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Airport Surface Access Strategy
September 2014

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SUMMARY OF NEW TARGETS, COMMITMENTS AND ACTIONS

No.	Target/Commitment/Action	Timescale	Comments
Mode Share			
1	Air passenger public transport mode share should be at least 20% by 1.5mppa and 25% by 2mppa.	When passenger numbers reach 1.5 and 2mppa	Unchanged from 2011, 1.5 mppa not yet reached. Current share 29%. See target 14 for date of next survey
2	Staff mode share should not exceed 65% using car alone.	Ongoing	Unchanged from 2011. Current share 61%. See target 15 for date of next survey
Sustainable Modes			
3	100% of new developments will include good pedestrian access. Terminal, railway station and associated forecourt and vehicular facilities to be DDA compliant. Policies related to walking routes for the JAAP area will be supported.	Ongoing	'All' changed to '100%'. Section 106 DDA target added. Support for JAAP policies added.
4	100% of new developments will include provision for secure cycle parking (Section 106 Agreement target), showers and lockers. The Travel Plan Co-ordinator will arrange cycle promotions and activities for staff. Demand for cycle parking will be monitored and additional cycle racks provided when required. Policies related to cycle routes for the JAAP area will be supported.	Ongoing	'All' changed to '100%'. Section 106 target noted. Support for JAAP policies added.
5	Work with stakeholders to persuade Government to include requirements for additional early morning and late evening rail services, and significant improvements in the quality of the rolling stock, in the specification for the next Greater Anglia franchise.	2016	Modified to reflect current aspirations. Current air passenger rail share 25%, staff 11%
6	The Airport will engage with stakeholders to identify gaps and develop a bus and coach strategy for the JAAP area, including the new business parks. Bus shelters or other forms of weather protected areas for passengers awaiting onward travel services to be provided	Ongoing	Modified from 2011. Air passengers bus and coach share 4%, staff 3%. Section 106 target added. Terminal canopy provides weather protection.
7	The Travel Plan Co-ordinators will investigate car sharing scheme options (Lift Share, Carbon Heroes etc.) and Car Clubs as well as encouraging the growth of informal car sharing. Companies operating at the Airport will be encouraged to designate the best parking bays for car sharers.	Ongoing	Minor change from 2011. Currently 10% of staff car share.
Car Parking			
8	Electric car charging points to be provided in car park	Ongoing	
9	Sufficient car parking spaces (including DDA	Ongoing	Modified to be on an



	compliance) will be provided to meet demand from air passengers, so as to avoid the need for off-airport fly parking. The Airport will closely monitor on-airport demand and will have contingency plans for additional spaces to be brought into use if required. The Council's monitoring of street parking will be supported.		ongoing basis. On airport car parking demand was 600 spaces in 2012. DDA compliance and support for street parking monitoring added.
Travel Planning and Information			
10	Designate responsible individual(s) to undertake travel planning.	Ongoing	Modified to reflect current responsibilities
11	New staff to be made aware of sustainable travel options.	Ongoing	Unchanged from 2011
12	Airport to participate in joint promotion and marketing of sustainable travel through the Airport Transport Forum and Transport Liaison Group	Ongoing	Unchanged from 2011
13	Provide DDA compliant real-time and web-based onward travel information in the rail station and terminal, in particular to provide live onward travel information in the landside arrivals area.	By the end of 2014	Modified to be by the end of 2014. Section 106 Agreement target noted.
14	Provide smart ticketing facilities in the rail station and terminal.	Ongoing	Smart ticketing moved from above to separate target
Surveys, Monitoring and Review			
15	Air passenger surface travel surveys to be undertaken every three years, or when there are significant changes in passenger profiles, or when passenger numbers exceed 1.5 mppa.	2015, or earlier if passenger profile changes or numbers exceed 1.5mppa as monitored by the Transport Liaison Group	Modified to align with next ASAS review
16	Staff travel surveys to be undertaken every three years or if on-airport staff numbers grow to more than 1,500.	2016, or earlier if on-airport staff numbers grow to more than 1,500 as monitored by the Transport Liaison Group	Modified to be every three years or if there is major growth in staff
17	ATF to meet annually.	Ongoing	Modified to be annually and ongoing
18	Transport Liaison Group (TLG), principally comprising LSA and the three local authorities, to be set up to assess the performance of the ASAS and ATP and determine a programme of reviews and surveys.	TLG to meet quarterly	Modified to be quarterly
19	Review the Airport Surface Access Strategy (Section 106 Agreement target).	Within 6 months of the airport reaching 1.5 and 2 mppa	Modified as first threshold reached. Section 106 Agreement target noted.

INTRODUCTION

- 1 The Airport Surface Access Strategy (ASAS) was published in December 2011 and included a commitment to review it within 6 months of exceeding 1 million passengers per annum (mppa). At the end of February 2014, there were more than 1 mppa on a rolling 12 months basis for the first time. This review therefore meets this commitment to review the ASAS by the end of August 2014.
- 2 The Section 106 Agreement dated 30 April 2010 (as amended by the Deed of Variation dated 20 June 2013) which accompanied the planning approval for the runway extension and associated works includes a number of obligations and commitments related to the ASAS, including the requirement to review it. These are set out at paragraphs 11.2 to 11.5 of Schedule 1 of the Deed of Variation. In addition, paragraph 13 of Schedule 1 sets out targets relating to public transport use to be achieved through the implementation of the ASAS.
- 3 The review has been undertaken with the help of the Southend Airport Transport Liaison Group (SATLG) which was set up also following a commitment in the ASAS.
- 4 This review primarily looks at actual performance against the ASAS targets, but also takes the opportunity to update a number of areas and to refresh, consolidate and revise some of the targets.
- 5 Government guidance on ASASs was revised in the Aviation Policy Framework published in March 2013. This review therefore also follows this guidance, although the guidance is not intended to be prescriptive or exhaustive. The structure of this review is similar to the 2011 ASAS, except that that the 2011 version included a separate Airport Travel Plan as an appendix. As this duplicated much of the ASAS, this has now been consolidated into one document.



LONDON SOUTHEND AIRPORT TODAY AND OUR FUTURE PLANS

Activity

- 6 Passenger numbers since the start of Easyjet operations in 2012 are shown at Figure 1. There were 617,017 passengers in 2012, 969,912 in 2013 and 1,001,343 in the 12 months to the end of February 2014. There are two main airlines, Easyjet and Aer Lingus Regional, operating a range of UK domestic and European flights, with other airlines operating occasional charter flights. From June 2014, flights operated by Stobart Air under the Flybe brand will be operating to a number of Northern European destinations. In 2013 there were 29,443 aircraft movements, and almost no cargo.

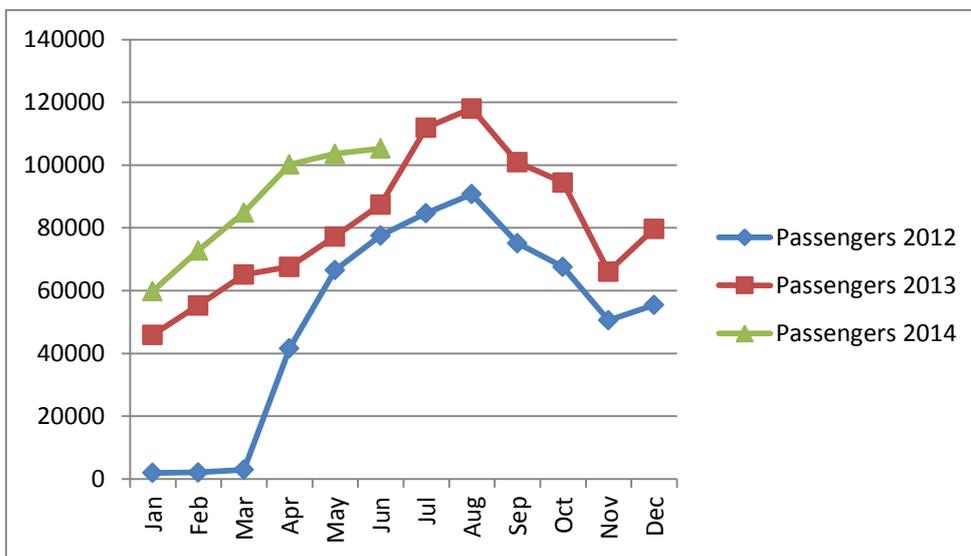


Figure 1: London Southend Airport passengers by month

Property and Infrastructure

- 7 The major new buildings opened since 2011 are the rail station, control tower, new terminal and hotel. The old terminal building has been converted to include an Executive Lounge, staff security entrance and other uses. There have been no major building developments elsewhere on the Airport.
- 8 A runway extension came into use in 2012 as well as new taxiways and aircraft stands associated with the new terminal. The runway extension required the closure of part of Eastwoodbury Lane and its replacement by a new road (St Laurence Way) from Nestuda Way to Eastwoodbury Lane, which has changed local traffic, including bus, routes.
- 9 Extensive areas of car parking plus new access roads associated with the new terminal also opened in 2012. More details of car parking are provided later in this review.



