



BAPTS

High-quality public transport
services for Europe



Investing in Opportunities



This project has received
European Regional
Development Funding
through INTERREG IV B.



INTERREG IVB

SOUTHEND-ON-SEA

8TH BAPTS PARTNERSHIP MEETING/SITE VISIT

www.bapts.eu

30 March – 1 April 2011

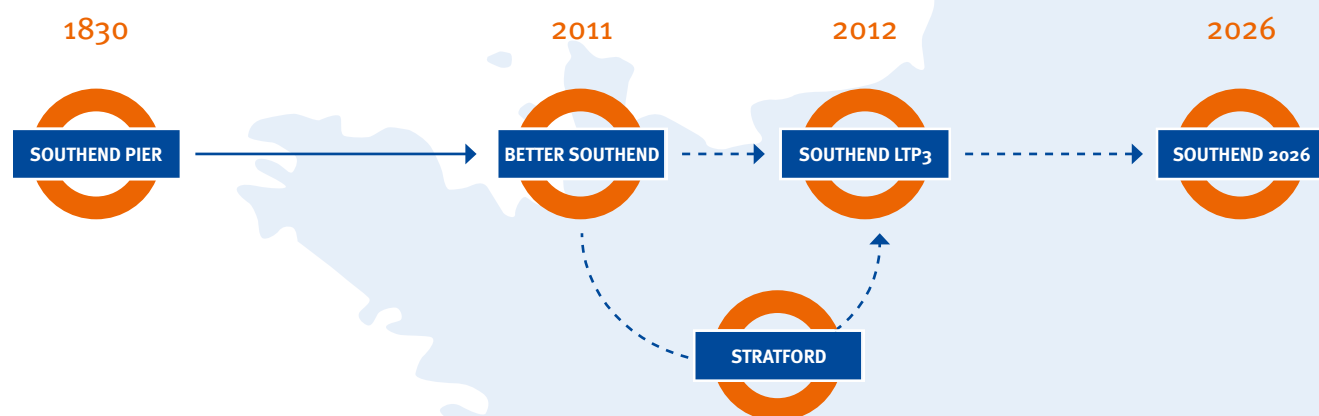
8th

BAPTS Partnership Meeting/Site Visit in Southend

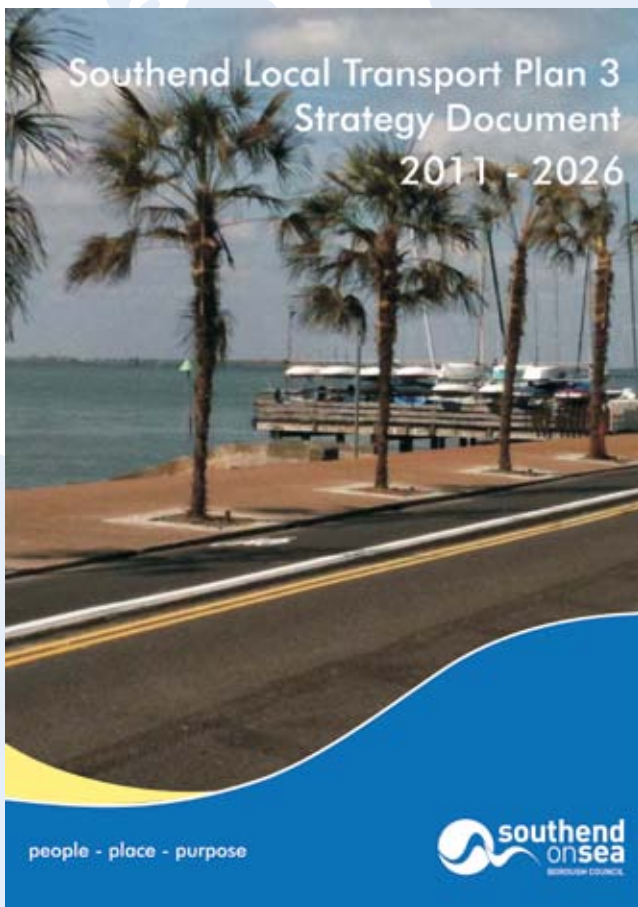
Between the 30th March and the 1st April 2011, the BAPTS partners gathered in Southend-on-Sea (UK) for their 8th steering group meeting, embarking on a round trip that took them to the past of the notable Southend Pier, through to the present of the town's regeneration and then to the future via the London 2012 Olympic & Paralympic Games and its legacy. The terminus was the station of departure, but in years to come, with a better Southend, a greener place where its citizens enjoy cycling, walking, using sustainable, low carbon and innovative Public Transport traffic, pollution and congestion will only be a black and white snapshot in a fading postcard.



