

**PROPOSED RETAIL DEVELOPMENT,
OLDLANDS WAY, BOGNOR REGIS**

Transport Assessment

February 2014

IMA-14-015

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1 Introduction

1.1 Background

- 1.1.1 IMA Transport Planning Ltd has been commissioned by Chainridge Ltd to provide transportation advice for a proposed change of use and redevelopment of a Class B8 storage and distribution building at Oldlands Way, Bognor Regis, to provide Class A1 retail floorspace and associated car parking.
- 1.1.2 The Local Highway Authority (LHA), West Sussex County Council, has commented on a previous application (BE/ 107/ 13, withdrawn) for a change of use to retail on this site. The consultation response, included in Appendix 1, explained that a Transport Assessment was required and set out what the report should cover.

1.2 Scope of the Report

- 1.2.1 The Transport Assessment starts by setting out the national and local planning policy framework as it relates to residential development in Bognor Regis.
- 1.2.2 A description is then provided of the existing site, extant land uses and the immediate surroundings, including the local highway network and non-car transport infrastructure.
- 1.2.3 The section on baseline transport data commences by appraising the residential catchment that can reach the site without having to use a car. Traffic conditions and personal injury accident history on the local highway network are then examined. The travel demand potential from the extant storage and distribution use on the site is quantified.
- 1.2.4 The development proposals are described, including details of access arrangements, parking provision and likely trip generation by all key modes. The likely distribution of peak period traffic on the local highway network is set out. A framework for a Travel Plan is included.
- 1.2.5 The likely change in travel demand is quantified and illustrated diagrammatically and the implications for existing facilities and infrastructure considered.

2 Planning Policy Framework

2.1 Introduction

2.1.1 This section provides an overview of planning policy in transport terms as it currently relates to proposed retail development in the District of Arun, West Sussex.

2.1.2 The following national and local policy documents are considered:

- National Planning Policy Framework (March 2012)
- Arun District Council Local Plan (2003-2011)
- Emerging Local Plan
- West Sussex Local Transport Plan (2011-2026)
- West Sussex SPD on Parking Standards and Transport Contributions (2003)

2.2 National Planning Policy Framework (March 2012)

2.2.1 The National Planning Policy Framework sets out the key parameters to be considered by councils when producing their own local and neighbourhood plans to reflect the needs and priorities of the community.

2.2.2 A presumption in favour of sustainable development lies at the core of the framework, which quotes a United Nations General Assembly definition of sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

2.2.3 The framework emphasises the importance of having an up to date development plan in place as the starting point for decision making. When making development plans, local authorities should positively seek to meet local development needs unless the impacts would significantly and demonstrably outweigh the benefits when assessed against NPPF policies.

2.2.4 With regard to planning decisions, NPPF explains that proposals in accord with the development plan should be approved without delay and where the development plan is absent, silent or out of date, permission should be granted unless adverse impacts would significantly and demonstrably outweigh the benefits when assessed against NPPF policies.

2.2.5 With specific reference to transport, core principles set out in paragraph 17 state that planning should:

Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.

2.2.6 As with previous planning policy, NPPF requires developments that generate significant travel demand to be supported by a Transport Statement or Assessment, and states that planning policies and decisions should consider whether (paragraph 32):

- *The opportunities for sustainable transport modes have been taken up...to reduce the need for major transport infrastructure;*
- *Safe and suitable access to the site can be achieved for all people; and*
- *Improvements can be undertaken... that cost effectively limit the significant impacts of the development.*

- 2.2.7 Subject to those considerations, NPPF states that development should not be prevented or refused on transport grounds unless the residual impacts of development are severe.
- 2.2.8 The locational themes of PPG13 are preserved in NPPF, with a balance of land uses encouraged to minimise journey lengths (section 4). Development that generates significant movement should be located to minimise the need to travel, while maximising use of sustainable modes. Developments should be located and designed to (paragraph 35):
- *Accommodate the efficient delivery of goods and supplies;*
 - *Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
 - *Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians..;*
 - *Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
 - *Consider the needs of disabled people by all modes of transport.*
- 2.2.9 Paragraph 36 recognises Travel Plans as a key tool in facilitating the above aims, stating that they should be required of all developments that generate significant amount of movement.
- 2.2.10 Paragraph 37 explains that planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.
- 2.2.11 For larger scale residential developments in particular, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.
- 2.2.12 NPPF advises that if setting local parking standards for residential and non-residential development that local planning authorities should take into account:
- *The accessibility of the development;*
 - *The type, mix and use of development;*
 - *The availability of and opportunities for public transport;*
 - *Local car ownership levels; and*
 - *An overall need to reduce the use of high-emission vehicles.*

