

[REDACTED]

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**From:** Southend-on-Sea Borough Council <southend@jdi-consult.net>  
**Sent:** 15 December 2016 11:50  
**To:** [REDACTED]  
**Subject:** Representation received. ID:2536

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

CPF Leisure Limited (Liam Fitch),

Thank you for your representation which we received as follows:

Representation ID: 2536  
Document: Southend Central Area Action Plan (SCAAP) - Revised Proposed Submission 2016  
Section: Policy DS5 - Transport, Access and Public Realm  
Support/Object: Object

Liam Fitch  
CPF Leisure Limited

[REDACTED]

**CHANGE TO PLAN**

As a managing director that deals with several business based on southend seafront. I know first hand how bad the parking situation and traffic circulation is during the summer months.

I fully believe the policy will not be effective on the basis of a few points.

- 1) You cannot rely on family's with young children to use public transport to visit the attractions we have on our seafront. It just wont work.  
Parents especially with young children need to carry plenty of belongings with them and you cannot expect to drag heavy bags onto the train and then walk down southend high street with the bags to get to the seafront.
2. The town desperately needs more parking. To take part of the seaway parking site away for development would cathostrophic move for the businesses I deal with. Therefore having a negative effect on me and my business. Implenting this would further frustrate tourists who are already struggling to find car parking spaces during the summer months. If there day at the seaside starts with parking problems I would highly doubt they would come back to visit southend and therefore eliminating repeat business for my customers and myself.
3. Delivering to my customers on the seafront is already a logistical nightmare. My delivery drivers can never find loading bays close to the business they are delivering to so they have to result in manually carrying the box's to there destination. This results in the job taking much longer then it should. As a consequence of this I have had plenty of parking tickets issued to my drivers as they have been in the loading bay for more then 30 mins. This is all a result of the bad traffic circulation in the town. To implement further restrirctions on loading bays stated in DS5 would have a negative effect on my business. I delivery to various seaside towns in the U.k and my home town is by far the most difficult.

I fully believe this policy will not be effective.

Liam Fitch  
CPF Leisure Limited

The document is unsound because it is not:

i. Positively prepared

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.