Employment

- 10 The 2011 ASAS reported that there were about 1,000 jobs at the Airport and that this was forecast to rise to 1,500 by 2012 and to about 2,500 by 2020. All of these figures include employees of Ipeco, a major employer which is located outside the Airport boundary. Ipeco was considered part of the Airport employment base partly because it manufactures aviation products. However, the new business parks proposed as part of the Joint Area Action Plan (JAAP - see below under Local Policy) will cater for a very significant increase in the number of jobs in the area and their transport requirements will be covered by separate Transport Assessments and Travel Plans. These jobs have therefore been taken out of the figures considered in this ASAS. However, as the JAAP proposals are implemented, there will be a need for co-ordination of its Travel Plans with this ASAS.
- 11 Currently, within the Airport boundary, there are around 1,100 employees, of whom 350 work for the Airport and its sister companies in the Stobart Group (Stobart Rail, hotel) all of whom are based in the terminal and nearby areas. Of the remainder, 250 work for other organisations in the terminal area and 500 for organisations in the Southern and Northern Maintenance Areas.
- 12 Employment within the Airport boundary is likely to grow in the next few years, but not at the high rate of the last two years, which saw 500 new jobs created in 2012, but by around 40 in 2013.

Future Plans

- 13 As at March 2014, the Terminal has been extended from its original size and there are no current plans for further extensions. The passenger and aircraft operational elements of the master plan which were included in the documents associated with the runway extension planning application have mostly been completed. The remaining developments are additional car parking and the development of the northern areas for MRO activity.
- 14 The environmental assessment for the runway extension planning application was based on a 2 mppa forecast for 2020. The planning permission for the runway extension limits aircraft movements but not passenger numbers. Government decisions about airports following the Airports Commission's final report, expected in 2015, will provide a framework for future development in the medium and longer term. A master plan for London Southend Airport for the medium and longer term can then be considered.
- 15 The Southend Airport and Environs Joint Area Action Plan (JAAP) is moving towards adoption after the Examination in Public in April/May 2014. The proposed schedule of changes, which updates the JAAP, will include relevant airport policies, particularly in respect of the new runway and terminal.

NATIONAL, REGIONAL AND LOCAL TRANSPORT POLICIES

National Policy

- 16 Following consultation, the Government published the Aviation Policy Framework in March 2013. This is much less prescriptive than the 2003 White Paper which it mostly replaced, but it does include updated guidelines for Airport Transport Forums and ASASs.
- 17 A long term airport development strategy is being considered by the Airports Commission. As at July 2014, the Commission had published an Interim Report and the Government's response to this is awaited. The Commission is also undertaking feasibility studies of an Inner Thames Estuary airport which, if taken forward, would have a significant effect on Southend Airport. For the remainder of 2014, the Airports Commission is expected to make a recommendation about the Inner Thames Estuary proposals and to consult on its appraisal of the short listed long term schemes. The Airports Commission's final report is expected in 2015, following which the Government will decide on the longer term strategy.
- 18 The Government has also published the National Planning Policy Framework (NPPF) which replaced most planning guidance.

Regional Policy

- 19 The East of England Plan has been withdrawn although some of its evidence base remains current. Regional transport policy is now being developed through Local Enterprise Partnerships (LEPs) and the relevant LEP for London Southend Airport is the South East LEP (SELEP) which covers Essex, Kent and East Sussex. SELEP has published a Strategic Economic Plan which has been submitted to Government and funds have been allocated in the July 2014 Growth Deal announcement. Relevant transport schemes in the SELEP Strategic Economic Plan include:
 - A127 route management strategy
 - Rochford pinchpoint measures
 - Rochford JAAP infrastructure and housing delivery
 - JAAP airport sustainability access package measures
 - JAAP development of Saxon business park at Southend Airport
 - JAAP A127 Bell junction
 - JAAP A127 Kent Elms junction
 - TGSE Network Southend and Essex LSTF.
- 20 The SELEP Strategic Economic Plan also refers to Highways Agency and Network Rail schemes which are funded separately, the most relevant one being GEML capacity improvements. Network Rail are also embarking on an Anglia route study as part of their Long Term Planning Process. Improvements may also be delivered through the franchising process, with a new Greater Anglia long term franchise to begin in 2016.

Local Policy

- 21 The Southend-on-Sea and Rochford Local Plans are adopted but the key local policies are emerging through the Southend Airport and Environs JAAP. An Examination in Public (EIP) of the Submission Version took place in

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Chapter 4: National, Regional and Local Transport Policies



April/May 2014 and adoption is planned for later in 2014. The JAAP includes a number of policies about the Airport, including a requirement for an ASAS with a travel plan. A revised Proposals Map has been produced as a result of the EIP and will be consulted on as part of the changes currently being proposed for the JAAP and is included at Figure 2. Details relating to the EIP and the Proposed Schedule of Modifications to the JAAP Submission Document can be found at:

http://www.rochford.gov.uk/planning/policy/local_development_framework/london_southend_airport/london-southend-airport-and

