PLANNING APPLICATION SUPPORT DOCUMENT/TRAVEL PLAN

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SITE ADDRESS:	**THE CHARTWELL BUSINESS CENTRE, UNIT 7, CHARTWELL ROAD, LANCING, BN15 8FB**
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Section 1 Background

1.1 Introduction

This planning application has been submitted by the applicant having had the benefit of applied expertise by their consultants, House of Play Limited, based in Doncaster South Yorkshire. House of Play (www.houseofplay.com) has been assisting in the development of such facilities for over 18 years. Further, they also own and manage their own venue giving them a unique expertise in all matters pertaining to the development and management of such facilities, including assessments of footfall, travel methods and peak usage periods.

This planning application was only submitted following an exhaustive search for an appropriate property and an in-depth assessment of its commercial viability together with the extent to which the project would satisfy the LPA.

The very nature of the proposed use is such that almost all of the many hundreds of similar facilities that have been developed throughout the UK have had some form of 'Planning' hurdle to overcome and this planning application has been submitted with an awareness of the likely planning issues and with sufficient preparation and detail to satisfactorily deal with any issues that any of the consultees may raise.

The proposed site is *ideally* located as it benefits from having the potential capacity parking (both demised and public) at an appropriate level AND it is accessible by both pedestrians and public bus services as detailed in the 'Planning Statement' submitted with the planning application.

The vast majority of such privately owned and operated mixed use leisure/sports facilities throughout the UK are located in exisiting premises with 'Employment' status and notwithstanding the thread of the recently published NPPF, it is always difficult to determine the point at which a 'change of use' of an industrial site is justified in terms of policy. However, in this case the applicants selected venue will allow a tailored development to take place and due diligence thus far has identified no legitimate reason for refusal on the basis of 'Sustainability' or any 'Highways' related matter.

1.2 Location

The Chartwell Busines Centre, Unit 7, Chartwell Road, Lancing, BN15 8FB.

1.3 Business Activity

The facility will be a soft play centre together with facilities provided to encourage the wider community to use the venue. These will include a seating area, servery, wi-fi, for example. This will provide a safe play venue for children and will be available for children's parties and pay and play sessions. Use by children with special needs has been considered in the development plan for this project. It is also expected that in

addition to providing a venue for the entertainment of children and their families, significant use of the facility will be made by single parents with pre-school age children.

1.4 Staffing Levels

It is expected that there will be a total of 198 hours of employment provided per week by the new facility.
Note: figures based on known operations.

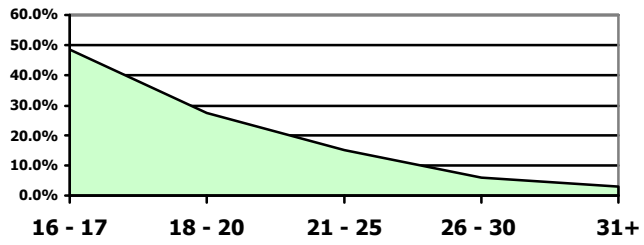
1.5 Staff Travel Survey

Assistance in this has been received from Mini Monsters in Whitby and Jam Jam Boomerang in Kenilworth together with the in-house experience derived from Astrabound in Doncaster.

Staff ages demographics will remain constant over the life of the business with only occasional changes in the 21+ age mix. There is an 80% bias towards under 20's which means that the low car ownership of this predominantly unskilled group will result in either an over reliance on parental/partner support for travel to and from the business (convenience) or the use of other methods i.e. bus, walking, taxi.

Staff Age and Travel to Work Demographics

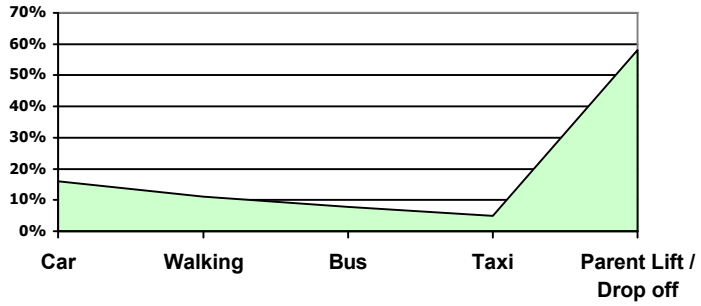
Age - Cleaners removed (working hours 7.00am – 9.30am (prior to opening).