SOUTHEND – FROM THE PAST TO THE FUTURE



The 8th BAPTS partnership meeting was held in Southend-on-Sea (UK). Located in the County of Essex, the Borough is situated on the north east tip of the Thames Estuary. Originally a hamlet of fishermen's huts in the South End of the ancient parish of Prittlewell, during the Georgian era Southend became a fashionable sea-bathing spot for holidaymakers from London, particularly Eastenders. The town now has a population of about 165,000 inhabitants and a transport network comprising bus, rail, road and air connections.



Southend is part of the largest regeneration area in the UK, the Thames Gateway. Its transport strategy, objectives and targets are set in the Local Transport Plan 2011 – 2026 (LTP3), whose medium-long term perspective is based on the need to understand:

- ➞ the users (People), e. g. businesses, commuters, visitors, shoppers, families, the old and the young, people with disabilities, etc.;
- ➞ where they want to travel (Place); e. g. schools, houses, businesses, shops, tourist resorts, etc.;

- ➞ why they want to travel (Purpose), e. g. for work, education, health, leisure, food, etc.

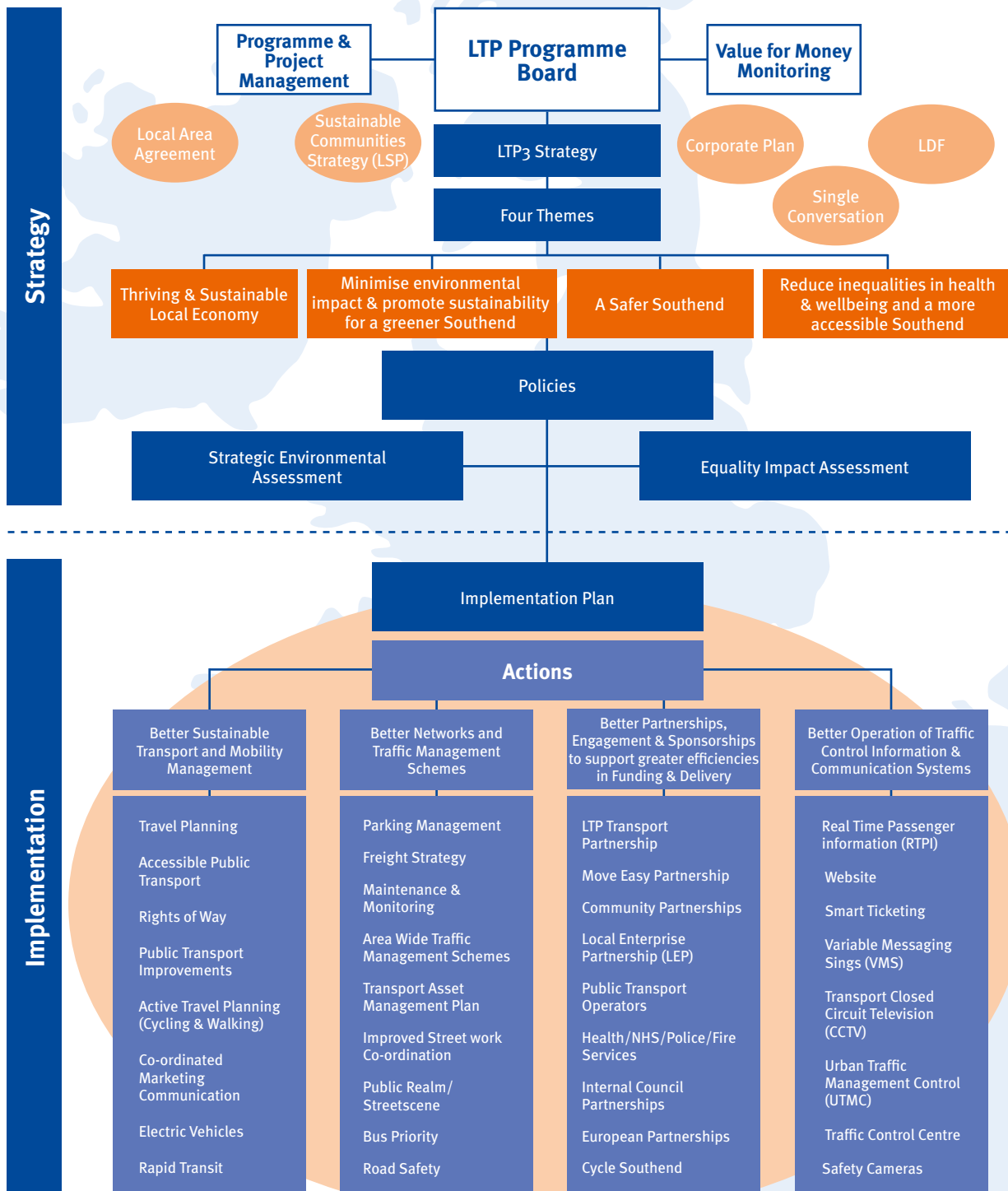
The Renewed EU Sustainable Development Strategy, adopted by the European Council in June 2006, and the recent White Paper 2011 (Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system) identify Transport as a key factor for the growth of our economy and prosperity of the society. As the latter highlights: “Mobility is vital for the internal market and for the quality of life of citizens as they enjoy their freedom to travel. [...] Transport is global, so effective action requires strong international cooperation.”

