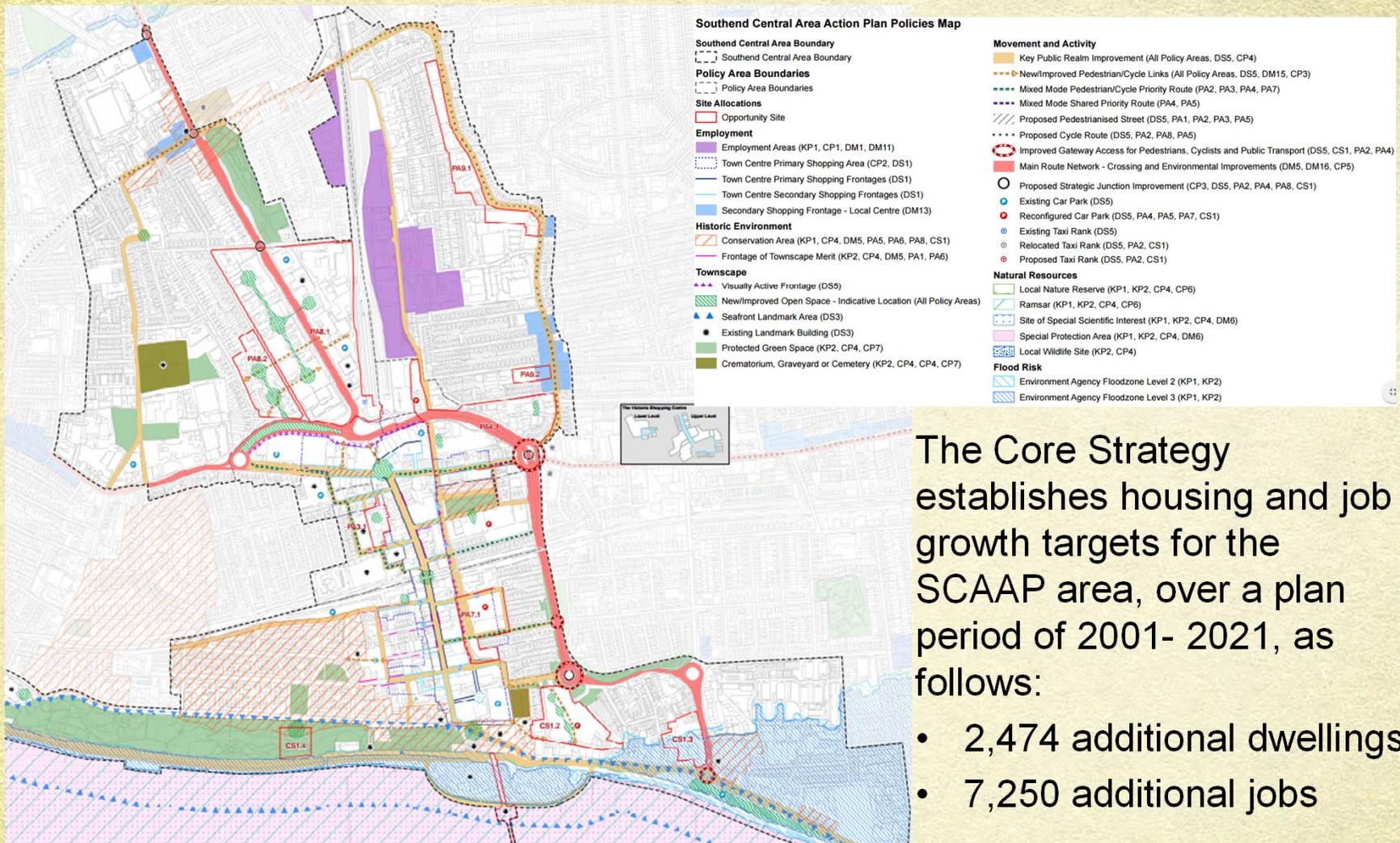
Southend Travel Map



- Airport Business Park
- Southend Central Area Action Plan



Southend Central Area Action Plan



The Core Strategy establishes housing and job growth targets for the SCAAP area, over a plan period of 2001- 2021, as follows:

- 2,474 additional dwellings
- 7,250 additional jobs

SCAAP policies



Transport, Access and Public Realm

Homes above street level

High quality public realm enhancements

Pedestrian-priority area

Improvements for pedestrians and cyclists

Balanced residential led community Social and community infrastructure

Improved access to provide new employment opportunities



Pocket places

Community led design process



POCKET PLACES and IDEAS IN MOTION:
 Looking for a better Southend

Photo: Andrew Hogg for the Pocket Places and Ideas in Motion project. The images are for information only. All rights reserved and are not to be used for any other purpose. Pocket Places and Ideas in Motion project. The images are for information only. All rights reserved and are not to be used for any other purpose. Pocket Places and Ideas in Motion project. The images are for information only. All rights reserved and are not to be used for any other purpose.

As you'll have noticed, work is well underway on the Pocket Places and Queensway-London Road scheme. This is our second community newsletter, designed to keep you updated while work is being carried out on site.

As we said in our first newsletter, the scheme includes the addition of more trees, green areas and seating at Victoria Gateway and the installation of new lighting to create a more welcoming experience and provide opportunities for community events. Over the past few weeks, work at the Gateway has focused on installing underground ducting for the new lighting fixtures. Once this was finished, the contractors restored the pavement to its original state so you could use it as normal while they worked on other parts of the scheme. From Friday 1 August the construction team will be back at the Gateway to install corduroy paving along the edges of the central plaza to assist blind and partially sighted users.

As part of the wider scheme, some extra planting, benches and cycle parking will be added along London Road, as well as widening the pavement in some of the narrower areas between the roundabout and Avenue Road/North Road. So we can widen the pavement, and to improve the drainage system, the team has already been working to realign the kerb of the central and splitter islands at the Queensway/London Road roundabout. They will now start work on the pavement south of the roundabout, between Princess Street and Ashburnham Road, realigning the kerb and de-cluttering the pavement. The roundabout will continue to be operational, with the outer lane closed off to allow the team to work safely.

They have also been installing new kerbs, block paving the parking bays and carrying out drainage works along the north side of London Road. With this now completed, they will start work on the south side from Monday 4 August.



Pocket places



Before



After



Pocket places

Victoria Gateway



Before



After



EU Evidence Project

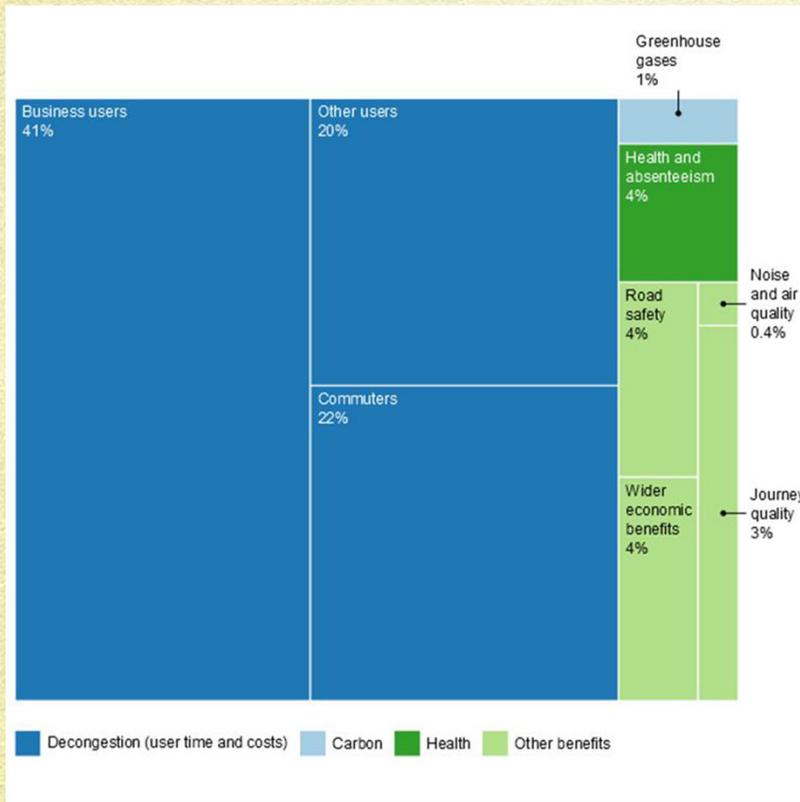
that traditional transport interventions (such as additional road and high speed rail infrastructure), always provide the best economic return. EVIDENCE instead recognises the now overwhelming body of experience that, for example:

- Town centres with relatively low traffic levels, well served by public transport, walking and cycling, are economically more vigorous, pleasant and profitable than those which have tried to provide for maximum car-based traffic.
- Integrated, consistent packages of sustainable measures have better economic performance than limited programmes that implement a few symbolic policies.
- Combining traffic reduction and investment in better quality of service, such as travel behaviour change programmes, with enhancements to infrastructure and operations is economically more successful than focussing just on infrastructure and technology alone.
- Cities which invest extensively in sustainable mobility solutions need to dedicate less of their resources to transport.

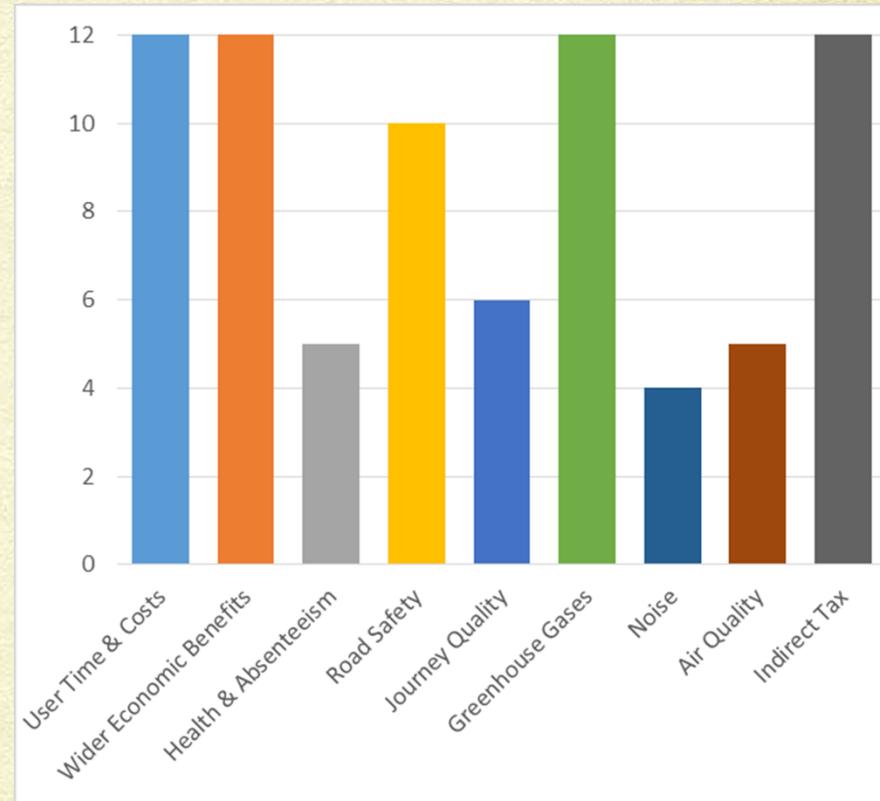
While **EVIDENCE** does not claim to have identified the mechanisms that lead to those cities who invest in sustainable mobility being economically successful, the breadth of evidence that there are positive changes provides greater confidence to cities to prioritise funding of such measures.