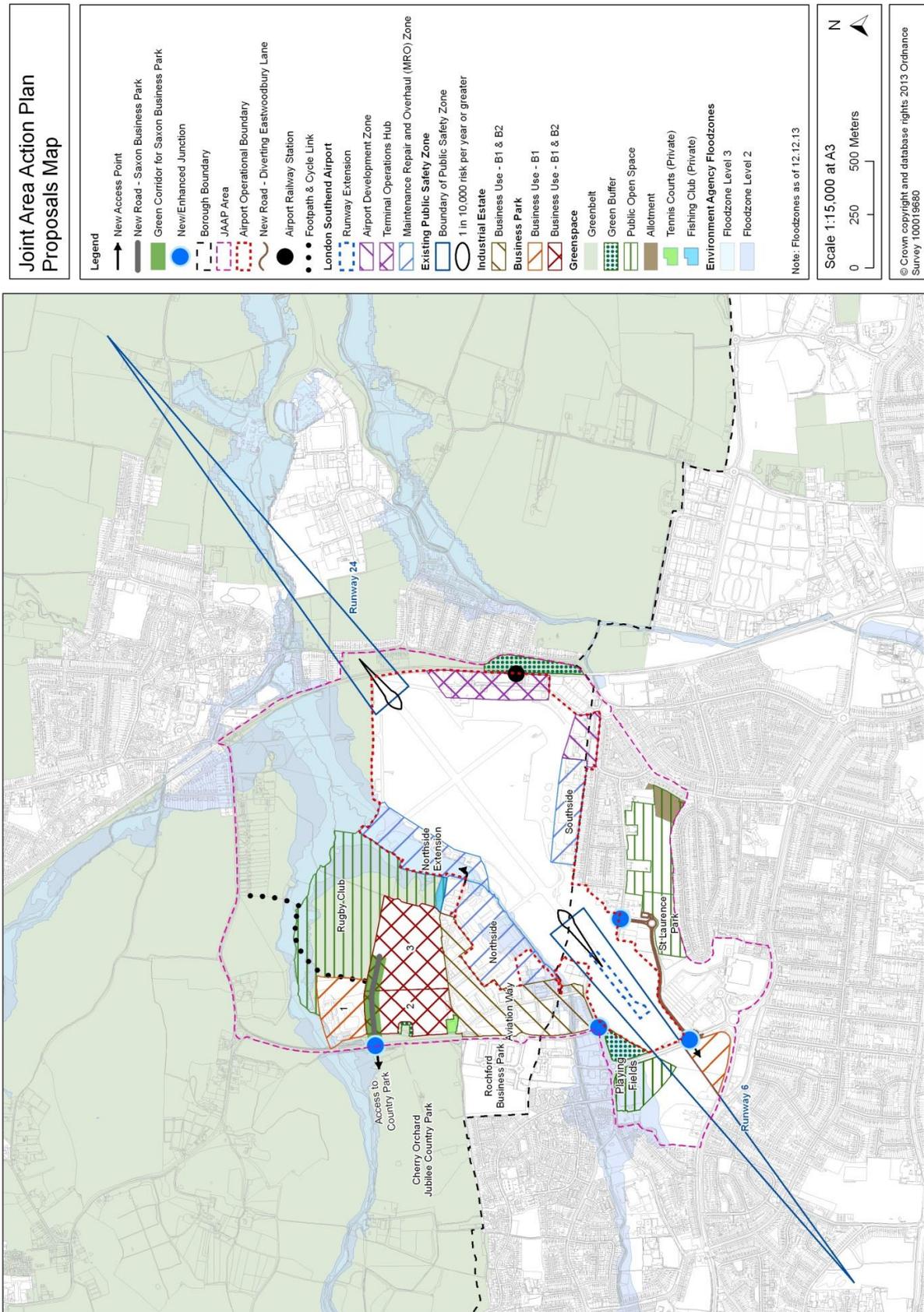


Figure 2: Southend Airport and Environs JAAP Proposals Map



22 Although most of the airport-related elements of the JAAP have been implemented, it proposes major business park developments to the north and west of the Airport which will create 7,000 new jobs. Transport elements of the JAAP not already implemented include:

- Policies on access to development areas from Cherry Orchard Way and Aviation Way
- A policy on the form of junction for Saxon Business Park
- Policies requiring travel plans for developments
- A policy on the provision of public transport
- Policies requiring the provision of walking and cycling facilities in the developments
- Policies relating to freight and network management
- A policy for contributing to network capacity improvements



AIR PASSENGERS AND EMPLOYEE SURFACE ACCESS

Air Passengers

23 The target in the 2011 ASAS was:

Air Passenger public transport mode share should be at least 20% by 1.5 mppa and 25% by 2mppa

A survey of air passengers in October 2012 showed that 29% of air passengers used public transport. The breakdown by mode is shown at Figure 3.

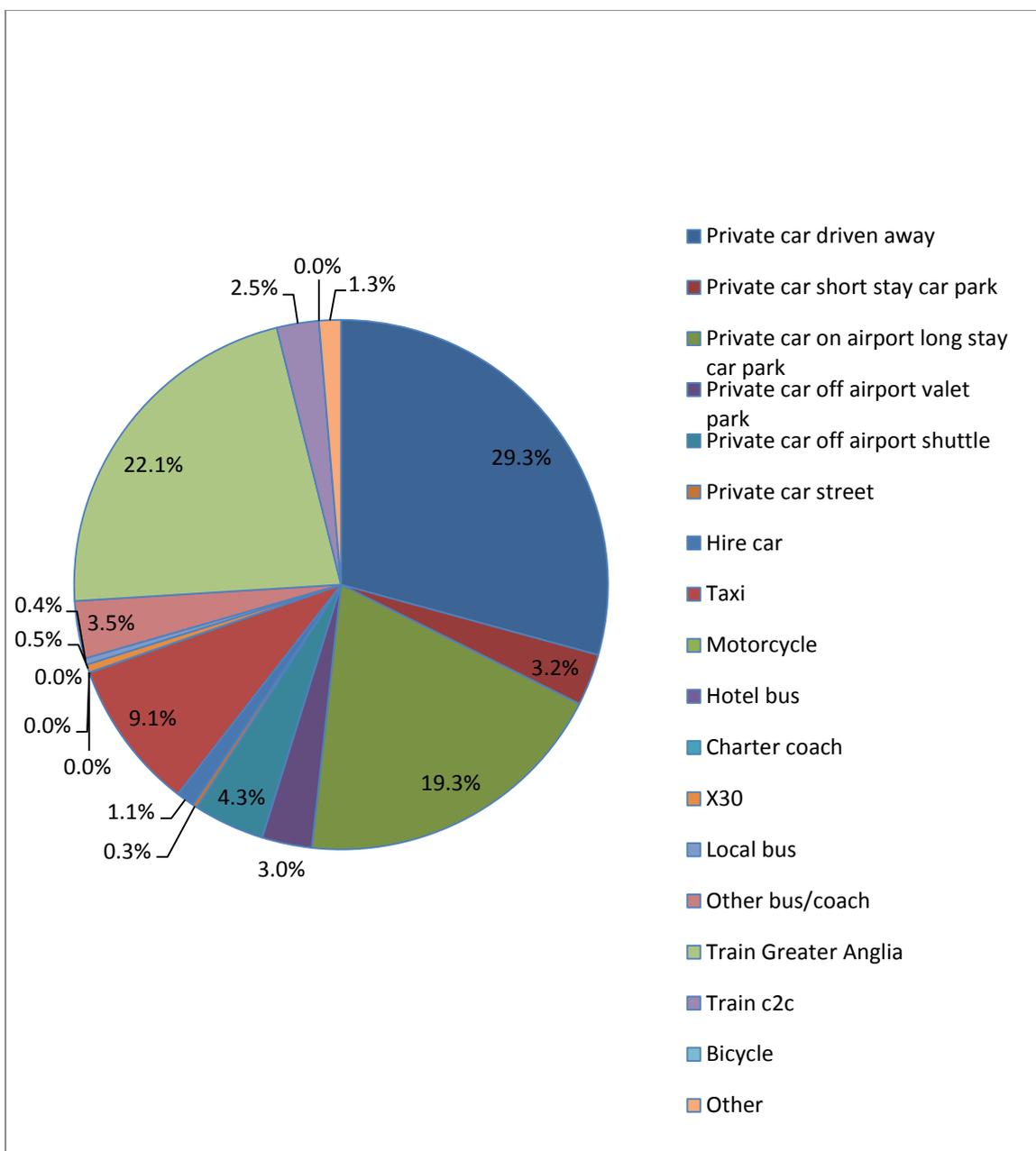


Figure 3: Percentage of air passengers using various modes of travel to London Southend Airport

24 As the target mode share figure has already been achieved, there is an argument to increase it to provide more of a challenge. However, the target relates to a throughput of 1.5 mppa, which is unlikely to happen until at least 2015. The target was originally set at a time when there was no data about Southend passengers and was based on benchmarking against other airports. However, these ranged from 1.3% to 47.3%, so it is clear that local circumstances play a significant role in driving mode share. More recent data from UK airports is shown in Figure 4.

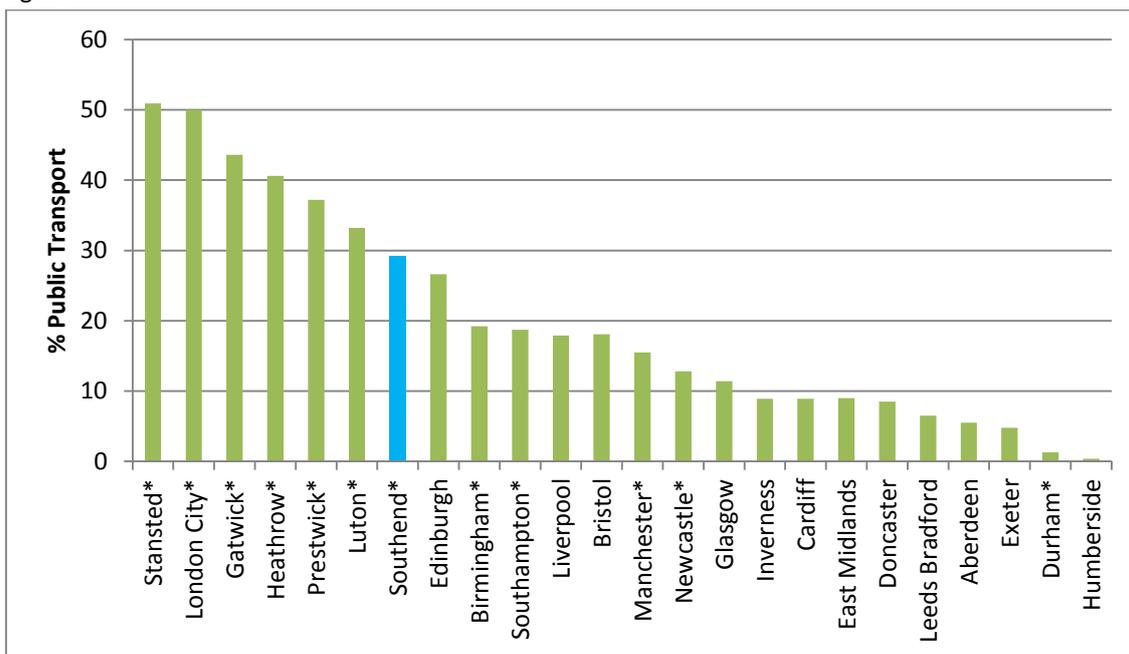


Figure 4: Air passenger public transport shares (*airports with rail stations)

25 London Southend compares favourably with most of the benchmarks. Of those with higher public transport shares, most are major London airports with an extensive range of coach services. London City has a unique location which is ideally suited to public transport. Prestwick is similar in size and distance from the city centre to Southend but has a very limited local catchment and therefore draws more of its passengers from a wider area for which rail is suitable.