2.3 Arun District Council Local Plan (2003-2011)

- 2.3.1 The 2003 Adopted Local Plan is currently used to decide planning applications in the district until it replaced by the emerging Local Plan. Saved policies relating to transport are set out below:

GEN12 Parking in New Development

- 2.3.2 This policy sets out maximum parking standards and states that lower provision may be sought in town centres and other areas accessible by public transport, subject to consideration of implications arising from parking restraint.

- 2.3.3 The policy refers to standards set out in Appendix 2, which for retail use are:

Superstores/ Supermarkets:	1 per 10m ²
Non-Food Retail Warehouse:	1 per 18m ²

- 2.3.4 A SPD from West Sussex on parking standards (considered in section 2.5 below) sets out lower rates of parking for retail uses.

GEN14 Public Transport

- 2.3.5 This sets out the council's support for the provision of comprehensive public transport services and the requirement for development to make provision for public transport services where appropriate. Where new development can only be acceptable with improvements to public transport, contributions will be sought.

GEN15 Cycling and Walking

- 2.3.6 New development will be required to provide safe and attractive facilities both within the site and via links to the surrounding area.

DEV15 Safeguarding the Main Road Network

- 2.3.7 This sets out a number of major road schemes with safeguarded alignments, including the A259 Bognor Regis Relief Road.

DEV26 Criteria for Retail Development

- 2.3.8 This sets out requirements for retail development to be easily accessible by public transport with provision for access on foot and by bicycle.

DEV27 Retail Development Outside the Principal Shopping Area

- 2.3.9 This requires that retail development outside town centres is easily accessible by the highway network and by public transport and includes provision for access on foot and bicycle.

SITE6 Land to the North of Bersted, Bognor Regis & Felpham

- 2.3.10 This sets out proposals for a mix of 1,350 dwellings (650 at North Bersted, 700 at Felpham), 11.25ha of high quality business park development (with 11.8ha of expansion space), public open space and relief roads to form part of the strategic highway network.

Emerging Local Plan (Considered by Full Council May 2013)

- 2.3.11 The emerging Local Plan was considered by full council in May 2013. A decision is still to be made regarding housing allocations, after which there may be further consultation before the representation period and examination in public. The document is therefore some considerable way from being adopted.

2.4 West Sussex Local Transport Plan (Adopted January 2011)

- 2.4.1 The key transport issues identified by the West Sussex Transport Plan 2011-2026 within the district of Arun include:

- Road congestion during peak hours which causes disruption and air pollution especially on the A27 at Arundel, the A29 and A259.
- Level crossings on the A29 and the A284 cause delay between the A27 and the main towns of Bognor Regis and Littlehampton.
- Lack of safe crossing points along the main routes through the District causes community severance.
- The current provision of pedestrian and cycling facilities is disjointed and suffers from inadequate signage, crossing points and poor surfacing.
- Due to low use of some services, there is uncertainty over the future viability of some bus services.

- 2.4.2 The long term strategy targets reducing unnecessary trips by motorised vehicles, encouraging sustainable travel and reducing the need to travel.

2.4.3 The following aims specific to development in Arun are set out:

- All new development should be designed to promote 'local living', for example shops, jobs and homes all being within easy reach of each other.
- All new development should provide enough secure cycle parking to meet the needs of the development and be within close proximity to public transport.
- Ensuring that all new development contributes to the regeneration aspirations and the transport issues in Bognor Regis and Littlehampton.
- Continuing to work towards the development-led completion of the A259 Bognor Regis relief road and provide an associated package of measures, including junction improvements to Comet Corner (in Middleton-on-sea), traffic management measures (in Felpham and North Bersted) and a cycle route on Rowan Way.
- Developing opportunities through new development that will improve the access along the A29, including the potential to bridge the railway level crossing at Woodgate.
- Developing opportunities through new development to improve the access along the A259 including improvements that will achieve better bus journey times.
- Making the best use of the existing road network and improving the way in which the network is managed to reduce levels of congestion. For example, through the introduction of intelligent transport systems and improving public transport reliability.
- Safeguarding against traffic generated by new development resulting in the capacity of the highway network being exceeded, by including measures to encourage sustainable travel behaviour.