LSTF

Split of benefits of the Local Sustainable Transport Fund



Number of bids providing estimates of various benefits



Transition Funding

The assessment of value for money and outcomes is based on our proposed sustainable travel transition year programme for 2016/17

Post-Implementation Core Outcomes	
Carbon Dioxide Emissions Reductions (Tonnes per annum)	5,686
Traffic Reduction (Vehicle kilometres per annum)	11,131,575
Post-Implementation Value for Money Per Annum (2016 prices)	
Congestion	£1,751,887.27
Infrastructure	£11,131.58
Accidents	£356,210.40
Local Air Quality	£11,131.58
Noise	£22,263.15
Greenhouse Gases	£330,770.56
JSA	£34,210.80
GVA	£156,598.20
BENEFITS TOTAL	£2,674,203.54
Benefit to Cost Ratio	
DfT Contribution only	5.46
DfT Contribution plus Local / Third Party Contributions	8.62



Transition Funding

Oh no!



But there is always the Access Fund....



Physical Activity strategy 2016-2021

KP1: By 2021, achieve at least a 2.5% increase in adults being active for 150 mins per week

Baseline 2014: Southend 52.1% Target: Southend 54.6%

(Baseline 2014: England 57%, East of England 57.8%)

KPI 2: By 2021, achieve at least a 2.5% decrease in adults not being active for at least 30 mins/week

Baseline 2014: Southend 29.2% Target: Southend 26.7%

(Baseline 2014: England 27.2%, East of England 25.9%)



Cycle Southend

Born in 2008 after winning a grant from the Government, This was awarded based on a successful bid to form “Cycle Southend”. In 2011 we were then able to secure further funding to continue with the Local Sustainable Transport Fund.



Cycle Southend's vision is for the bike to become part of everyone's daily routine, with more and more people choosing to cycle both recreationally and as a preferable mode of travel, with more parents allowing their children to cycle to and from school and transforming Southend into a place where pedestrians, vehicles and bikes can happily co-exist in a 'shared-space'



The first 3 years of Cycle Southend saw Cycling increase by 17%.

- Cycle Southend are still working towards the vision of more cycling in Southend
 - Since the launch of Bikeability
 - 9243 Bikeability Level 2 to date
 - New Bikeability Plus scheme
 - 94 Adult cycle training and buddy system
 - 362 taught to learn to ride
 - Guided rides
 - Events and promotions
 - Electric bike tours



The Recycle Centre

In 2009, a derelict unit was found, building renovations begun, a team was assembled and the ReCycle Centre was born.

The ReCycle Centre takes donated bicycles in poor condition to a fully refurbished bicycle ready for sale.

As well as providing the local community with low cost bicycles, another function of the ReCycle Centre is to train volunteers as part of the renovation process. To date over 150 volunteers have been trained through the project, working on more than 5,000 bicycles.



Sustainable Motion Community Interest Company

Created in 2012 to promote the benefits of sustainable transport and encourage the travelling public to adopt its use.



The Comfy Saddle is the focal point for many on-going community projects and also the base for existing cycle maintenance training.

By encouraging people to travel sustainably and our activities such as bicycle recycling, Sustainable Motion is putting into effect its values,

- Reduction of CO2
- Encourages individuals to lead a more active lifestyle
- Many volunteers gain the work based skills, experience and routine needed to lead them back into employment.

Working together

Cycle Southend has worked with the Essential Living Fund and Sustainable Motion to deliver a project providing those that are unemployed with on-road cycle training (Bikeability) and a refurbished bicycle, lights, a helmet and cycle lock.

Prior to the project, those wanting to reach interviews were reliant on a very limited budget offered by the Jobcentre Plus to pay for bus or train travel.

59% said that it did help them access interviews/employment.



DO YOU WANT TO CYCLE TO INTERVIEWS OR EMPLOYMENT?

If so, we can provide you with a bicycle, cycle training and the equipment needed for free if you meet the eligibility criteria.

