Lancing Business Park Limited

'Building a Better Business Community'

c/o Parafix Tapes & Conversions Ltd
Spencer Road
Lancing Business Park
Lancing
West Sussex
BN15 8UA

FAO Mr P Barnett
Planning Department
Adur & Worthing Council,
Portland House,
44 Richmond Road,
Worthing,
West Sussex BN11 1HS

11 October 2013

Dear Mr Barnett,

RE: AWDM/0940/13 - Proposed change of use to Children Soft Play Centre

In my capacity as Chairman of Lancing Business Park, I write on behalf of Lancing Business Park businesses in connection to the above application. I have examined the application and wish to object strongly to the proposed change of use. In particular, we wish to consider the possible adverse issues of parking and safety that the application could produce.

Lancing Business Park runs a successful Business Improvement District (BID) and recently commenced a second five year term after a successful election campaign. As part of the campaign, all businesses were encouraged to voice their opinions regarding the Business Park. Security, parking and safety were all considered to be important issues for Business Park residents. With occupancy rates on the Business Park arguably at an all time high, the BID five-year-plan has identified parking as a key project for 2013-18.

In the Chartwell Road area between Winston Business Centre and where Chartwell Road meets Marlborough Road, there is limited parking available on the road and between core business hours of 08.00 and 18.00, there is rarely parking spaces available. Peak demands associated with the successful Shoreham Vehicle Auction dates exacerbate the situation and run the risk of causing congestion. A history of illegal parking on double yellow lines in this area is also evident.

The parking spaces available to Unit 7 add up to a total of eight. This is in stark contrast to the forecast demand of c. 100 visitors per day, many of whom will look to attend mid-morning or mid-afternoon. The 'overflow' parking available on the Business Park is some 350m away which may not appear significant but in terms of practicality, is a challenge when faced with adverse weather conditions and the luggage associated with the infant demographic which is being targeted.

Additional demand for already insufficient parking space will undoubtedly cause existing businesses some pain. The impact of the loss of 11 parking spaces in the Peter Road car park die to the recent development of Unit 19 has already caused significant distress amongst neighbouring businesses.

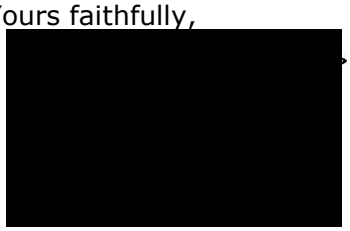
Whilst a "Business Park" in name, Lancing Business Park houses a number of industrial firms who consume the services of a considerable quantity of Heavy Goods Vehicles. In the opinion of the Lancing Business Park committee, HGV usage on a busy park coupled with child day visitors produces a significant safety risk.

Through the monitoring of CCTV, the Business Park can illustrate examples of existing visitors to Chartwell Business Centre who, having not attended the premises before, will inevitably attempt to retrace their path out of the Business Park. Despite the 'one way' signage, there are often head to heads which again, is a serious safety threat. The on-road parking on the West side of Chartwell Road can also cause partial visibility issues for vehicles exiting the Chartwell Business Centre. Again, the increase in traffic volumes associated with this application poses a further threat.

Finally, a common discussion point at Lancing Business Park committee meetings is the speed of traffic from the corner of Chartwell Road at Shoreham Vehicle Auctions to the top of Chartwell/Marlborough Road. Due to the insufficient parking already considered, families are likely to have to either cross at the Marlborough Road car park or from one of two pedestrian entrances that link Chartwell Road with the residential Elm Grove road to the East of the Business Park.

The Lancing Business Park Committee and I feel that the above considerations warrant a strong argument to object to this application. If this application is to be decided by councillors, please take this as notice that I would like to speak at the meeting of the committee at which this application is expected to be decided. Please let us know as soon as possible the date of the meeting.

Yours faithfully,



Mike Punter