Because the themes transport rotates around encompass a wide range of issues, development and capacity building on this subject must extend beyond local boundaries. Trans-national ties and bi-lateral/multi-lateral collaboration between regions and towns/cities facing similar challenges are therefore both feasible and desirable. Southend Borough Council recognises that this is a fundamental point and has made use of the BAPTS cooperative learning environment to achieve this goal of:

- ➞ sharing best practice with other countries developing comparable systems and
- ➞ applying the partners' knowledge in the development of its local transport plan as well as in the recent bid for the UK Government's Local Sustainable Transport Fund (LSTF).

The various initiatives (completed, ongoing or foreseen) under the umbrella of the four key actions of the Southend LTP3 Implementation Plan (Sustainable Transport & Mobility Management; Quality Highway Network; Partnership Working; Intelligent Transport Systems) are of varied nature but they all have sustainability at their core, as the BAPTS partners were able to ascertain during their visit.

SOUTHEND LOCAL TRANSPORT PLAN 2011 – 2026 (LTP3) PROGRAMME



Wednesday, 30th March 2011

Departure: THE PAST OF SOUTHEND

SOUTHEND PIER

During the first afternoon, the BAPTS partners were taken on a tour of the town's major landmark and Grade II listed building, i. e. the Victorian Southend Pier. It was a well appreciated opportunity to travel on the train down the longest pleasure pier in the world, extending 1.341 miles (2,158 metres), and see the Pier Museum, officially opened by the Mayor on 8th July 1989 and now independent, entirely self-funded and operated by volunteers.

To the transnational BAPTS organisations, joining forces under the common objective of improving connectivity in North West Europe, the Pier represented the first step into the multifaceted world of Transport. It was a jump back into the past, when the concept of accessibility (to work, education, retail, services, friends, etc.) had not yet evolved hand in hand with the idea of sustainability, but was mainly associated with the issue of how to concretely satisfy the demand for mobility of commodities and people.

At the beginning of the 19th century in Southend vessels could not come inshore and passengers had to be transferred to a smaller vessel before they could land. To survive as a seaside resort reachable by steamboats, enhanced facilities had therefore to be created, and that is how the history of the Pier began. Far from being a mere tourist attraction, the original wooden construction was in fact erected in 1830 to assist in the loading and unloading of vessels at the seaward end and to convoy goods and passengers via a horse-drawn tramway laid down along its length. The electric railway built in 1888 after the new pier was sanctioned by the Southend Local Board was later replaced in the nineteen-seventies by two seven car diesel trains, running on 3' gauge track laid on conventional cross sleepers with a simplified layout, consisting of a single track and passing loop, reminiscent of 1893.

The pier, in its simplicity, allowed the BAPTS partners to have a first glimpse of how Victorian



Southend gradually started acknowledging the significance of planning a comprehensive transportation system which both citizens and visitors could take advantage of. The growth of the town is, in fact, linked with improved accessibility and especially the arrival of the London, Tilbury & Southend Railway, in 1856, and the Great Eastern Railway from Shenfield to Southend Victoria, in 1889. The introduction of trams was also initially successful and traffic, even then, far exceeded expectations. The following adoption of early bus, trolleybus and motorbus operations inevitably led to debates within the Council about best routes, destination displays, tickets machines, fares, novelty technologies. Today, these are still key topics for Southend Borough Council, whose

participation in the BAPTS project is intended to help devise improvements towards the local public transport network and achieve free flowing, seamless travel by integrating commuters' east/west car/rail movements to bus, walking and cycling mobility.