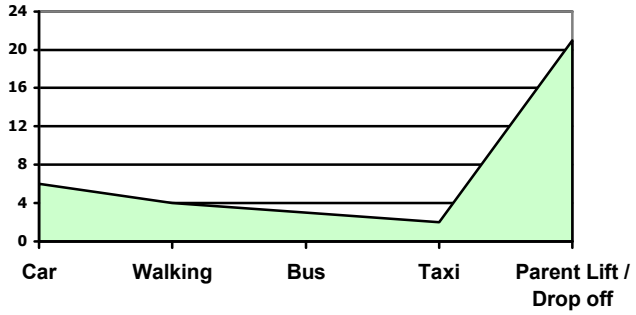


Note: STD daily staffing

Mon – Fri	5
Sat – Sun	10

Most Used Travel to Work Option





1.6 Customer Travel Survey

Although alternative options are used it is in this customer usage area that incentives to use alternative means of transport exist. This profile is based on the existing operations referred to above. Although initiatives to change the travel behaviour of customers have been researched at these sites (in addition to the knowledge acquired over many, many years of setting up play centres), such initiatives have been found to be mostly unpolicable due to the availability of some on road parking.

The proposed site is well serviced by bus routes as shown in the original planning statement. However, use of public transport will be maximised by encouragement provided by promotional activity and incentives. Promotional activity will be via on-site posting and incentives will be either/or both entrance fee discounting or free entry every tenth vist, for example.

Section 2 Objectives

2.1 Reduction in Car Travel to the venue

The key objective of this plan is to identify initiatives and policies that the operator can use to reduce impact on the Environment, Local Highways and the local surrounding area in general.

2.2 Increased Customer and Staff Awareness of the Impact of Unnecessary Car Travel.

Customer and staff awareness of the alternative options that exists regarding travel will significantly aid the delivery of the key objective.

Section 3 Scope of the Plan

3.1 Staff Travel

The scope of this plan will include all staff including Directors and Management.

3.2 Customer Travel

The scope of this plan will include all the customers/visitors to the play centre.

Section 4 Actions

4.1 Staff Incentives

Promote other forms of transport by offering staff discounted meals for any who travel to and from work by either of the following methods;

Bus, Walking* or Car-Share with another employee

* Walking will need to be monitored due to the potential for abuse e.g. parent drop off at the end of the road and walk in the rest of the way. It is proposed to provide a questionnaire on a monthly basis, part of which will deal with this issue. In addition, a standard survey on a bi-monthly basis (executed on random days) will take place. Both the information collated via the questionnaires and the surveys, will be used to monitor the effectiveness of the scheme and adjust policy as required.

Contributions towards bus passes for those working sufficient days to make the purchase of a bus pass viable. It is proposed to contribute a sum equivalent to 50% of the cost (some liaison with Revenue and Customs will be required to determine whether the contribution will be classed as a 'benefit in kind' so the final policy on this matter is subject to final determination). This will only influence the mechanism by which the scheme operates.

4.2 Customer Incentives

Promote other forms of transport by offering customers discounted entry for any who travel to and from the centre by either of the following methods;

Bus, Walking, Car-Share with another customer or Group coach

4.3 Company Travel Team

The Administrator/Manger and a Team Leader are to act as the Travel Coordination team. Monitoring success, developing new strategies to improve.

Section 5 Marketing

5.1 Internal Customer Promotion

Actively utilise the maximum 2 hour dwell time of customers with tanoys and poster marketing. Promoting the discounts and environmental benefits a change in behaviour would bring.

Seek Local Council support for appropriate literature and statistics. Average weekly hit rate would be all actual and potential customers.

5.2 External Customer Promotion

Ensure all external promotional activity i.e. Regular advertising in relevant Local Media includes details of the discounts offered. All initiatives will be fully detailed on the relevant section in a prominent position on the Company website and within any media promotion the company does for events at the site etc.

Ensure all external promotional activity i.e. Regular advertising in relevant Local Media includes details of the discounts offered.