2.5 West Sussex SPD on Parking Standards and Transport Contributions (2003)

2.5.1 This sets out parking standards for retail based on the superseded planning guidance PPG13, as follows:

Food Retail:	1 per 14m ²
Non-Food Retail:	1 per 20m ²

2.5.2 The SPD also requires cycle parking for retail uses at 1 space per 100m² for staff plus 1 space per 100m² for customers. Motorcycle parking is set out at 1 space per 25 car spaces. Disabled parking should be 6% of all parking.

2.5.3 The document then sets out methodologies for transport contributions. However, at paragraph 3.8, it is noted that:

The Methodology will provide a firm basis for negotiation; however, in some circumstances, flexibility will be required... All developers will have the opportunity to provide a Transport Assessment as an alternative approach to identifying the impact and necessary mitigation measures associated with their development.

3 Existing Site Information

3.1 Site Location

- 3.1.1 The development site is located on Oldlands Way within the Southern Cross Trading Estate on the northern edge of Bognor Regis in Arun, West Sussex. The centre of the town lies approximately 2.5km south of the site via the A29.
- 3.1.2 The Southern Cross Trading Estate lies between the Bognor Regis to Brighton railway line and the A29, a major arterial dual-carriageway route running from the town centre to the A27 east-west route to the north.
- 3.1.3 The location of the site is shown in Plan 1. There is extensive retail development to the west and south. There is a large caravan park to the west and residential areas to the south and west (South Bersted and North Bersted).
- 3.1.4 The site lies close to two major local plan allocations. Site 5, is a commercial allocation of 11.2Ha immediately to the north (land north of Oldlands Farm), while Site 6 allocates 1,350 dwellings to north of North Bersted and Felpham.
- 3.1.5 Planning consents are in place for both Site 6 residential schemes (BE/ 45/ 04 & FP/ 92/ 04), which are to be served by a new relief road to the north of Bognor Regis, discussed further in section 3.3 below.
- 3.1.6 There is a current planning application (BE/ 61/ 13) that covers parts of Site 5 and Site 6, consisting of 33,116m² of mixed commercial and industrial uses across classes A1, A3, A5, B1, B2 & B8, which is yet to be determined.

3.2 Existing Site Description

- 3.2.1 The application site comprises a single storey warehouse building which is currently vacant. It had been previously used by F&G Transport (Bognor) Limited for storage & distribution and previously by John Waley.
- 3.2.2 The building has a floor area of some 3,369m² on a site covering approximately half a hectare. There is a large tarmac forecourt area with 10 marked car parking spaces and unmarked parking for HGVs. The existing site layout is shown in Plan 2.
- 3.2.3 There are two existing vehicular accesses onto Oldlands Way, the northern one being some 7.3m wide, the southern one 9.5m wide.
- 3.2.4 The site forms part of an established industrial estate comprising several large warehouse type industrial units. There is a Travis Perkins builder's yard opposite the site and a McDonalds fast food outlet to the north.

3.3 Local Highway Network

- 3.3.1 Access to the site is via Oldlands Way, an industrial access road flanked with footways and street lighting. At its northern end it joins Steyning Way which runs east-west to connect to the A29 at a roundabout, which also connects to Rowan Way, running around the northern perimeter of the town.
- 3.3.2 Steyning Way and the other roads within the Southern Cross Trading Estate are subject to a 30mph speed limit, which changes to 40mph at the A29 roundabout.
- 3.3.3 The A29 is a dual carriageway either side of the roundabout. Rowan Way is a wide single carriageway.
- 3.3.4 The draft Local Plan (Summer 2013) for Arun features several proposals in the area surrounding the Southern Cross Trading Estate. Policy SP23 (ii) relates to the Bognor Regis Relief Road, currently under construction to the north of the town. The western section, north of North Bersted, is due to open later in 2014. The eastern section, north of Felpham, is due to open in 2015.