26 The main drivers of public transport use are the proportion of outward passengers and the proportion of leisure passengers. Holiday flights to Mediterranean destinations tend to attract local outbound passengers, in groups, with baggage, who tend to use private car or taxi modes. Flights from cities attract either inbound visitors going to central London, or outbound short break passengers with no hold baggage, who find the train more attractive. Data is available from the 2012 passenger survey and is shown in Figures 5 and 6. Each point is for a route with, for example, destinations such as Belfast (BFS) and Waterford (WAT) having high public transport shares and Faro (FAR) and Palma (PAL) having a low share. Future mode shares will be driven as much by the types of flights and passengers as by the public transport service. Until there is a significant increase in inbound passengers, it is unlikely that public transport mode share will increase, but Target 14 (about surveys) will ensure that changes are monitored.

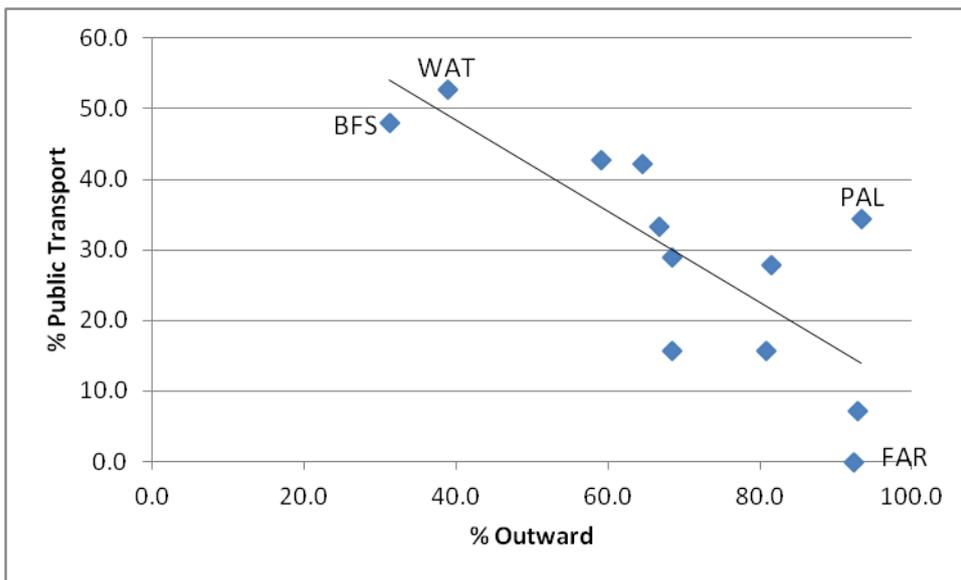


Figure 5: Public transport use by outward %

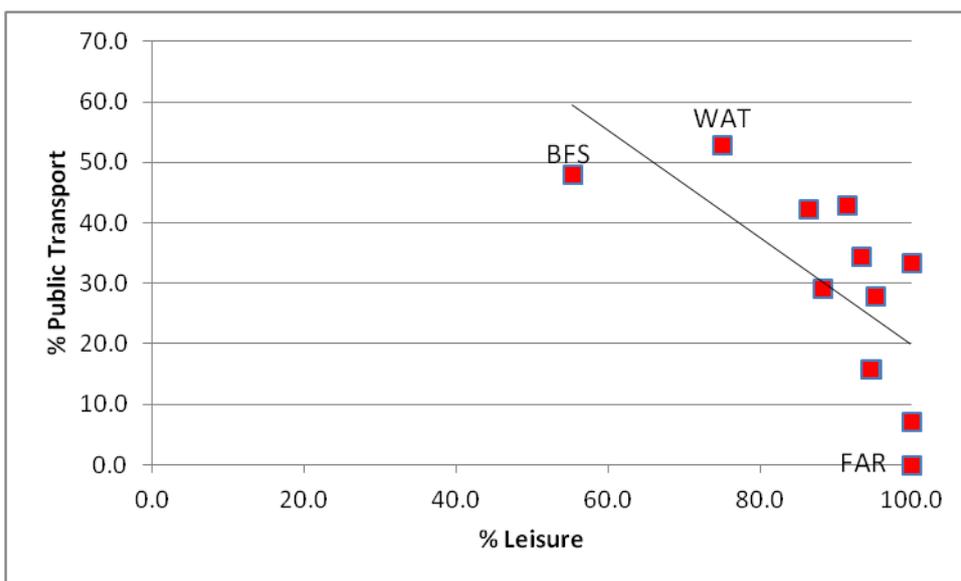


Figure 6: Public transport use by leisure %

- 27 Public transport use is, of course, also driven by its availability and one significant issue has been the timing of the first and last trains. Several flights depart before 0700 and the first train from London arrives at 0632, which is too late. Efforts to remedy this are covered later but, until it is remedied, public transport use will be limited.
- 28 This analysis supports the proposal to retain the mode share target at 20% for 1.5 mppa and 25% for 2 mppa. It will of course be appropriate to review the target when those thresholds are achieved. On current trends the first threshold is unlikely to be achieved before 2015. During 2014 there will be growth in the number of passengers but it is not clear if the type (inbound/outbound, business/leisure) will be significantly different.
- 29 Another group of airport users are escorts or 'meeters & greeters'. The 2012 air passenger survey recorded that 76% of passengers had no escorts, 18% had one escort and 5% more than one. Escorts are usually the driver of the car used to set down or pick up passengers and this issue is covered later in this review.

30 For the next passenger surveys the Airport will liaise with the Transport Liaison Group to agree survey methodology (including dates of surveys, sample size, survey questions and ways to possibly capture both inbound and outbound passenger travel information). The Airport will also contact train operators to gather information regarding ticket sales to/from the airport.

Staff

31 The target in the 2011 ASAS was:

Staff mode share should not exceed 65% using car alone

A staff travel survey in 2010 had indicated that 65% could be achieved and, benchmarked against other airports and areas, this was felt to be an achievable target. However, a survey in 2012 showed a much higher use of car alone, probably because of adverse weather during the survey period. A further survey in 2013 showed that 61% used car alone, within the target. Detailed results from all the surveys are shown in Figure 7.