OF THE PREVIOUS PARTICIPANTS QUESTIONED:

- Everyone of them said that they had improved confidence whilst riding on the road following training.
- 83% have chosen to do more cycling having participated
- The majority of participants have said that it helped them access the interviews and later employment

"MORE PEOPLE SHOULD BE GIVEN THIS OPPORTUNITY"
- Philip Brady

"THIS SCHEME SHOULD BE RUN OUT NATIONWIDE. IT DIRECTLY LED TO ME GAINING EMPLOYMENT!"
- Sean Claydon

FOR MORE INFORMATION CONTACT THE ESSENTIAL LIVING FUND TEAM ON 0300 7900124

Provided by **RECYCLE CENTRE** In coordination with **IDEAS IN MOTION** **CYCLE SOUTHEND** **southend onsea BOROUGH COUNCIL**



Ideas in Motion behavioural change campaign

A community-based initiative that uses ideas and inspiration from local residents to reduce short car journeys.

Based around an engaging website, the campaign works with multiple council departments and partner organisations to encourage active transport choices.

IDEASiNMOTIONSOUTHEND.CO.UK

Includes:

Personalised travel planning

Infrastructure developments

Promotional activities

Interventions to increase use of public transport



Personalised Travel Planning

Southend Council's innovative partnership with Southend Association of Voluntary Services (SAVS) to deliver personalised travel planning (PTP)

- Increased active travel across the borough
- Reduced carbon emissions through decreased short car journeys
- And created opportunities for training and skills development for volunteers
- 30000 households visited

The council was also keen that the project gave people training and work experience opportunities in order to develop employability and increase skills levels.



The Essex wide Real Time System

Has progressed massively over the last few months with 98% of all bus services showing accurate real time information in Southend.



With the latest technology passengers are able to locate their bus at any bus stop via Next Buses so you can get real time at any bus stop via a mobile phone in addition through Traveline as well as at our passenger information screen located at most Southend bus stops.

The Future of Electric Vehicles in Southend

There are a good number of charging points dotted around Southend, some points provided by Southend Council & some privately owned.

A trial of a variety of electric cars has been conducted as SBC pool cars.



Southend Council are currently in the application process E-Mobility Hub bid to start a car club in Southend, as well as to start a cycle hire Scheme & to improve EV infrastructure around the town. If the bid is successful it would be a huge positive for the residents of Southend.

E-bikes unveiled



BIKE FRIENDLY CITIES

Come and trial our electric bikes



We have a fleet of 18 Electric Bikes in 2 sizes, Small and Medium which all come with panniers.

To be eligible for an Electric Bike Trial you must have a safe secure place to keep it over night.

To trial an electric bike contact either Jaimi or Collette

Jaimi Bennett: ext 2946
jaimibennett@southend.gov.uk

Collette Kemp: ext 5338
collettekemp@southend.gov.uk

BENEFITS

- Save time
- Keep fit
- Save money
- Power assistance
- Long lasting battery life
- Plenty of room for your shopping
- Easy to ride in all conditions
- Quicker than a car around town
- No parking
- Great for...

IDEAS IN MOTION

BIKE FRIENDLY CITIES

CYCLE FORT



The project gave a small group of local businesses and organisations the chance to test out the use of electric bikes. Electric bikes, or e-bikes as they are often called, are a sustainable and environmentally friendly way of moving around the borough.

E-bikes also mean a reduction in petrol expenses, contribute to cutting pollution and keeping the town moving in a sustainable way.

The feedback has all been positive, with many finding using the e-bike a more time effective and economic way to travel around town.

The LED street lighting renewal project

Will replace all the Borough's street lighting lanterns and lit street furniture and signage with new Light Emitting Diodes (LEDs). A new Central Management System (CMS) will be introduced to control and measure electricity consumption.