5.3 Staff Marketing

Ensure that the staff induction manual and employment offer letters to include a section relating to the discounts and benefit of using alternatives to the car.

Allocate space on the staff notice board to promote the discounts and environmental benefits.

Section 6 Targets

6.1 Staff and Customer Trips

All policies to be in place twelve weeks prior to the proposed opening date and to be applied to the recruitment of all new staff and entrained in all operations/procedures manuals and all promotional activity. Encouragement and incentives will be applied to ALL promotional material including the initial marketing effort. There are targets in place as follows:

Staff Trips Year 1 – Remove all direct private vehicle usage and reduce car/parental drop offs by 50%. Monthly monitoring will be undertaken to ensure this policy is on target. An the end of the year, a review will explore the opportunity for further reduction and if it is deemed feasible, a new target will be set and the procedure repeated.

Customer Trips There will be a two year policy drive to reduce the percentage of car/single user visits by 30%. A monthly assessment will be undertake to evaluate the success of the advertising/marketing and incentives offered. In the event that the target is achieved within the two year period a review will explore the opportunity for further reduction and if it is deemed feasible, a new target will be set and the procedure repeated (a review will be expedited after two years in any event).

Travel Team, The travel team will ensure all policies and procedures are in place and ready for use one month prior to the opening of the facility.

Section 7 Monitoring

7.1 Documentation - Staff

Staff signing in sheets to include method of access to and planned method of departure from the site. Number of discounted meals / bus passes issued.

6 monthly Staff surveys. Surveys to be provided by the Local Council to ensure consistency of information.

There will be an initial staff, visitor and organisational survey 1 month after occupation, this in order to target measures accordingly and measure against the predicted trips and future success of the travel plan. The monitoring will also include quarterly car parking snapshot surveys at peak times of the day and bi-annual snap shot cordon counts respective of the peak hours. The results will be combined into an annual summary and submitted to the Local Council (if required) for review and discussion and progression of the travel plan. This will be for a minimum of five years after occupation.

7.2 Documentation - Customers

Customer signing in sheets to include method of access too and planned method of departure from the site.

Number of discounts offered.

Annual Customer survey.

7.3 Travel Team

Minutes and initiatives generated.

Section 8 Dissemination Proposals

8.1 Public Stakeholders

Produce an annual report to be distributed to the Local Council, if required.

8.2 Customers and Staff

Display within the premisies results of the initiatives, successes, and opportunities to improve.

Display results on company web site.

Section 9 Transport Assessment

9.1 Hours of Operation

The site will manned 08.30 through to 19.30pm 7 days per week and will be open to the general public from 09.30am to 18.30pm 7 days per week, with the exception of closure period at Christmas/New Year.

9.2 Vehicular Trip Generation

The play centre will generate vehicle trips similar to that of the selected sample sites of similar scale and disposition (which reflects general industry norms) detailed in the table below. Linked trips increase at weekends with parents making a visit to a play centre as part of the overall shopping trip. This type of operation is very much a ‘destination venue’ and attracts negligible ‘pass-by’ trips. For the purpose of this analysis it is assumed they do not exist. Trips are generated for the following reasons; up to 2 hour gymnastic seession or play, or to attend a party, to drop off or collect from a party and make a party.

9.3 Parking Demand

Staff will not be permitted to use on-site parking during peak periods.

Parking demand for the Play Centre is driven by the same factors affecting trip generation with average dwell times as shown below;

Parking Reason	Dwell Time
2 Hour session	**2 hours**
Attend Party	**2 hours**
Drop off for Party	**5 minutes**
Collection from Party	**10 minutes**
Session Booking	**10 minutes**

Based on the Survey of staff travel patterns and analysis of play centre trip generation and average dwell times a peak demand for parking will be as detailed in the tables below. Peak play centre mid-week demand is driven by Half-term, Christmas and Easter school holidays; note summer is a low volume period. Peak play centre weekend demand has been driven by poor weather factors, again summer generates lower volumes.

9.4 Parking Provision

The demised parking provision available will be 5 spaces. There are a further 83 spaces of public parking locally. There is also likely to be some natural overflow parking within the Business Centre as many of the occupiers do not work at weekends.

9.5 Parking Management

During any period, if the available parking is 90% occupied a parking attendant will be present in the car park to direct drivers both in and out of car park spaces and/or to the public car parking.