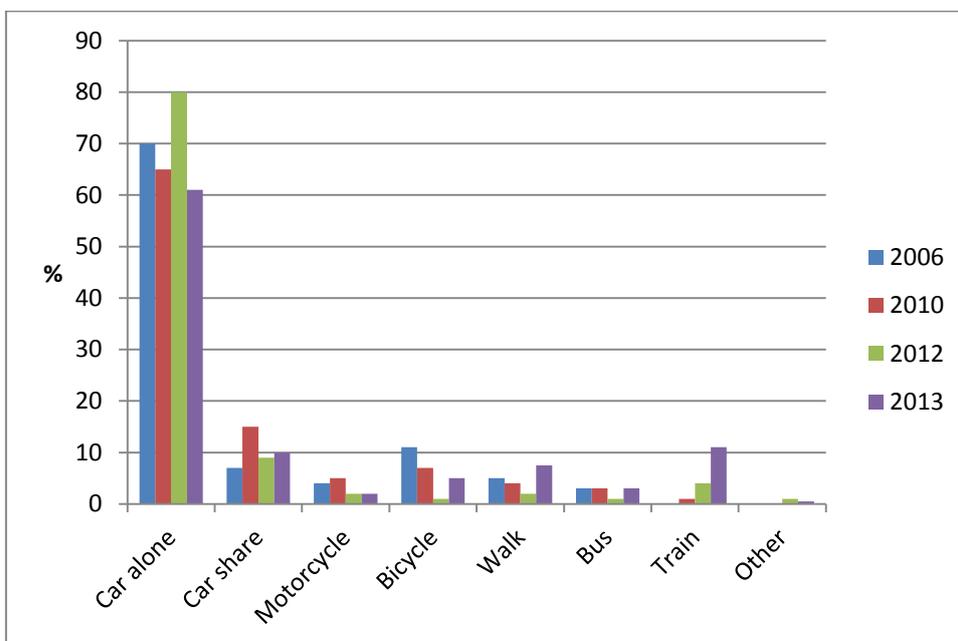


Figure 7: Mode of transport used by staff at London Southend Airport

32 Benchmarks can be provided by national statistics. In Great Britain, 68% of journeys to work are made by car. 72% of residents in the East of England used cars for journeys to work. 77% of journeys to workplaces in the East of England were by car. These figures include car sharers. Census data for Southend-on-Sea, Rochford and Essex is set out in Table 1 (adjusted to exclude those who work from home or those not in work). The figures for train are probably a reflection of the high number of London commuters.

	Train	Bus and coach	Car driver	Car passenger	Cycle	Walk
Southend-on-Sea	16.4%	5.6%	53.0%	5.0%	3.1%	14.7%
Rochford	16.6%	3.4%	65.9%	4.5%	1.3%	6.1%
Essex	11.2%	3.5%	63.9%	4.9%	2.2%	9.7%

Table 1: Benchmarks for journeys to work from census data

- 33 As noted earlier in this review, there are three main zones of employment within the Airport boundary, as shown in Figure 8. In the terminal area, most staff are employed by the Airport company, airlines, retailers, hotel and others associated with the operation of the passenger flights. This location is well served by public transport and is close to residential areas. Employment in this area is likely to grow, albeit not at the rate of the last two years. New staff are provided with information about sustainable travel options, see appendix. The largest employer in the Southern Maintenance Area is ATC Lasham, a long established company with many long serving staff. The Northern Maintenance Area is less well served by public transport, and pavements are not good for walking, although there are cycle routes in this area. North of this area is the location of the business park proposed in the JAAP, and the transport assessments and travel plans for developments in this area will need to enhance the public transport services, in co-ordination with the ASAS.
- 34 As part of the JAAP transport strategy, there are proposals to improve public transport access and walking and cycling routes around the airport and to serve the new business parks. The Airport will work with Southend, Essex and Rochford Councils to develop this further.
- 35 Two years of data indicate that local access can be an issue, for example, of great concern is the issue of delays on the highway network due to the volume of traffic using the Airport Retail Park at weekends. This issue needs to be resolved as the Council and the Airport wish to see congestion and accessibility issues improved at Harp House Roundabout. The Airport will work with Southend Borough Council and the Airport Retail Park in seeking to resolve this issue.

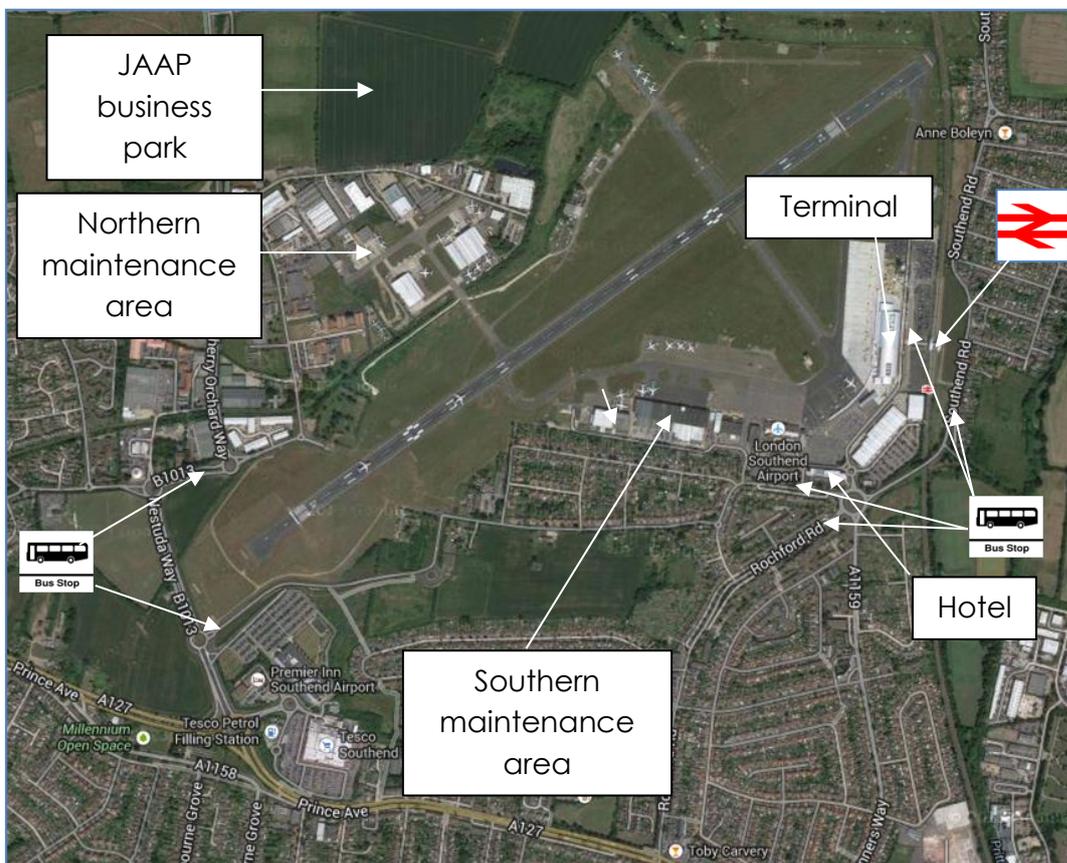


Figure 8: Employment zones and public transport at the Airport



36 The key drivers of mode choice for staff appear to be home address and shift patterns. Figure 9 shows the difference between staff with addresses in SS, CM and other postcodes. From SS postcodes, which include areas close to the Airport, there were higher proportions of car sharer, walkers, cyclists and public transport users. Car alone was higher from the CM and other postcodes where journeys were longer. Rail use was higher from the other postcodes probably because of addresses in London.

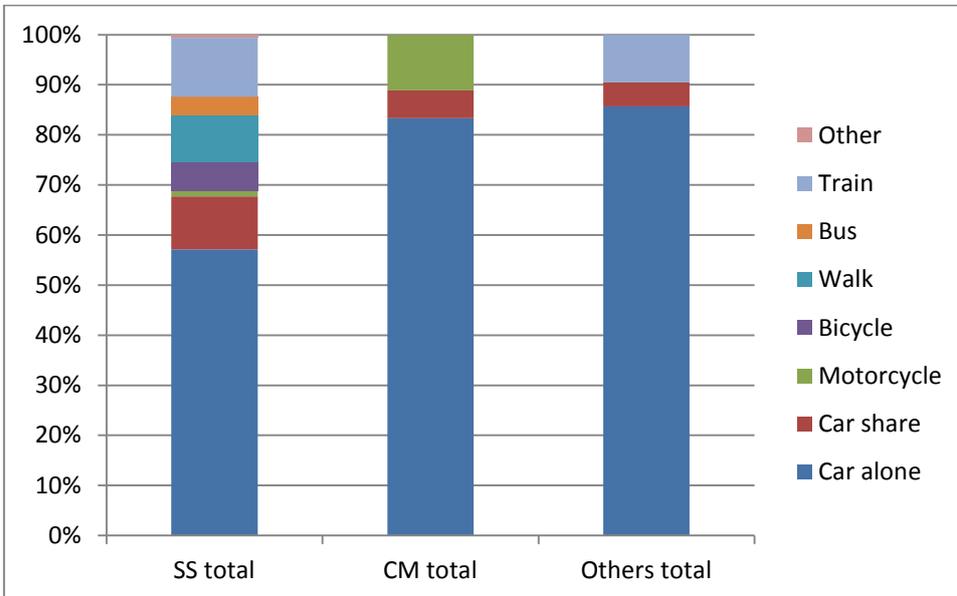


Figure 9: Staff mode share by postcode

37 Figure 10 shows the difference between shift and non shift staff. Shift patterns mean it is difficult to use public transport and car sharing, while generally travelling outside peak times is easier by car.