This project aims to:

- Deliver a 59% energy/cost saving over 25 years
- Reduce CO levels
- Reduce maintenance and inspection costs
- Increase lighting levels in cases of poor visibility
- Reduce fear of crime due to poor lighting
- Reduce light pollution.
- Avoid turning off street lights for periods of time



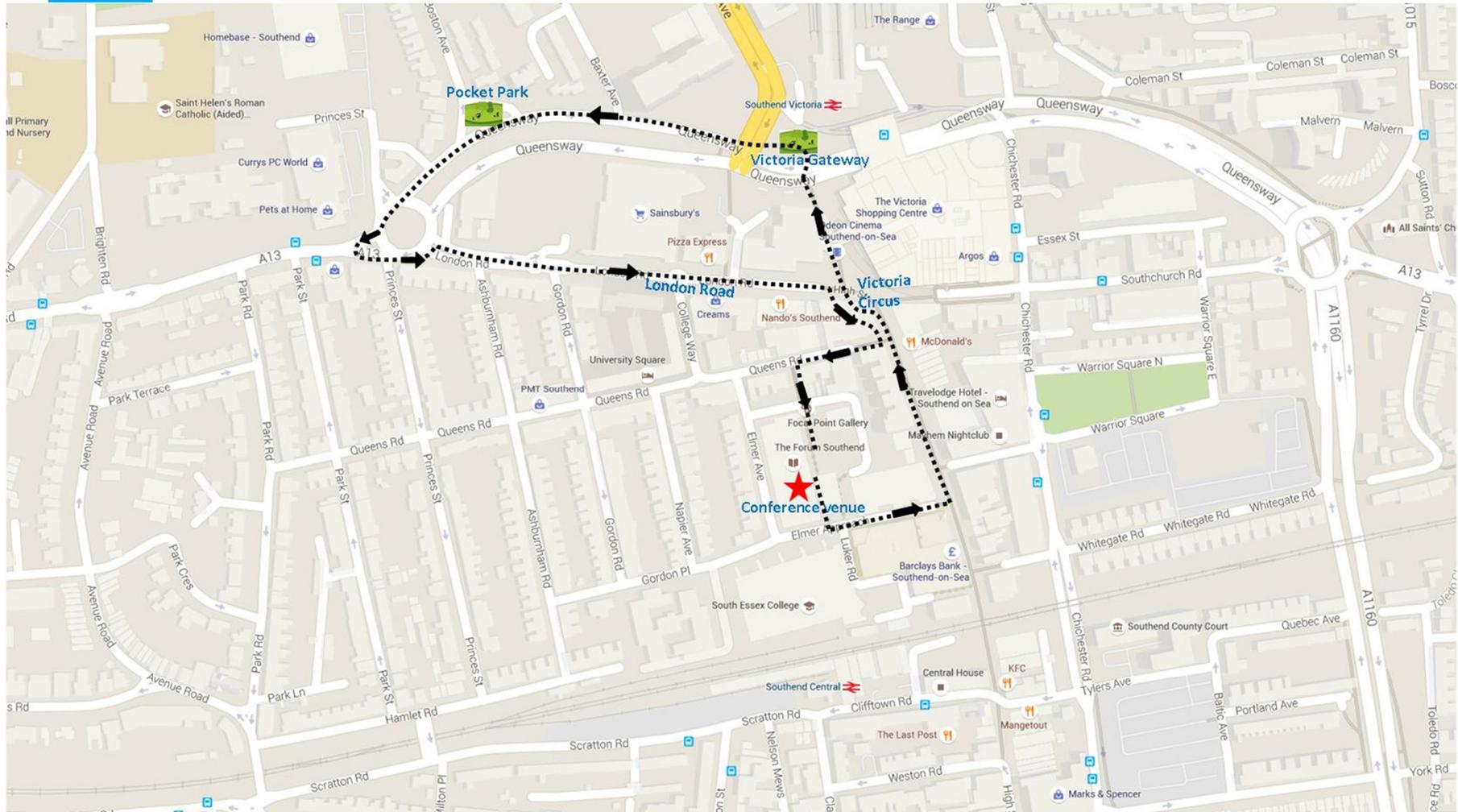
Site visit.....





Sustainable transport and economic development

A conference hosted by CIVINET UK & Ireland and Southend on Sea Borough Council



Southend-on-Sea

Site Visit – Route plan