The BAPTS partners on a tour of the Victorian Southend Pier



The BAPTS partners on a tour of the Victorian Southend Pier

high quality materials, six twenty metre tall feature lights, fountain displays and areas for performance provide a high quality space developed with the needs of the user in mind and not passing traffic. Utilising shared space techniques it has been possible to reduce vehicle speeds whilst maintaining safety.

The subsequent walk of the BAPTS partners on the adjacent seafront was a chance to find out about the re-development of the City Beach area. In order to encourage both visitors/tourists and residents to make more and better use of the town's seafront,

The project is proof of how to realise the full economic and social potential of coastal towns regeneration schemes which must be planned and paying particular attention to the issue of accessibility.



Southend City Beach



The BAPTS partners start their meeting and display their communication material

Thursday, 31st March 2011 – morning

Stop 1: THE PRESENT OF SOUTHEND

On their second day, the representatives from the Cities of Southend, Bielefeld, Frankfurt, Lille, Nantes, Liège, Dublin, Eindhoven and Darlington met again thanks to the Interreg IVB North West Europe Programme project, BAPTS, which has enabled them, since 2008, to collaborate to Boost Advanced Public Transport Systems in their conurbations. Councillor Mark Flewitt joined the discussions on mobility management and transport implementation plans, highlighting the need for

public accountability, pro-active attitudes and policy support in order to be able to meet the respective national Governments and EU's priorities for reducing congestion, creating accessibility for all, improving road safety, tackling poor air quality and fostering measures that change patterns of behaviour.

Continuing the journey through the regeneration and high quality mobility agenda of the Better Southend Programme, which received £25m funding from central Government, the Borough Council presented the completed Victoria Gateway Scheme. The project focused on re-designing the 60's style roundabout and ring road which had the effect of severing Victoria Station from the heart of the town centre and to reduce traffic and improve the experience for pedestrians, cyclists and public transport users. There is now a clear sense of arrival at the "Gateway" to Central Southend and the Seafront. A new public transport hub allows buses priority to stop directly outside Victoria Railway Station, allowing the potential for South Essex Rapid Transit (SERT) to be developed and improved pedestrian and cycle links to the Town Centre.



Victoria Gateway Project is being presented

Background information:

Victoria Gateway is part of "Better Southend", a £25m Programme taking place across the town, and targeted to improving traffic flows, whilst focussing the need for public realm landscaping and walking/cycling linkages. The cycling linkages are progressing with new adjacent cycle routes being refined within Cycle Southend.

Victoria Gateway, City Beach, Cuckoo Corner and Progress Road junction along the A127 all benefited from a make-over and were chosen as a key to unlocking Southend's potential. New ideas, technology and materials were used to regenerate and redevelop the town. All the schemes included cycle facilities as part of Southend's status as a cycling town

www.bettersouthend.co.uk



1st stop: The BAPTS partners are briefed on the Better Southend Programme and its Victoria Gateway scheme



Thursday, 31st March 2011 – afternoon

Stop 2: THE IMMEDIATE FUTURE OF SOUTHEND

Needless to say, probably the most exiting stop for the BAPTS partners was at Stratford, East London, where the Olympic Village is located. Because of its proximity to the site (which is only around 35 miles/less than an hour's journey away) and through a number of initiatives and with the help of various working/delivery groups, Southend aims to exploit the largest sporting event in the world. The Olympic and Paralympic Games are due to open on 27/07/12 and 29/08/12 to deliver a legacy from which the local community (and the greater Essex as a whole) can benefit.

Southend Council is a member of the Essex 2012 Olympic Games and Paralympic Games Legacy Part-

nership, now led by Essex County Council, and has representation on the Essex Strategic Board for a legacy from the London 2012 Olympic and Paralympic Games. The Partnership is supported by a range of organisations across the public, private and voluntary sectors. In Southend, local representatives are in the Olympic Scoping Group that meet approximately every six weeks to discuss and agree actions that will contribute towards an Olympic legacy for the town.

