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GREEN TRAVEL PLAN

Beach Hotel
& Residences

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Green Travel Plan

at

Beach Hotel & Residences
Marine Parade
Worthing

Planning Condition 18

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1. Introduction

1.1 This Green Travel Plan Statement has been prepared to discharge planning condition 18 of planning permission WB/10/0281/FULL for the Beach Hotel & Residences development, Marine Parade, Worthing, West Sussex.

1.2 This document supports and should be read in conjunction with the transport information submitted as part of the original planning application. This information concluded clearly that the proposed development proposals will not have a discernible impact upon the local transport parking and networks and is therefore considered entirely acceptable on highways and transportation grounds.

1.3 The objective of this document is however to provide a strategy for the implementation of a Green Travel Plan for the hotel and residences, to include both staff, owner occupiers and visitors to the site.

1.4 The Green Travel Plan is a management tool that assists people in considering how they travel. Through a coordinated strategy it can help people to understand their travel needs and deliver initiatives to increase choice and reduce the need to travel, in particular reduce the dominance of car use.

2. Existing Situation

2.1 The site is located within 800km of Worthing Station and on the Stagecoach 700 bus route that goes from Brighton to Portsmouth daily.

2.2 A taxi drop off/delivery area is currently available on Marine Parade.

2.3 Residential permit and on street parking is available on Marine Parade, Thorn Road, and Brunswick Road.

2.4 The nearest public car parks are located within 600m in Buckingham Road and the Augusta Place.

2.5 National Cycle Route NCR2 is located very close by and cyclists can use the promenade to get into the town centre or to head west to Goring.

3. Objectives

3.1 These are identified as follows:

- To deliver an ongoing commitment to sustainable transport issues.
- To provide marketing and publicity of all transport options to encourage those travelling to and from the proposed development (both hotel and residences)
- Incentives to encourage staff and hotel guests to use sustainable modes of transport.
- To minimise the traffic impact of the proposed development and assist Worthing Borough Council and West Sussex County Council to achieve their sustainable travel objectives.

4. Green Travel Plan Implementation – Hotel & Residences

4.1 The Green Travel Plan is a process of continual improvement requiring regular review to monitor changes in travel patterns and assess the success of measures and achievement of targets. Further targets may need to be set in order that the plan continues to be relevant and effective.

4.2 A key role in the implementation of a Green Travel Plan is the appointment of the Green Travel Plan coordinator for both the hotel and residences.

4.3 The hotel Green Travel Plan coordinator shall preferably be a member of staff. Responsibilities will include:

- Implementation and management
- Awareness building and staff participation
- Strategic marketing and communication
- Measuring success and reviewing change

4.4 The residences Green Travel Plan coordinator shall be the Roffey Homes Project Manager. Responsibilities will include:

- Provision of information to occupiers within their Information manual on the property
- Green Travel plan notice board within communal areas

4.5 The success of the Green Travel Plan will be dependant on a coherent strategy which ensures that both staff / visitors to the hotel and occupiers/visitors to the residences are aware of their travel options.

4.6 The manner in which travel information is presented and disseminated will be available in a number of formats to provide the highest use and to maximise exposure. In order to avoid unnecessary duplication and obsolescence, much of the information will be based on current locally available publications and sources.

5. Green Travel Plan Measures – Guests

5.1 Fundamental to the Green Travel Plan for guests is the concept that the hotel promotes choice in the ways in which people can get to the hotel, thereby maximising travel opportunities and potential custom. The location of the site in close proximity to Worthing Station and good bus routes are key.

5.2 A travel notice board should be installed within the reception/foyer area alongside the customary tourist information. It should provide information of possible travel options available to guests.

5.3 Posters to be displayed on the notice boards to promote the range of travel choices and the close proximity of local attractions accessible by walking.

5.4 Travel option leaflets to be prepared for circulation and inclusion with any promotional material the hotel sends to guests on booking rooms. The content should include:

- Location map showing key local destinations such as rail, bus and coach stations and the town centre
- Description of distance and time to travel to these key local destinations
- Information relating to car parking on and off site and drop off zones will be made available to all guests;
  - i) The limited provision of on site parking for guests.
  - ii) Disable guest parking arrangements. By prior booking arrangement.
  - iii) Maps showing car drop off area on Marine Parade only
  - iv) Taxi drop-off area on Marine Parade
  - v) Locations of public car parks
  - vi) Location of bus stops and train station
- Links to the Hotel Website

6. Green Travel Plan Measures - Staff

6.1 Green Travel Plan marketing and dissemination will represent the needs of all hotel employers, both part time and full time.

6.2 Notice boards to be installed at key locations where staff can view them, such as the staff room. It will display material designated to promote the full range of travel opportunities including cycling, walking, public transport routes and car sharing.

6.3 Posters will be designed and displayed on the notice boards to promote the Green Travel Plan and specific initiatives associated with it and its objectives.

6.4 A travel option leaflet will be prepared as outlined in 5.4 and circulated to employees.

6.5 The Green Travel Plan information will be provided to all new staff on induction.

6.6 Walking and cycling will be promoted to staff and the benefits arising from these activities. The following measures will be instigated:

- Changing and shower facilities provided as part of the staff facilities
- Secure, covered cycle storage.
- Seek discounts for walkers and cyclists at local stores for equipment purchases.

6.7 Car sharing is an important component of the staff Green Travel Plan as it offers a number of benefits including saving money and maintenance costs, opportunity to relax without stress and opportunity to socialise with colleagues. An informal flexible in-house scheme is the most suitable.

7. Green Travel Plan Measures – Residences

7.1 Fundamental to the Green Travel Plan for occupiers and their guests is the concept that the development promotes choice in the ways in which guests can visit their friends or family in the residences, thereby maximising travel opportunities and potential custom. The location of the site in close proximity to Worthing Station and good bus routes are key.

7.2 The information manual provided to each occupier shall include

- Location map showing key local destinations such as rail, bus and coach stations and the town centre
- Details of local bus routes
- Details of local cycle routes
- Information relating to local car parking
- Information on the use of the cycle stores within the development

7.3 A travel notice board will be installed within each communal area. It will; provide information of possible travel options available to occupiers and their guests, including information on local bus routes and cycle routes.

8. Implementation and Review

8.1 This Green Travel Plan is to be implemented upon completion of the residences and the hotel.

8.2 It is to be reviewed on an annual basis and amended in the light of any developing circumstances.