4 Baseline Transport Data

4.1 Introduction

- 4.1.1 This sections considers existing transport conditions, starting with accessibility by non-car modes of travel.
- 4.1.2 Traffic data for the local highway network is then considered, in the context of other recent planning applications.
- 4.1.3 The potential travel demand associated with the extant use is then considered.

4.2 Pedestrian & Bicycle Access

- 4.2.1 The site location plan (Plan 1) also illustrates the catchment that lies with 2km of the site on foot, which is generally accepted as an acceptable distance for pedestrian commuting trips (Providing for Journeys on Foot from the IHT & Manual for Streets both refer to 2km walk distances as acceptable).
- 4.2.2 It is evident from Plan 1 that there is a significant residential area within walking distance of the site, including most of South Bersted and parts of North Bersted. A comprehensive network of footways with street lighting exists through the pedestrian catchment area.
- 4.2.3 It is generally accepted that journeys of 5km can be undertaken by bicycle, although some cyclists will travel further and 8km is also a common benchmark. The bicycle catchment extends well beyond North & South Bersted to the town centre and the areas of Aldwick to the west and Felpham, Flansham and Middlewick-on-Sea to the east.
- 4.2.4 There is a shared cycleway on either side of the A29 Shripney Road near the site, extending most of the way towards the town centre. The Bognor Regis Relief Road is also being built with cycleways, which will extend the cycling catchment.
- 4.2.5 It is therefore evident that staff at the site could travel from a significant catchment within Bognor Regis without motorised transport.

4.3 Public Transport Access

- 4.3.1 The nearest stops are on the A29 Shripney Road just to the south of the Rowan Way roundabout, a walk of some 250m or 3 minutes, as shown in Plan 2. The stops are timetabled as 'North Bersted adj Rowan Way'.
- 4.3.2 The stops are served by route 66, which runs from the town centre up the A29 past the site to villages to the north and north east. It calls at the site 9 times a day outbound and 8 times a day inbound. The first bus arrives at 07:08 and the last departs at 18:37. The service runs Monday to Saturday with no Sunday services.
- 4.3.3 There are several other services on the A29 (61, 62 & 65) that only run as far as the Sainsbury's development some 700m to the south of the site, a walk of less than 10 minutes. Some staff may use those services, but customers are unlikely to due to the walk distance.
- 4.3.4 There may be potential for those services to be extended to serve the development site by looping around the Rowan Way roundabout, should adequate demand arise.

4.4 Baseline Traffic Data

- 4.4.1 At the time of writing this Transport Assessment, Rowan Way was closed due to construction work on the Bognor Regis Relief Road, so traffic surveys would not be representative. Baseline data from other recent planning applications has therefore been considered, at the suggestion of the LHA.

- 4.4.2 Two recent planning applications have presented baseline conditions with the BRRR in operation and committed development traffic, application BE/ 17/ 12 for a McDonalds outlet adjacent to the development site (now built), and application BE/ 61/ 13 for mixed A & B-class development at Oldlands Farm.
- 4.4.3 The baseline data used in the two planning applications is quite different however. A Transport Assessment by MJA for the Oldlands Farm application explains how previous predictions for BRRR traffic (on which the McDonalds assessments were based), assumed the whole of site 5 would be developed for B1 use, with much higher traffic flows than predicted for their current application.
- 4.4.4 The baseline traffic flows have therefore been based on the MJA predictions for baseline plus the 3 phases of development proposed at Oldlands Farm, which are summarised in Figure 1 for the weekday PM peak hour.
- 4.4.5 The McDonalds scheme was constructed after the MJA baseline surveys, so needs to be added to the baseline. The predicted McDonalds traffic for the weekday PM peak hour is shown in Figure 2.
- 4.4.6 Figure 3 shows the traffic conditions combining the flows from Figures 1 & 2.

4.5 Travel Demand from Extant Use

- 4.5.1 The site is occupied by a warehouse with a floor space of 3,369m² that has operated under use class B8 storage and distribution. The extant use would allow a parcel distribution centre to operate from the site without further planning consent, so the potential traffic from that use has been explored.
- 4.5.2 The TRICS database has been searched for sites in England with a floor area in the range 1,500-5,000m² to ensure comparable sites are being considered.