The Vision of the Games' organisers 'to embed sustainability in all planning and implementation' has four major goals as far as Transport and Logistics are concerned:

Public Transport Games	Accessible vehicles Games Mobility Service	Active Travel Programme Low emission vehicles
Freighting materials by rail and water		
Re-use of materials on-site to reduce off-site transportation		
Low emission vehicles		

London 2012's approach to sustainable transport seeks, in fact, to:

- ➔ encourage 100% of spectators and workforce to travel to London venues by the most sustainable modes, namely public transport, walking or cycling;
- ➔ encourage long-distance domestic and near continental visitors (including teams and officials) to use rail rather than air transport;
- ➔ minimise the carbon emissions and impacts on air quality generated by the transport arrangements;
- ➔ leave a transport legacy after the Games in terms of behaviours and practices.

To this purpose, spectators and accredited members of the Games Family will receive free travel on London's public transport system on the day of the event for all events in the London area. There will be no private car parking for spectators at any venue, except for some Blue Badge parking. Strict parking controls will be implemented on a temporary basis around each venue to support this strategy.

It is evident that these measures are in line with the objectives of the BAPTS project and Southend's LTP3, as sustainable Public Transport is central.



2nd stop: The BAPTS partners visit
the Olympic Park at Stratford

Background information:

London 2012 is aiming for 100% of spectators to get to the Games by public transport, by walking or cycling. To meet this aim, the Olympic Delivery Authority (ODA) is making and contributing to improvements right across the transport network. This transport investment will not only benefit passengers before and during the Games, but it will provide better transport for generations of passengers long after 2012.

- ➡ £10m were provided to enhance walking and cycling paths linking London 2012 venues.
- ➡ £80m in the Docklands Light Railway co-funded 22 new DLR railcars.
- ➡ A large railway sidings depot was relocated and replacement 12-track facility was built to the Park's north-east at Orient Way. The project received a top award for sustainable construction: 99% of demolition material from the original site was recycled or reused, including 2,970m of track.
- ➡ A 36m-long bridge that forms a new entrance and exit at Stratford station and aims to improve accessibility.
- ➡ Sustainable freight transport is being maximised. The target is of delivering 50 per cent (by weight) of construction material by rail or water.
- ➡ 1,000-strong bus and coach fleet, linked to strategic park-and-ride, will boost spectator transport options.
- ➡ Some of London's piers and canals are being upgraded and work with riverboat operators is in place to maximise river services for spectators.

After the Games the Olympic Park will be transformed into one of the largest urban parks created in Europe for more than 150 years.

www.london2012.com



Olympic Stadium



The Olympic Village at Stratford

Friday, 1st April 2011 – morning

Arrival: THE GREEN, SUSTAINABLE SOUTHEND-TO-COME

SOUTHEND LTP₃

The clock is ticking fast in Southend, and change is underway towards 2026. The town is transforming itself with the support of the interlinked strategies developed by Essex County Council, Southend-on-Sea Borough Council and Thurrock District Council.



To conclude their trip, the BAPTS partners, in their 3rd day, were shown Southend's aspirations through a window to the future:

- ➔ “sert”, an innovative form of public transport that delivers most of the features of a tram at a lower cost, with frequent services, dedicated lanes, congestion-beating measures, modern, comfortable and environmentally friendly vehicles fitted with level boarding/GIS/CCTV and able to send signals to traffic lights, easily identifiable stops with real time information displays and interchanges at prime locations. LTP Objectives have been developed in parallel with the BAPTS project to:
- ➔ Integrate Key Passenger Transport Corridors;
- ➔ Develop Bus Punctuality Improvement Partnerships (PIPs) with bus operators to improve service reliability through better scheduling, training and bus priority measures;
- ➔ Create an Integrated bus ticketing scheme and “Smart Card” technology for passenger trans-

port services;

- ➔ Develop a Comprehensive real time passenger information system through the Essex Traffic Control Centre;
- ➔ Support School workplace and residential travel plans;
- ➔ Increase the use of and access to Community Transport Services;
- ➔ Improve personal safety on public transport;
- ➔ Reduce Pollution and improve air quality improvement.

