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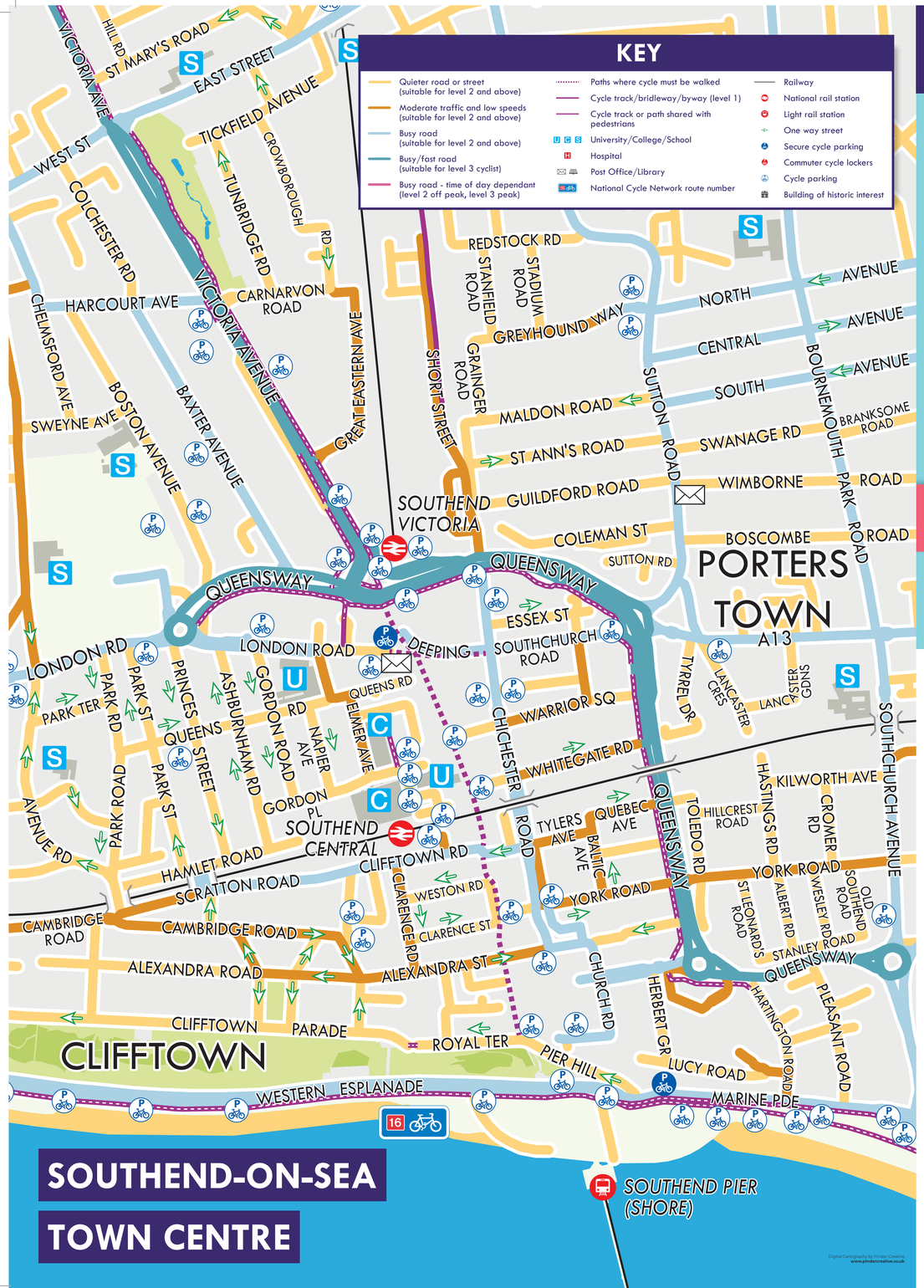


TRAVEL BETTER IN SOUTHEND-ON-SEA

FORWARD MOTION

ForwardMotion is an initiative funded by Active Travel England to encourage people to think differently about the way they travel around Southend, instead of jumping in the car for every journey.

ForwardMotion's goal is to reduce the reliance on car travel and encourage people to consider alternative ways of travelling, to improve mental and physical wellbeing, and reduce emissions across Southend and South Essex.

ForwardMotion is the evolution of a previous active travel campaign, Ideas in Motion. Ideas in Motion started in 2011 as a Department for Transport funded initiative aimed at encouraging residents in Southend-on-Sea to travel by foot, bike, bus or train for short journeys.

Some of the ways **ForwardMotion** can help residents to become more active in their journeys, is by providing initiatives such as cycle training, bike checks, security marking and active travel advice.

ForwardMotion is also the Bikeability provider for Southend, training over 2000 pupils each year.



forwardmotionsouthessex.co.uk/services-near-me/southend-on-sea/



Southend-on-Sea is a great place to cycle; for work, for school, for shopping or just for fun.

We can all be bike friendly by looking out for cyclists and giving them space on the road. When we're cycling, we need to be alert to the needs of other roads users, be they cyclists, motorists or pedestrians.

The old idea that people are bike users, car users or walkers is a big oversimplification. The reality is, most of us use the car sometimes, the bus at other times and an increasing number of people are finding that cycling is a good choice too.