Section 10 Trip/Parking Analysis – A worst case of 2 hour dwell time is assumed, the normal dwell time is 1½ hours). Note - drop off allows 6 x 5mins per 30 mins and collection allows 3 x 10 mins per 30mins.

Monday – Friday – Trips per 30 mins																							
Vehicle Trips	**8.30**	**9.00**	**9.30**	**10.00**	**10.30**	**11.00**	**11.30**	**12.00**	**12.30**	**13.00**	**13.30**	**14.00**	**14.30**	**15.00**	**15.30**	**16.00**	**16.30**	**17.00**	**17.30**	**18.00**	**18.30**	**19.00**	**19.30**	
Staff drop off arriving		1			1										1									3
Staff parking arriving		1																						1
Customers 2 hour dwell arriving			3	3	2	2	2	2	2	2	2	2	2	1	1	3	3							32
Customers 2 hour dwell leaving						1	6	2	2	2	2	2	2	2	2	2	2	1	1	1	2			32
Customers 5 mins dwell drop off															2	2								4
Customers 10 mins dwell collection																			2	2				4
Staff parking leaving																							1	1
Staff parking collection			1																	1		1		3

Monday – Friday – Spaces per 30 mins																								
Cars Parked	**8.30**	**9.00**	**9.30**	**10.00**	**10.30**	**11.00**	**11.30**	**12.00**	**12.30**	**13.00**	**13.30**	**14.00**	**14.30**	**15.00**	**15.30**	**16.00**	**16.30**	**17.00**	**17.30**	**18.00**	**18.30**	**19.00**	**19.30**	
Staff drop off /collection		1			1										1								1	
Staff parking		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Customers 2 hour dwell			3	6	8	9	5	5	5	5	5	5	5	3	4	3	4	4	3	2	0			
Customers 5 mins dwell drop off															2	2								
Customers 10 mins dwell collection																			2	2				
Maximum Spaces		**2**	**4**	**7**	**10**	**10**	**6**	**6**	**6**	**6**	**6**	**6**	**6**	**4**	**8**	**6**	**5**	**5**	**6**	**6**	**1**	**1**	**2**	

Saturday – Sunday – Trips per 30 mins																							
Vehicle Trips	**8.30**	**9.00**	**9.30**	**10.00**	**10.30**	**11.00**	**11.30**	**12.00**	**12.30**	**13.00**	**13.30**	**14.00**	**14.30**	**15.00**	**15.30**	**16.00**	**16.30**	**17.00**	**17.30**	**18.00**	**18.30**	**19.00**	**19.30**	
Staff drop off arriving		1	3												1									5
Staff parking arriving		1																						1
Customers 2 hour dwell arriving			7	7	6	6	5	5	5	5	5	4	4	4	4	7	6							80
Customers 2 hour dwell leaving						2	13	6	7	7	7	7	6	6	2	3	2	3	3	3	3			80
Customers 5 mins dwell drop off				2	2			2	2			2	2			2	2							16
Customers 10 mins dwell collection								2	2			2	2			2	2			2	2			16
Staff parking leaving																							1	1
Staff parking collection			1																	2		2		5

Saturday – Sunday – Spaces per 30 mins																								
Cars Parked	**8.30**	**9.00**	**9.30**	**10.00**	**10.30**	**11.00**	**11.30**	**12.00**	**12.30**	**13.00**	**13.30**	**14.00**	**14.30**	**15.00**	**15.30**	**16.00**	**16.30**	**17.00**	**17.30**	**18.00**	**18.30**	**19.00**	**19.30**	
Staff drop off /collection		1	4												1					2		2		
Staff parking		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Customers 2 hour dwell			7	14	20	24	16	15	13	11	9	6	4	2	4	8	12	9	6	3	0			
Customers 5 mins dwell drop off				1	1			2	2			2	2			2	2							
Customers 10 mins dwell collection								1	1			2	2			2	2			2	2			
Maximum Spaces		**2**	**12**	**16**	**22**	**25**	**17**	**19**	**17**	**12**	**10**	**11**	**9**	**3**	**6**	**13**	**17**	**10**	**7**	**8**	**3**	**3**	**1**	