Concrete examples were shown to the representatives of the Cities of Bielefeld, Frankfurt, Lille, Nantes, Liège, Dublin, Eindhoven and Darlington of how the Council has already been preparing to achieve the objectives set for 2026 through several small scale projects in different fields:

CYCLING

- ➔ Big Pedal & Bike It. Southend is a Cycle Town and has a Bike ReCycling Centre. Thanks to the Bike It scheme (which offers 60 expert cycling officers to hundreds of institutes across the UK, helping over 120,000 children cycle safely to school), it has been benefiting from the excellent work and enthusiasm of Graham Pearl, from Sustrans. He provides interactive sessions to pupils, encouraging them and their families to make smarter travel choices and inviting them to participate in the Big Pedal, a stage race for students taking place nationally every year.
- ➔ National Bike Week. An annual event is held in June to motivate people to cycle to work and as a leisure activity. It was a busy and successful week, with 5 Southend businesses actively involved.
- ➔ BAPTS and Interreg 2 Seas Bike Friendly Cities. During the partnership meeting the Belgian bike manufacturer Mobiel delivered two hire

bikes to Southend BC to reiterate their common target of further increasing the uptake of cycling as low carbon travel option, thus showing how positive relationships (based upon shared values, respect and mutual support) can be formed and fortified via Interreg projects.

BUS & INFORMATION SYSTEMS

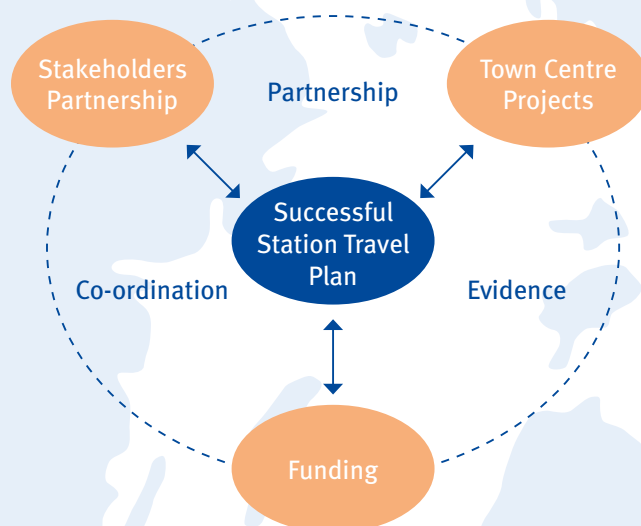
- ➔ Southend BC is developing Intelligent Transport and Real Time Passenger Information systems, bus ticket machines and smartcard interaction with other systems. Being aware of the importance of providing reliable, accurate and accessible travel data that can be made available to all users in the format that they prefer, e. g. at bus stops, smartphones, website is essential. All this information needs buy in from the providers to make sure it is consistent in terms of quality, and can then be used for monitoring performance.

PUBLIC TRANSPORT MODELLING

- ➔ Modelling techniques can inform decision makers and make the case for investment, quantify the value for money for public transport schemes and prove how essential sustainable transport is in terms of economic growth and reducing carbon emissions. Atkins was appointed to develop a Multi-Modal Transport Model for Southend borough and neighbouring districts, which was illustrated to the BAPTS partners by Simon Fielder.

SUSTAINABLE TRAVEL

- ➔ The MoveEasy brand was established to promote the take up of Travel Plans by businesses for their employees and visitors. Travel Plans help organisations support and promote sustainable travel options i. e. train, bus, cycling, walking and car sharing as a means to reduce car traffic and to minimise the negative impacts on the environment and to be “green”. Travel Plans are increasingly relevant as a way of encouraging sustainable travel by different travel sectors for example Station Travel Plans which brought together Southend Borough Council and the local train operators. Travel Plans can play a significant role in changing public beha-



viour if the appropriate promotion, community engagement, officer/political support and incentives are made available.

- ➔ SATS: The Southend’s Sustainable and Active Travel Strategy, developed to co-ordinate all sustainable travel policy within Southend Borough Council, aims to ensure an on-going commitment to marketing and promoting sustainable travel by children, residents, businesses and visitors to Southend.

STUDENT EXCHANGE

- ➔ As part of the trans-regional learning and trans-national cooperation programme developed by BAPTS, Davinia Farthing (who is a member of Southend-on-Sea Borough Council attending a master degree course in Transport Planning and Practice) carried out visits to Lille, Eindhoven and Bielefeld partners. Focusing her visits on Smart Cards, Walking & Cycling Strategies and Marketing, Types of Public Transport and set up of funding, Public transport marketing and promotion, Public transport control centre and technologies (such as RTPI and Travel Plans), she was able to draw a comparison of measures across the BAPTS partners in the report “Investigate and evaluate varying approaches to mobility management including communication and marketing and evaluate varying approaches to new technology and the ability to increase public transport usage”. The conclusions are tabulated within the report identifying Mobility Management Factors to be considered with regards to the Set up and funding of public transport, Public Transport, Walking and Cycling, Car Clubs, Travel Planning, Marketing, Ticketing/Smart Cards and Technology.

