

# PRIORITY 03

## Improving the Infrastructure

Support the development of improvements that enable visitors and residents to easily get in, out and around Southend. We will work with travel partners to ensure visitors and residents have access to smarter, greener and cleaner options that enable them to move around and explore the wider borough.

OBJECTIVES	KEY TASKS	MONITORING	TARGET	RESPONSIBILITY
To support the improvement of access into and around Southend so that it is easier for residents, visitors and people who work here to get around the borough	Improve traffic flows on A127 access road with improvements to Bell Junction.	Improved access to Southend via A127	Target start date April 2020	SBC - Highways
	Installation of new wayfinding schemes in Leigh-on-Sea and Central Southend to improve information for visitors and promote a wider scope of local attractions.	Completion of scheme	2021	SBC - Highways Leigh Town Partnership STP Place Marketing Group
	Continue to produce printed maps/guides that pinpoint key attractions and facilities.	Maintain current level		SBC BID Travel operators
Support the development of improved options for access to the Borough's car parks and parking offer.	Support the development of smart car park signage that will better enable drivers to find a car park serving the area of town they intend to visit, while minimising excessive travel.	Carry out actions identified in parking strategy	Summer 2021	SBC - Highways
	Actively manage traffic on days of high visitor demand through a range of on the ground interventions	Positive visitor and business feedback		SBC - Highways SBC - Culture & Tourism
	Amend signage on new right turns from Queensway to highlight town centre and alternative seafront parking	Signage amended	February 2021	SBC - Highways
	Explore the feasibility of creating new multi-level car parks in central Southend and Leigh-on-Sea	Result from feasibility study	March 2021	SBC - Highways STP BID Leigh Town Partnership
	Targeted social media campaigns to provide visitors with information regarding available payment options across the Borough's car parks and bays	Record levels of engagement with campaign.	Increased engagement	SBC - Culture & Tourism
	Number of Mobon app downloads	Annual growth 5%	SBC - Highways	

OBJECTIVES	KEY TASKS	MONITORING	TARGET	RESPONSIBILITY
Visitors and residents have a wide choice of transport options to access and move across the borough	Explore the implementation of a borough wide integrated travel card to use on a range of travel options.	Introduction of a borough wide integrated travel card.	By 2023	SBC Highways Forward Motion Travel Operators
	Promote integrated cycle related infrastructure across the borough	Increased facilities and usage.		
Support the development of initiatives aimed at making public and private travel around the borough smart, clean and green.	Install additional electric charging points across the borough in preparation for increased use of electric/ultra low emission vehicles.	Increase number of electric charging points installed across the borough	By 2023	SBC - Highways Forward Motion Travel Operators
	Support the development of an integrated travel hub to enable visitors and residents to easily switch between various methods of public transport.	Integrated system co-designed with commercial partners.		