

**From:** Southend-on-Sea Borough Council <southend@jdi-consult.net>  
**Sent:** 13 December 2016 10:09  
**To:** [REDACTED]  
**Subject:** Representation received. ID:2510

Choice Insurance Agency Ltd. (Mr Mark Williams),

Thank you for your representation which we received as follows:

Representation ID: 2510  
Document: Southend Central Area Action Plan (SCAAP) - Revised Proposed Submission 2016  
Section: Policy DS5 - Transport, Access and Public Realm  
Support/Object: Object

I have run an insurance brokerage in Southend for 13 years and have worked in the town for 25 years. We are a growing business, employing staff from the local area including 2 apprentices per year via the government scheme.

I was recently shocked to hear that the council were planning to close Southend car parks which are, in my opinion, the life blood of the town. We receive visitors regularly, many of whom drive and already struggle to park in the limited spaces available, especially in the holidays. Our visitors are often delayed by poor road access to the town as it is. Our staff have the same problem and often resort to parking over half a mile away resulting in lateness to work. I currently ensure I get into work early to ensure a space but am then loathe to arrange meetings during the day for fear of being unable to park on my return and ultimately affecting business. I dread to think what things would be like if the seafront parking were to be removed, pushing visitors to the already overflowing town car parks.

I live locally (as do many of my staff) and will avoid the Seafront during busy times as it is. Replacing busy car parks with a cinema would only prove to exacerbate the current parking problem. We do not need a new cinema with nowhere to park when the one we have is rarely even half full.

My main concern is that this is only the start of it. Are more car parks to follow?

I love running my business from Southend as to many of my clients and friends but if this plan is allowed, I will have no choice but to relocate my business like so many businesses have already.

#### SUMMARY

We struggle to park in the town as it is, less parking will drive away businesses and visitors to the town.

#### CHANGE TO PLAN

I do not believe that this policy will be effective but will instead drive visitors and businesses from the area. Carparking is the lifeblood of the town and should be expanded, not limited.

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.