Background information:



One of the key initiatives of the TGSE Business Plan for transport is the innovative mass transit system called South Essex Rapid Transit. sert will be a catalyst that helps to unlock new development by providing a high quality, fast, efficient, reliable and dedicated passenger transport system by linking up the main development sites within the Thames Gateway in South Essex. The aim is to have the first sert services (accommodating about 60 passengers, and typically about 10 – 12m long) up and running in 2013. The technology is expected to ensure maximum fuel efficiency and lowest levels of noise and pollution. Compared with a conventional bus, it can deliver:

- ➡ 80 – 90 % less air pollution;
- ➡ 40 % less fuel use;
- ➡ 38 % less carbon dioxide emissions;
- ➡ 30 % less perceived sound levels

www.sert.org.uk



The scheme, which is open to all schools in the United Kingdom, is a stage cycling race, spanning 15 school days, with each day bringing a new stage beginning in one town and ending in another.

In 2011

Nationally: 828 schools completed 606,919 journeys

Southend: 11 Bike It schools completed 14,472 journeys

Children: 10957 journeys – supporters: 3515 journeys

On average: 965 journeys on each of the 15 days

www.sustrans.org.uk – <http://thebigpedal.org.uk> – www.cyclesouthend.co.uk



MoveEasy, the brand name for promoting sustainable travel in Southend, in addition to BAPTS is funded by the Southend-on-Sea Local Transport Plan and Cycle Southend. MoveEasy provides free advice and resources to help businesses and local organisations develop a Travel Plan or a Short Sustainable

Action Plan. These documents are a management tool that consists of a package of measures to market and promote sustainable travel and discourage the use of cars, particularly single car occupancy.

Business efficiency is improved by:

- ➡ helping to reduce congestion on the road, which helps improve bus punctuality and reduces journey times
- ➡ reducing the car parking provision required
- ➡ making staff more alert and healthier if they cycle and walk to work

Employee benefits can include:

- ➡ reducing the cost of travel by car sharing
- ➡ access to discounts on bus and train tickets and season ticket loans
- ➡ discounts on bikes and cycling accessories
- ➡ staff feel healthier from increased physical activity.

MoveEasy helps Southend by reducing congestion and improving air quality through reducing car emissions.

www.southend.gov.uk/info/200013/business_support_and_advice/582/moveeasy_in_southend/1



Sustrans Bike It officer Graham Pearl enthuses the BAPTS partners with the Big Pedal project
 The Public Transport Model for Southend is exemplified by Simon Fielder (Atkins)
 The exchange student Davinia Farthing presents her report
 Delivery of bikes from Mobiel to Southend BC
 Presenting Travel Plans Sue Goss (Atkins)

Friday, 1st April 2011 – afternoon

BAPTS travel legacy: LESSONS LEARNT ON TRANSPORT & MOBILITY MANAGEMENT

SOUTHEND 2026

At their final stop of the Southend journey, the BAPTS partners were left with some excellent material for thought. The foremost conclusion to bring back home was that, in order to fruitfully deliver a comprehensive package of measures on public transport and mobility management, some components and factors are indispensable and/or preferable, regardless of the local/global framework or country in which the various actions are executed:

EVIDENCE BASE AS FOUNDATION FOR LOCAL TRANSPORT PLANS

- ➔ to collect a wide range of national, regional and local policy statements and documents, as well as a process of data analysis is key to strengthening the proposed investments' business case and contribution to meeting the goals of: Supporting economic growth/Tackling climate change/Promoting equality of opportunity/Contribute to better safety, security and health/Improving quality of life and a healthy natural environment;

PARTNERSHIPS TO ENSURE STAKEHOLDER SUPPORT, OBTAIN LOCAL ACCEPTABILITY AND UNLOCK FUNDING

- ➔ Public transport is rarely a profitable business if a high standard of service is guaranteed to passengers. The establishment of strong interest groups, commercial ventures and collaboration among various public/private/third sector actors involved at a local, regional, national level (citizens and authorities, businesses, volunteers, health and transport providers, community groups and social enterprises) can secure vital financing packages and avoid the perception of public bodies' external impositions;

