WEST SUSSEX COUNTY COUNCIL **DATE: 28/10/2013**
STRATEGIC PLANNING CONSULTATION

FROM: Jamie Brown **TO: Adur & Worthing Councils**
FAO: Peter Barnett

SUBJECT: AWDM/0940/13-Change of use to childrens soft play centre.
ADDITIONAL INFO RECV'D; PARKING AVAILABILTY & TRAVEL PLAN.

Unit 7, Chartwell Business Centre, 42, Chartwell Road, Lancing Business Park, Lancing, West Sussex, BN15 8FB

DATE OF SITE VISIT: Previously undertaken

RECOMMENDATION:

Advice		**Modification**		**More Information**	
Objection	X	**No Objection**		**Refusal**	

S106 contribution total (see below for breakdown): £N/A

Following our previous response from September, the Applicant has provided further information and justification for this proposal. A Travel Plan has also been submitted. .

The Local Highway Authority are not satisfied that the parking provision of 5 spaces within the site is sufficient for the needs of this proposal if taking into account demands from staff and parents. The proposal is therefore anticipated to result in increased demands for on-street parking in the vicinity. Whilst the Applicant has submitted photographic evidence regarding existing on-street provision, a formal Parking Capacity Survey has not been undertaken as previously requested. The Applicant has not demonstrated that there is adequate on-street availability to meet the potential demands arising from this proposal.

In the Chartwell Road area between Winston Business Centre and where Chartwell Road meets Marlborough Road, there is very limited parking available on the road. It is likely that the parking demands associated with this proposal will conflict with other existing businesses and uses. It is recognised that there are extensive parking restrictions in place. As such there are enforceable means to prevent parking from occurring in locations that would be detrimental to highway safety. Even so there are locations where parking could take place and these may give rise to highway safety concerns or an obstruction to the free flow of traffic.

There may be the opportunity for parents to park in the car park in nearby Winston Road. This parking is some 350m away. Again the capacity of the car park has not been assessed to demonstrated adequate space to accommodate this proposal. The car park may therefore be of limited benefit. There is a continuous footway from the car park to the site. However this is narrow in places in places and would not be suitable for parents with pushchairs and children.

In addition there is no indication of where the nurseries cliental will be travelling from. Whilst it's agreed that the other facilities mentioned within the supporting information are well located, the Local Highway Authority would not share that view on this site.

In principle, the location of this proposal within the Business Park is questionable. The site includes a number of industrial firms that attract regular movements of Heavy Goods Vehicles. The use of HGVs on the busy park coupled with child day visitors would produce a pedestrian

safety risk. From a Highway Safety and Capacity point of view an Objection would be raised for the stated reasons.

With regard to the Travel Plan, the following comments should be addressed before the Travel Plan for this site may be approved.

Contact details should be included for the nominated Travel Plan Co-ordinator (TPC), who will be responsible for rolling-out the Travel Plan, and ensuring that targets are achieved.

The Travel Plan should include measures to encourage cycling by both employees and visitors. For example, the TPC could negotiate discounts with local bike shops and/or a cycle-to-work salary sacrifice scheme could be introduced for staff. In addition, the County Council offers a number of services that could be promoted at the site and should be included in the Travel Plan:

The County Council has negotiated various discounts on new purchases and servicing on behalf of developers and further details can be found on our web site: http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/cycle_to_work_scheme.aspx#discounts

Adult cycle training courses can be provided by the County Council's Road Safety team. Further details and course costs are available at www.westsussex.gov.uk/cycletraining. The applicant should consider funding, or part-funding cycle training for employees that wish to cycle to work.

The West Sussex cycle journey planner provides turn-by-turn route information for quiet, fast, and balanced routes. http://cyclejourneyplanner.westsussex.gov.uk/

In addition to the above, other journey planning sites such as Transport Direct, Traveline, and National Rail Enquiries should also be promoted, and links provided with travel information on the applicant's website.

Informative: The County Council has commissioned Pindar Creative's Travel Plan Mapping Solution. The service enables developers, employers, and other organisations to purchase site-specific multi-modal travel maps, notice boards, and interactive PDFs. The applicant may wish to consider using this service to produce the local travel information for employee induction pack, noticeboards and websites etc. Further details can be found on our website: http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/travel_plan_guidance/travel_leaflets_and_wall.aspx

National awareness events, such as Bike Week, Travelwise Week, Car Free Day, Liftshare Week, Walk to School Week etc should be promoted by the TPC. The County Council has developed a suite of posters, which can be displayed in staff and public areas in order to promote sustainable and active modes of travel. The artwork may be used free of charge and can be downloaded from our web site: http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/supporting_material.aspx

Information about the West Sussex car sharing scheme should be included in the Travel Plan and the scheme should be widely promoted to staff and customers. The County Council has produced a leaflet about the scheme, which is available on our web site and can be downloaded for inclusion in employee induction packs and on company web sites and Intranets. The url is: http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/west_sussex_car_sharing_scheme.aspx

The applicant is proposing to make a 50% contribution towards the cost of bus passes for employees, which is welcomed. If this proves to be regarded as a 'benefit in kind' by HMRC then as an alternative, the applicant could offer an interest-free season ticket loan to staff, paid back through monthly salary deductions. In addition, Stagecoach offers discounts on Megarider tickets and may also be encouraged to supply a quantity of free 'taster' tickets, to allow employees (and indeed customers) to try using the bus. Contact Nikki.jones@stagecoachbus.com.
http://www.stagecoachbus.com/corporatetravel.aspx

To help encourage walking and rail travel, the applicant should provide visitors with details of the recommended walking route from Lancing station.

Section 6.1 includes details of two challenging targets. Whilst these are welcomed, details should be also included about the actions that will be taken should these targets be missed.

Section 7 requests that the County Council provides the applicant with a template staff travel survey. Such a template is available in our Business Travel Plans Info pack, which can be downloaded from our website:
http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/travel_plan_guidance/business_travelwise.aspx

Section 9.4 suggests that the majority of car drivers will be expected to park in local roads, or in the car parks of neighbouring businesses on Chartwell Business Centre. In order to minimise traffic congestion, and improve road safety (especially for young children) it may be necessary for the applicant to provide marshals to direct drivers to empty spaces, and to escort customers on foot to the site entrance.

Jamie Brown
Strategic Planning