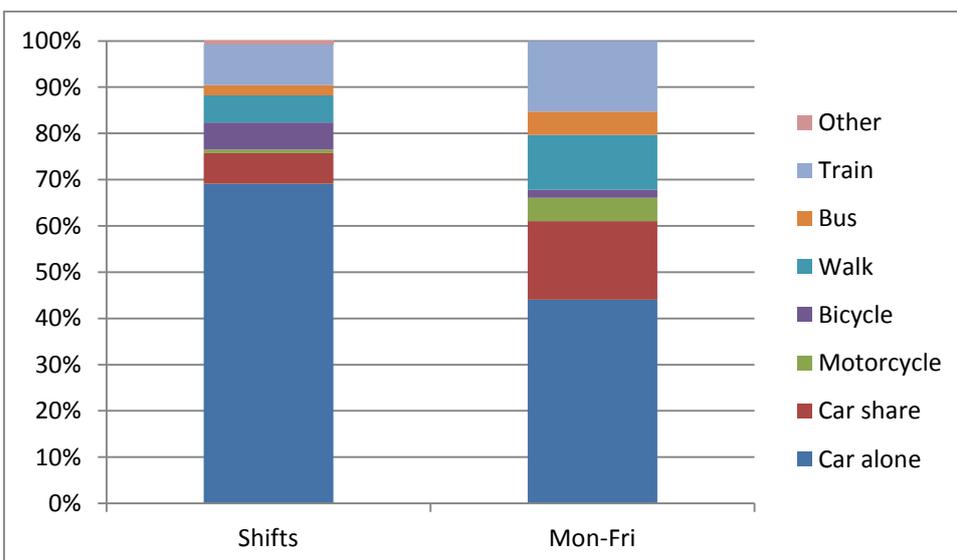


Figure 10: Staff mode share by shift pattern



38 The 2013 staff travel survey also asked questions about the mode normally used (as compared with the mode used on the day of the survey), the mode sometimes used and the modes never used, and the reasons why. This indicated the following:

- The proportion of car alone users was higher on the day of the survey than normally, with each of the other modes slightly below the normal figure
- The use of modes other than car alone sometimes was significantly more than on the day of the survey, indicating that many staff did occasionally use other modes
- Those who never used a car mainly did not own a car
- Those who never car shared mostly said that they could not identify a sharer who lived close and had the same shift pattern
- Those who never cycled said that they didn't own a bike or that it was too far. A few said it was not safe and a few said there was no cycle purchase scheme
- Those who never used buses or trains said that there was no direct service from their home to the Airport, or that it was too far (by bus) or that there was no service at shift start and finish times.

39 Some of these points are being addressed (e.g. the cycle scheme) and more details are given later in this review. However, the conclusion is that the target of 65% should remain because the actual figure is not settled. As with the air passenger mode share target, it is an aspiration to improve on the target as employee numbers grow.

40 Other travel which could come under the staff heading includes visitors to the Airport or deliveries. These were not specifically covered by the 2011 ASAS and may not be significant in numbers of movements, but should be monitored to ensure that any particular issues associated with them are identified. This can be covered by the Transport Liaison Group.

SUSTAINABLE TRANSPORT

Walking

41 The 2011 ASAS target was

All new developments at the Airport will include good pedestrian access.

This has been achieved in that there is pedestrian access throughout the new terminal, rail station, car parking and hotel area for routes taken by air passengers, staff and visitors. The S106 agreement included a specific reference to DDA requirements which have been independently audited. The S106 agreement also refers to weather protection which has mostly been provided although there is still an outstanding requirement of a coach stop shelter. The 2013 staff travel survey showed that 7% of staff walked to work and also that the main reason for not walking is distance. It is recommended that the target is retained, with 'all' replaced by '100%' to make measurement more meaningful.

Cycling

42 The 2011 ASAS target (part of which is also in the Section 106 Agreement) was

All new developments will include provision for secure cycle parking, showers and lockers. The Travel Plan Co-ordinator will arrange cycle promotions and activities for staff. Demand for cycle parking will be monitored and additional cycle racks provided when required.

This has been achieved so far as new developments completed to date. The initial provision of cycle parking in the short stay car park has been replaced by a larger area next to the Station and cycle parking for staff installed next to the staff entrance. Cycle demonstrations and promotions have taken place (eg. charity rides) and the promotion of 'Ideas in Motion' is ongoing, along with Cycle Southend's 'Recycle Centre'. The 2013 staff travel survey showed that 5% of staff cycled to work and that the main reasons for not cycling were that they did not own a bicycle or it was too far. The Airport is reviewing its involvement in the Cycle2Work scheme. In addition, the Airport will add links to [Cycle Southend](#), [Ideas in Motion](#) and [BBC Travel News](#) on its website for further information about cycling. ECC, RDC and SSBC have commissioned a study from Sustrans to look at cycle routes around the area, which could be helpful as the JAAP plans are implemented. It is recommended that the target is retained, with 'all' replaced by '100%' to make measurement more meaningful.

Rail

43 The 2011 ASAS target was:

Work with train operators to market rail service to air passengers and staff, and participate in rail marketing and promotional activity. Airlines to provide train information and sell train tickets. Airport to work with rail industry partners to seek improvements, particularly quality.

The Airport ran an advertising campaign in 2012 which included recommending the rail link. This is continuing in various media, with a current radio campaign. Easyjet and Aer Lingus Regional both provide information on

rail access when booking tickets through their websites. The Airport will work with Southend Borough Council through the Transport Liaison Group regarding monitoring of and improvements to the onward travel area within the terminal extension (including better information such as maps and real-time data, and improved ticket machines). The mode share achieved by rail may in part be a measure of the success of these activities. The rolling stock lessor, Eversholt, has refurbished a Class 321 unit and is currently gauging customer reaction. Joint Airport/train operator has been limited. There have been contacts, but the current franchisee has only a short term franchise and has not been able to provide additional services requested by the Airport. These contacts will continue, but the main effort now is to ensure that the new franchise, from 2016, includes requirements for additional services and a significant improvement in the quality of the rolling stock. Evidence of the need for quality improvements can be found in Passenger Focus surveys which, for example, show that satisfaction of the comfort of the seating area was 58% (satisfied/good) compared with the average for London and the South East of 69% and 81% on c2c.

- 44 The airport travel surveys showed that 25% of air passengers and 11% of staff used rail. The main reasons given by staff who do not use rail are the lack of service at their home address or at the time need to get to work. c2c is occasionally used as a back up when there is disruption on the Greater Anglia Line and may be more convenient for some passengers and therefore liaison also takes place with this operator.
- 45 It is recommended that the target be amended to reflect the current aspirations for additional and better quality trains in the new franchise, and to work with all stakeholders.

Bus and Coach

- 46 The 2011 ASAS target was:

The Airport will engage with bus and coach operators to identify gaps and to seek special marketing arrangements for staff.

The Airport has had some discussions with bus and coach operators. In addition to the Arriva local bus services numbers 7, 8 and 9, the First X30 coach from Southend to Stansted via Chelmsford now calls at the Airport. Maps on the airport website and in the terminal show the locations of bus stops. Links to timetables are provided to staff - see appendix. Discussions have also taken place with a minibus operator with a wide network of pre-booked services. However, no developments in local bus services have been discussed. At the time of the 2011 ASAS, the SERT scheme was being promoted. In the event, this was not successful in obtaining funding to develop it. New ideas are now being developed under the banner of the Thames Gateway Network, in particular in relation to the new jobs to be created as part of the JAAP business park development.

- 47 The 2012 air passenger and 2013 staff travel surveys showed that 4% of air passengers and 3% of staff used bus and coach. The X30 coach had only recently started at the time of the passenger survey and there were only limited numbers of passengers with origins in the places it serve. The main reasons given by staff who did not use buses include the lack of a service from their home address. Some staff said that buses are expensive and this may point to a need to communicate the discounts available. Other factors which could influence usage and should be investigated include a lack of knowledge of services and the potential of a travelcard.
- 48 It is recommended that the target is modified to refer to all stakeholders to include the local authorities who are developing a public transport strategy for the JAAP.