COOPERATIVE NETWORKS TO DELIVER INNOVATION, INTRODUCE CLEANER ALTERNATIVES AND INCREASE COMPETITIVENESS

- ➔ the setting up of networks (at local/regional/national/EU level) between towns/cities, their respective transport providers/operators and knowledge institutions allow the comparison of experiences, exchange of know-how and best practices. It is necessary to gain expertise on novelty technologies for sustainable transportation with the ultimate aim of improving the energy efficiency performance of vehicles across all modes, optimising traffic management, enhancing passengers' experiences, decreasing carbon emissions and boosting the competitiveness of innovation-oriented companies operating in the field of transport;

INTER-LINKAGE BETWEEN TRANSPORT & MARKETING STRATEGIES TO DRIVE PUBLIC BEHAVIOUR CHANGE

- ➔ to link "sustainable urban traffic plans" (or "local transport plans") through to marketing plans and communication strategies is imperative to effectively disseminate reliable information on sustainable urban transport, directly engage with the targeted audiences and ultimately influence people's travel behaviour towards more sustainable options;

MARKETING & COMMUNICATION ACTIVITIES TO FOSTER SHIFT TOWARDS SUSTAINABLE MEANS OF TRANSPORT

- ➔ to hold events on public transport (e. g. cycling and walking events) utilising tailor-made promotional branding, specific marketing techniques and incentive schemes can encourage modal shift;

DIVERSIFICATION OF INVESTMENT SCHEMES FOR AUGMENTED SUSTAINABILITY

- ➔ local transport strategies need to be able to incorporate diverse investment plans across various transport modes (including footpaths and cycle routes) and technologies to offer more sustainable mobility and transport choices;

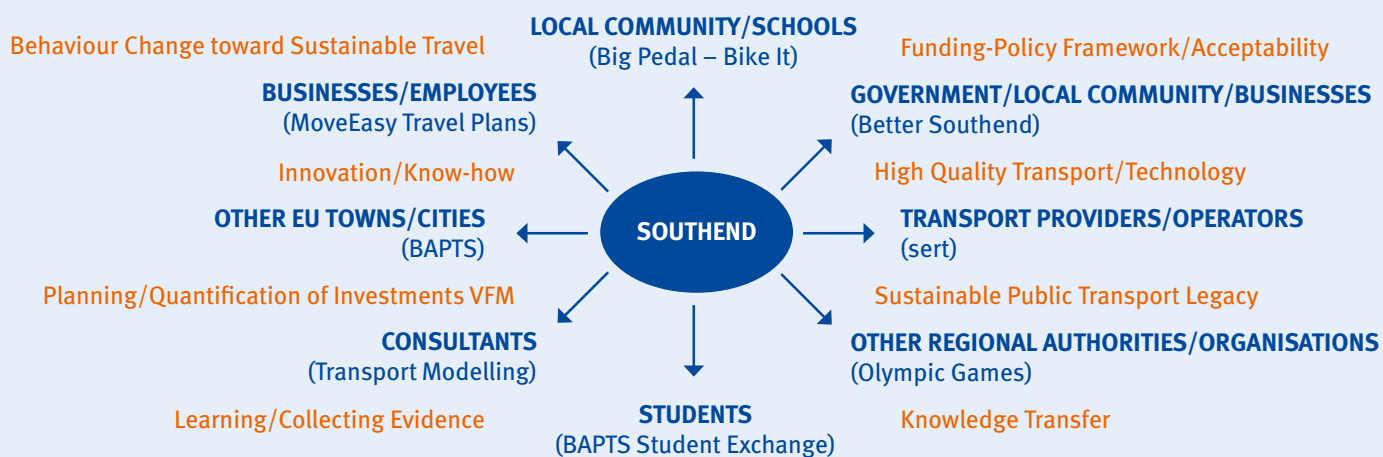
MULTI-MODALITY AND INTEGRATION FOR SUSTAINABLE INTER-CONNECTED TRANSPORT OPTIONS

- ➔ the creation of a transport network where all nodes are inter-linked and communicate with each other thanks to innovative technologies can provide more viable and environmentally friendly alternatives for passengers, as well as provide a better service to its users;

TARGET GROUP SPECIFIC FOCUS & TRAINING FOR INCLUSIVE AND ACCESSIBLE PUBLIC TRANSPORT

- ➔ Public Transport must be inclusive for all people (workers, students, disabled persons, etc.) and training/aid should be provided by transport champions to users (with ticket sales, routes, safety, how to board and alight, safety measures for cyclists, etc.).

SOUTHEND-ON-SEA BC'S ENGAGEMENT WITH MULTIPLE STAKEHOLDERS TO IMPLEMENT ITS LOCAL PUBLIC TRANSPORT PROGRAMME





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