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**From:** Southend-on-Sea Borough Council <southend@jdi-consult.net>  
**Sent:** 14 December 2016 18:01  
**To:** [REDACTED]  
**Subject:** Representation received. ID:2534

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Mr Michael Thwaites,

Thank you for your representation which we received as follows:

Representation ID: 2534  
Document: Southend Central Area Action Plan (SCAAP) - Revised Proposed Submission 2016  
Section: Approach to Car Parking Management, 132  
Support/Object: Object

CS1 /DS5

There is no recognition throughout the plan that Southend as a seaside resort attracts visitors from London, across the county of Essex and from the region. The profile of visitors is extensively families and their preferred mode of transport to access the seafront is by car.

The SCAAP does not positively recognise that the economy of the town is very much built on day visitors and majors on longer stay visitors which in itself is commendable but not at the expense of the day visitors. We do not have the propensity of accommodation etc like many other seaside towns and because of this and proximity day visitors have been the backbone of the local economy. If Southend Council aspires to build on the already thriving economy, it is a high risk strategy simply to ignore our very important day trippers. The plan also completely neglects the fact that the peak days (when the sun shines) is essential to each and every business's survival for the rest of the year. It is a fact that our geographical location and difficulty in accessing the seafront is also completely lost in this document. If we want the town to thrive and prosper there needs to be an increase in parking and the SCAAP reliance on no net loss is totally unacceptable.

#### SUMMARY

The SCAAP fails to recognise the importance of day visitors and the use of the car, sufficiently accessible, convenient quality parking to the seafront to cater for primarily family visitors and importance of peak days to businesses. It also has glaring omissions in terms of a parking strategy and tourist strategy which are fundamental to the unique character of Southend and its huge potential to grow, expand and encourage businesses to invest.

#### CHANGE TO PLAN

I do not feel the SCAAP is sound or positively prepared because of the clearly flawed data it relies on and a total lack of understanding of the tourist economy and the needs of businesses. It needs to be re-written and contain clear objectives to increase accessibility to convenient parking (and more not just 'no net loss') near to the seafront to support day visitors/families. It also needs to acknowledge the importance of peak days to local businesses.

The document is unsound because it is not:

- i. Positively prepared
- ii. Justified
- iii. Effective

How you would like your representation to be considered at the independent examination: Written representation.

This email is acknowledgement of the receipt of your representation. It is NOT confirmation that the representation has yet been registered. You will not receive any further notification by email that your representation has been registered until the end of the participation period.