The Airport will work with Southend Borough Council through the Transport Liaison Group regarding monitoring of and improvements to the onward travel area within the terminal extension (including better information such as maps and real-time data, and improved ticket machines).

Car sharing

49 The 2011 ASAS target was:

The Travel Plan Co-ordinators will investigate car sharing scheme options (Lift Share, Carbon Heroes etc.) as well as encouraging the growth of informal car sharing. Companies will be encouraged to designate the best parking bays for car sharers.

Car sharing schemes have been notified to staff - see appendix. However, it is clear that most car sharing is informal, i.e. sharing journeys with family and friends. The 2012 survey showed that 10% of staff share their journey to work, the survey also asked for the reasons for not sharing and the most common reason is the lack of someone with a similar short patterns and journey. Car sharing bays have been provided in the staff car park. It is recommended that the target is retained on an ongoing basis and that promotions be discussed with the Transport Liaison Group

Car Clubs

50 The 2011 ASAS target was:

Car clubs will be investigated

Car clubs were investigated but it quickly became clear that they would not be suitable for staff and the market for air passengers is not yet sufficient. It is recommended that the target is kept under review by the Transport Liaison Group.

Electric car charging points

51 The 2011 ASAS target was:

Electric recharging posts in new car park

Discussions with the rental car companies have indicated that they are not planning to use electric vehicles after trials elsewhere. It is now considered unlikely that air passengers will want to charge up their vehicles after driving to the Airport. However, the latest electric vehicle usage figures in Southend show a small but significant increase in the use of electric charging points locally. Therefore, it is recommended that the case for electric charging points be kept under review by the Transport Liaison Group and that investigations take place into the possible use of electric or other low carbon vehicles elsewhere, for example as baggage vehicles.

ROAD NETWORK AND CAR PARKING

Highway Access

- 52 The 2011 ASAS described the main roads serving the Airport. Since then improvements to key junctions on the A127 at Progress Road and Cuckoo Corner have been completed and further improvements at other junctions are planned. Before the runway extension opened, the new St Laurence Way road opened to replace the closed section of Eastwoodbury Lane. Traffic, including bus route 9, now uses this route and it has a beneficial effect on the roundabout at junction of Aviation Way and Eastwoodbury Lane, which is no longer congested at the pm peak. Other users include pedestrians and cyclists and should be considered whenever highway improvements are planned.
- 53 The Harp House roundabout at the main airport entrance is congested at certain times because of a tail back of vehicles using the adjacent retail park. Discussions are taking place between the councils, the retail park managers and the airport to resolve this.

Air Passenger Set Down, Pick Up and Car Parking

- 54 The initial arrangements for set down, pick up and short stay parking were not satisfactory and are being modified. Now that the terminal extension is complete it is intended that all private car set down and pick up will be in the short stay car park. The forecourt will be used by the Airport taxi concessionaire and buses and coaches.
- 55 The 2011 ASAS car parking target was:

Sufficient car parking spaces will be provided to meet demand from air passengers, so as to avoid the need for off-airport fly parking. The Airport will closely monitor demand in Summer 2012 and will have contingency plans for additional spaces to be brought into use if required.

Demand was monitored in 2012 and 2013 and reached around 600 spaces during peak periods, compared with around 1,000 spaces available on airport. Some demand has been met by off airport sites. A contingency plan for a valet parking site was put into place but has not yet been required to be implemented. The local authorities have undertaken surveys of the local streets to monitor the extent of street parking, partly in response to concerns from local residents. These surveys have shown that most streets near to the airport are not fully used either during weekdays, nights or weekends. There are a few streets where the level of occupancy is exceeding 70%. However, even these locations are limited and below the level at which a residents parking scheme can be considered. A small extension of waiting restrictions (yellow lines) is to be trialled on a six month experimental basis at one particular location which is not next to houses.

- 56 Car parking demand is partly related to passenger numbers as shown in Figure 10 (it is also related to length of stay) and, as growth is continuing, it is important to continue to monitor demand and to plan for additional on airport car parking when required.

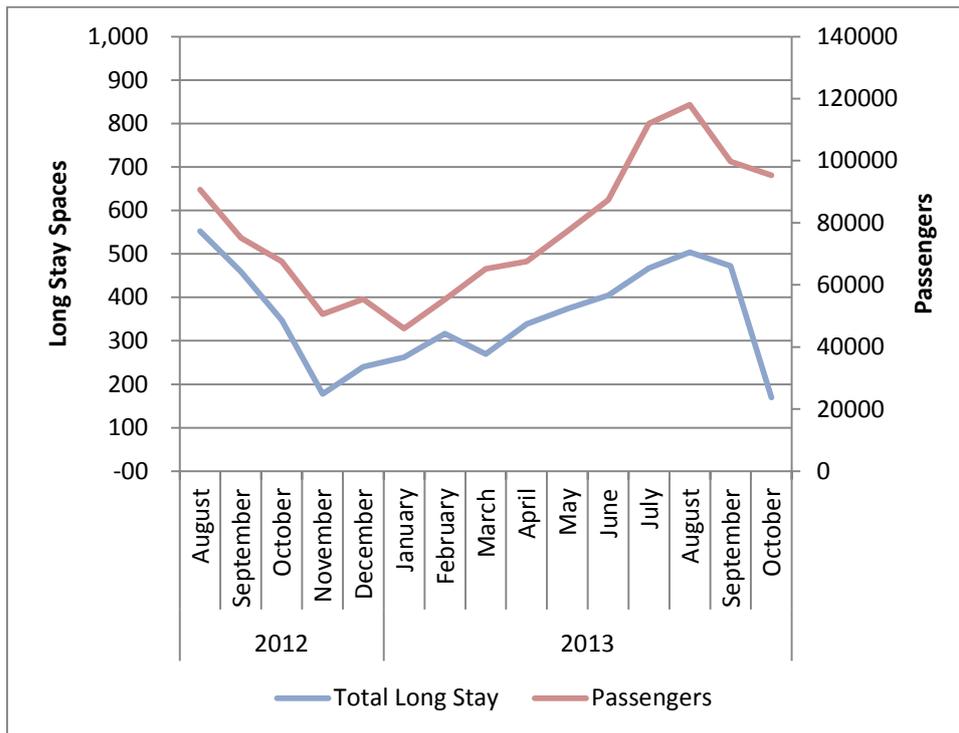


Figure 10: Long stay car parking and passenger numbers

- 57 Car parking demand is also related to price, which also affects the split between 'Park&Fly' and 'Kiss&Fly'. If the Long Stay price is too high, it will lead to more 'Kiss&Fly' which means two trips for every arriving or departing passenger or group. On the other hand, if the Long Stay price is too low, public transport is less attractive. Short Stay prices also affect the split, with higher prices deterring 'Kiss&Fly' but potentially leading to off-airport waiting. It is therefore important to monitor demand and be prepared to adjust prices.
- 58 It is therefore recommended that the target is retained on an ongoing basis.
- 59 Sufficient spaces for staff car parking are provided close to the main staff entrance.

TRAVEL PLANNING AND INFORMATION

Travel Planning

60 The 2011 ASAS target was:

Produce an Area Wide Airport Travel Plan sponsored by the Airport's major employers by the opening of the runway extension

This was achieved by the publication of the 2011 ASAS and associated Airport Travel Plan. It is proposed that the Airport Travel Plan and ASAS be combined as one document and a new target set to review it, as described later under the Surveys, Monitoring and Review heading. It has to be recognised that long established employers have less incentive to participate in travel planning, in part because many of their long serving staff have established travel patterns. There is more scope to influence new staff, particularly for a new development which requires planning permission which can then include a Travel Plan as a condition. This has been the case with the new terminal and associated developments. For the future, there will be considerable scope for travel planning as a condition of permissions for developments in the new business parks, and co-ordination with the ASAS will ensure that the benefits can be shared. The Airport will continue to work with the Airport Transport Forum and Transport Liaison Group to discuss ongoing initiatives with regard to area wide airport and staff travel planning (see Target 11)

Travel Plan Co-ordinator

61 The 2011 ASAS target was:

Designate a Travel Plan Co-ordinator to monitor the travel plan and progress new initiatives by the opening of the runway extension

This was achieved by the appointment of Jo Marchetti. The travel planning function is now undertaken by a number of staff and champions and it is recommended that the target is revised to reflect this and that it is an ongoing task.