That's the philosophy behind Southend's many paths shared between bikes and pedestrians. The most popular being City Beach/seafront, Victoria Gateway, Royal Artillery Way and the Prittlebrook Greenway. They are a great way to get around by bike, but they're also used by many other people. These shared paths work brilliantly when cyclists are courteous and patient with pedestrians (shared paths aren't the place for fitness training or record-breaking activities), and when pedestrians keep an eye out for cyclists. After all, the roles might be reversed another day.

ForwardMotion is here to help you get on your bike!



Whether you want lessons on learning to ride, help getting back in the saddle or fun themed guided rides, we've got it all!

If you want to update your cycling skills or just feel a bit more confident on the roads, we have Adult and Family Cycle Training sessions. They're great for making that leap from riding a bike around the park to using local cycle paths and roads to make everyday journeys around town.

If riding a bike is new to you, you can start your Cycle Training with 'learn to ride' sessions. Learning to ride a bike is one of life's great freedoms and we guarantee that not only will you never forget how, you'll also never regret learning.

Our Cycle Training sessions are specially designed either for adults or for children, or together as a family. Best of all it's free, and if required we will loan you a bike and helmet for your training session.

For more details contact ForwardMotion on **forwardmotion@southend.gov.uk**

TRAVEL BY TRAIN

Did you know there are 9 railway stations in Southend-on-Sea?

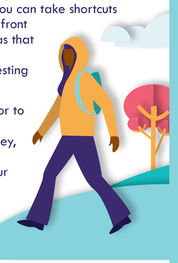
Every household is within walking distance of at least one. If you don't fancy the walk, hop on a bus to the station. A PLUSBUS ticket can save you money on journeys involving both train and bus.

More train information can be found at **nationalrail.co.uk**

ONE STEP AT A TIME

Walking is free, easy and convenient.

You never have to find a place to park because your feet are always ready when you are! It doesn't take as long as you think either. You can take shortcuts through parks, along the seafront and through pedestrian areas that not only make your journey quicker, but a lot more interesting too.



Walking to the train station or to the bus stop can be a really enjoyable part of your journey, giving you the chance to get some fresh air and enjoy your surroundings.

Why not consider joining a local walking group? More information can be found on the ForwardMotion website **forwardmotionsouthessex.co.uk/services-near-me/southend-on-sea/**

THE WHEELS ON THE BUS CAN SAVE YOU POUNDS

If you plan to make several journeys by bus on different routes, check out the bus operator's websites for Saver Ticket information.

Weekly, four weekly and yearly bus tickets are available and can save you money. If you're planning a bus journey, take a look at **travelessex.co.uk**

Here you can find information on which bus stop, bus number and bus company you need.

CYCLE PARKING

ForwardMotion manages several secure cycle parking facilities around the City.

Secure station parking is located at Leigh-on-Sea, Chalkwell, Southend East & Shoeburyness stations. There is an affordable yearly cost to access these facilities, April to March pro rata depending upon the month rental begins.

Secure cycle parking shelters, powered by **Bikeep**, are facilities located at Southend High Street, Shoebury East Beach, Shoebury Common, Southend Pier, Chalkwell Esplanade, Chalkwell Park, Priory Park and Belfairs Sports Ground. Most locations include power sockets to allow e-bike charging. Access to these cycle shelters is via the **Bikeep app** at a low monthly access cost.

DID YOU KNOW?

There are over 3000 cycle parking spaces across the city.

Download the **Bikeep App** from the **Apple** or **Android** app stores.

Or email us at **forwardmotion@southend.gov.uk** for more information on access to these cycle parking facilities and latest rental prices.

It's so easy to grab the car keys for a trip into town.

But it's often quicker to walk, cycle or get the bus or train. The map overleaf includes a handy measuring tool that tells you how long your journey would take by foot or by bike. In the time it takes to start up the car and find somewhere to park, you could have reached your destination and grabbed a breath of fresh air in the process. See how much time you could save.

BE SAFE BE SEEN!

Wear bright clothing to stay noticed on the walk to school.

Safety is always a concern on the walk into school with your kids. Of course, parents will worry about whether their child will be noticed by vehicles on the road, or other people sharing the path. One way to make the walk a bit safer and more fun is to get your kids wearing bright clothing. This will ensure they can be clearly seen by passing traffic, or by cyclists if they happen to stray from the footpath.

This doesn't have to mean they wear high-visibility jackets (try wrestling a teenager into one of those!). You could make it fun by encouraging them to wear brightly coloured accessories; coats, scarves and hats in the winter; caps and t-shirts in the summer.

Make it a challenge with the younger ones and see who can be the brightest.

Best of all, walking can actually make your child brighter! Research has shown that kids who walk to school have better concentration levels than those who travel by car. Educating them about their surroundings and local area during a walk to school can work wonders. The regular exercise could advance a student up to half a year in their studies.

More Road Safety information is available at **saferessexroads.org**

NAVIGATING TO NEW OPPORTUNITIES · FORWARD MOTION

Scan here for an interactive map of Southend-on-Sea

forwardmotionsouthessex.co.uk/services-near-me/southend-on-sea/

facebook.com/forwardmotionsouthessex

forwardmotion@southend.gov.uk



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YOUR SOUTHEND-ON-SEA ACTIVE TRAVEL MAP

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