Staff Recruitment

62 The 2011 ASAS target was:

New staff to be made aware of sustainable travel options

Information is provided about sustainable modes of transport in the briefing pack given to new staff - see Appendix 1. The 2013 staff travel survey showed that 39% of staff travelled by modes other than single occupancy cars. It is recommended that the target is retained and the information provided to staff be kept under review by the Airport Transport Forum and Transport Liaison Group.

Marketing of Sustainable Travel

63 The 2011 ASAS target was:

Airport to participate in promotion and marketing of sustainable travel

A major multi media campaign took place around the opening of the new terminal in 2012 which included the ease of access by rail. Information on rail has been provided on an ongoing basis via the website. There is currently a radio campaign about the Airport and various campaigns continue, all of which feature rail access. The Airport provides information to staff about sustainable travel promotions and initiatives. It is recommended that the existing target is retained.

Travel Information

64 There were two targets in the 2011 ASAS, as follows:

Provide real-time, web-based onward travel information and smart ticketing facilities in the rail station and new terminal, by the terminal opening

Ensure current public transport information is readily available to members of the public via the internet, on an ongoing basis

The first of these (which is also in the Section 106 Agreement) was partly achieved as ticket machines and real time train information was provided at the station by the terminal opening date, and onward travel information was provided by displays in the arrivals concourse of the terminal. However, it has not yet proved possible to provide a full web-based onward travel system, although investigations are continuing. Real time train information is also now provided in the arrivals baggage reclaim area, as shown in Figure 11. The second target has been fully achieved. It is recommended that the targets be retained on an ongoing basis, but with a specific target to achieve live onward travel information in the landside arrivals area by the end of 2014.



Figure 11: Real time train information in the baggage reclaim area

SURVEYS, MONITORING AND REVIEW

Surveys

65 The 2011 ASAS targets were:

Air passenger surveys to be undertaken in 2012

Staff travel surveys to be undertaken in 2012

Both of these targets were achieved and the key results are described earlier in this report. The passenger surveys took place in October and November 2012 and 418 departing passengers were interviewed. Staff travel surveys were undertaken in December 2012 and also in September 2013 with 159 and 232 responses respectively.

66 These targets were set to obtain information as soon as possible after the new terminal opened. On an ongoing basis, it is normal practice at small airports to undertake surveys every three years. However, for the air passenger survey, rapid growth may include a significant change in the type of passenger and travel characteristics, so the target should also refer to such significant changes. It should also align with the next ASAS review (see below). In addition, if on-airport staff numbers grow to more than 1,500 then staff travel surveys may be required more frequently than every three years. The frequency of surveys will be kept under review by the Transport Liaison Group.

Airport Transport Forum and Liaison Group

67 The 2011 ASAS targets were:

ATF to meet in 2012

Transport Liaison Group, principally comprising LSA and the three local authorities, to be set up to annually assess the performance of the ASAS and ATP and determine a programme of reviews and surveys

The Airport Transport Forum met in December 2012 and February 2014. The Transport Liaison Group first met in February 2012 and there have been 5 meetings since then. The Liaison Group has been regularly provided with information on passenger numbers and has discussed developments to meet the targets. It is recommended that these targets are retained on an ongoing basis.

Airport Surface Access Strategy

68 The 2011 ASAS target was:

ASAS to be reviewed within 6 months of 1, 1.5 and 2mppa

Company: London Southend Airport

Document: Airport Surface Access Strategy – September 2014

Chapter 9: Surveys, Monitoring and Review



This target was also set out in the Section 106 agreement. 1 mppa was achieved on a rolling 12 month basis in February 2014 and this review is therefore taking place, to be completed by August 2014. It is recommended that the remaining thresholds be retained in accordance with the terms of the Section 106 agreement



NEW TARGETS

69 The revised and new targets are provided at the beginning of this review.



Simply easier.

Airport Surface Access Strategy
December 2011

Appendices

APPENDIX A GREEN TRAVEL PLAN



Staff Sustainable Travel Options

At London Southend Airport we promote Sustainable Travel to encourage airport staff to use healthier and low carbon ways of travelling to work. This document provides advice for all Airport staff regarding sustainable travel and healthy options. It may be difficult to use public transport for some shifts, but just travelling occasionally by bus or train or, if you live closer, walking or cycling when the weather is good is worthwhile. Why not even give these options a try and see if it can become part of your getting to work routine?

The information below provides a brief summary of what the individual travel options are (train, bus, car share and cycling).

Details of the Travel Options

Train Travel

There are up to 11 trains an hour into and out of Southend Airport Railway Station.

The railway line is run by Greater Anglia (Abellio) with the railway station being operated by the Stobart team.

The train timetables to and from Southend Airport Railway Station are located on our website:
Getting to the airport: <http://www.southendairport.com/getting-here/by-rail-abellio/>
Getting home from the airport: <http://www.southendairport.com/onward-travel/by-rail-abellio/>
You can also download the National Rail mobile app which gives train times, live train updates and journey planners.

Bus

There are a number of local buses which stop at and near the Terminal.

Arriva – route 9

Timetable –

http://ripassteseu.s3.amazonaws.com/www.southendairport.com/_files/documents/nov_11/SOUTHEND_1322128282_Arriva_Route_9_timetable.pdf

Route Map -

http://ripassteseu.s3.amazonaws.com/www.southendairport.com/_files/documents/nov_11/SOUTHEND_1322128258_Arriva_Route_9_Map.pdf

This route would suit employees travelling from: Rayleigh, Eastwood, Prittlewell, Southend-on-Sea, Thorpe Bay and Shoeburyness.

The new well lit bus stop is located on Eastwoodbury Crescent outside the new Holiday Inn.

Arriva – route 7/8

Timetable - <http://www.arrivabus.co.uk/serviceInformation.aspx?id=12459&r=South+East>

Route Map -

http://www.arrivabus.co.uk/uploadedfiles/Services/South_East/SES07,8_190212_220112m.pdf

This route would suit employees travelling from: Rayleigh, Hockley, Rochford, Southend-on-Sea, Southchurch and Shoeburyness.

The bus stop is located on Rochford Road near Warners Bridge.

First – X30

Timetable –

http://www.firstgroup.com/ukbus/essex/journey_planning/timetables/index.php?operator=8&service=X30&page=1&redirect=no



Staff Sustainable Travel Options

This route would suit employees travelling from: Southend, Prittlewell, Eastwood, Rayleigh, Chelmsford, Barnston and Stansted.
The stop is located outside the terminal by the taxi rank.

Car Share

Where possible we encourage staff to car share when appropriate. By car sharing you are helping reduce daily travel costs and reduce CO2 emissions.

Car sharing is an excellent way to get to know all types of employees across the LSA site from different departments.

You don't have to do this every day, but just when it's convenient for you and your sharer

<https://essex.liftshare.com/>

Walking

By choosing to walk to work you can start the day with a refreshing boost.

Cycling

Within the short stay car park there are covered bicycle shelters where employees can leave bicycles safely and securely. There are showers provided for airport staff who have cycled to work within a number of locations including; fire station, Air Traffic Control Tower and Ramp building.

Cycle Southend – For information on cycling in and around Southend -

<http://www.cyclesouthend.co.uk/>

Cyclescheme – For information on independent bike shops in Essex -

<http://www.cyclescheme.co.uk/partners/>

General Transport Options

For general advice on what your travel options are from one destination to another you can try the below website links or contact Jo Marchetti on jo.marchetti@stobartair.com or 01702 538 529

Some of the links contain a journey planner tool, whilst others show timetables and maps.

Bing Maps www.bing.com/maps/

Traveline www.travelinesoutheast.org.uk/se/

Transport Direct- www.transportdirect.info/

Essex County Council Public Transport - www.essex.gov.uk/travel-highways/public-transport/pages/public-transport.aspx

Essex County Council Smarter travel Choices - <http://www.essexhighways.org/Smarter-Travel-Choices.aspx>



APPENDIX B

THE SOUTHEND AIRPORT TRANSPORT FORUM

Membership

London Southend Airport
Essex County Council
Rochford District Council
Southend-on-Sea Borough Council
Highways Agency
Arriva Southern Counties
First Buses
National Express East Anglia
ATC Lasham
Ipeco
Inflite
DIAL (Disability Information Advice Line) Southend
Essex Area Ramblers
Sustrans
Eastwood & St Laurence Residents Group
MoveEasy Network