Rank	Site Ref	Description	Town/City	GFA	Arrive	Depart	Total
1	NF-02-G-01	Parcelforce	Norwich	1600	1.438	1.375	2.813
2	TW-02-G-01	Securicor Omega	Gateshead	3000	1.2	1.033	2.233
3	HO-02-G-02	UPS Parcel Distrib	Feltham	3300	0.788	0.545	1.333
4	RI-02-G-01	UK Mail	Nr Pocklington	2700	0.481	0.704	1.185
5	SF-02-G-01	Parcelforce	Ipswich	2400	0.417	0.5	0.917
6	BT-02-G-01	R. Mail Sorting Off	Harlesden	3162	0.316	0.538	0.854
7	NT-02-G-02	City Link	Nottingham	3000	0.5	0.3	0.8

Table 1: TRICS Parcel Distribution Sites

- 4.5.3 The average trip rates from the above sites have been applied to the extant floor area of 3,369m² to produce trip predictions for the weekday AM & PM peak hours, and for the 12-hour period from 07:00 to 19:00, summarised in the following table.

Period	Arrive	Depart	Total
AM Peak Hour (8:00-09:00)	12	26	38
PM Peak Hour (17:00-18:00)	23	23	46
12-Hour (07:00-19:00)	169	185	354

Table 2: Potential Traffic from Extant Use

- 4.5.4 The table shows that the extant use might be expected to attract some 38 to 46 vehicle movements in the typical AM & PM peak hours. Figure 4 shows the potential traffic for the extant use distributed on the local highway network in proportion to the existing inflows and outflows.

5 Proposed Development

5.1 Introduction

5.1.1 This section describes the proposed development, the means of access and servicing arrangements. The predicted travel demand is set out and the proposed parking provision considered. A Travel Plan framework is also set out.

5.2 Development Description

5.2.1 The proposed development involves partial demolition of the existing building to provide increased parking provision on the Oldlands Way frontage. The redevelopment would provide 2,490m² of floor space for retail use under a restricted A1 consent, so likely occupiers would be bulky goods retailers.

5.2.2 Two car park accesses are proposed and a separate service access at the southern end of the site. The proposed layout is shown in the architect's plan, included as Appendix 2.

5.2.3 The type of vehicle used for servicing will vary between operators, but many use large rigid lorries rather than articulated lorries. Either could enter the site however, as shown in the AutoTRACK plots in Plans 3 & 4.

5.2.4 Both plans show the vehicle reversing in from the north, having performed a U-turn at the roundabout at the southern end of Oldlands Way. That ensures the driver commences the turn from the correct side of the road, and can wait until the road is clear before reversing. Oldlands Way is lightly-trafficked, so this arrangement should operate satisfactorily, particularly given most non-food retailers service infrequently.

5.2.5 The proposed car park has capacity for 90 vehicles. The highway authority standards specify 1 space per 20m² for non-food retail (see section 2.5 of this report), equating to 125 spaces.

5.2.6 The proposed provision therefore amounts to 72% of the maximum standard. The adequacy of the parking provision is considered against predicted demand in the following section.

5.3 Predicted Vehicular Trips & Parking Demand

5.3.1 Traffic predictions have been based on the 'Other Individual Non-Food Superstore' category of the TRICS database. The search was restricted to sites in England in the range 1,500-5,000m² GFA, to ensure a selection of comparable sites, summarised as follows:

TRICS Reference	Retailer	Location	GFA (m ²)	Weekday PM Peak Hour Traffic for 2,490m ² Non-Food Retail Unit		
				Arrive	Depart	Total
WM-01-G-04	Comet	Solihull	2100	33	46	79
WM-01-G-01	Staples	Birmingham	1880	37	41	78
KC-01-G-02	D&A Toys	Canterbury	1500	27	43	70
WM-01-G-02	PC World	Solihull	2800	28	39	67
SY-01-G-01	Dunelm Mill	Barnsley	3127	33	33	66
NY-01-G-03	Dunelm Mill	York	3500	33	29	62
CB-01-G-02	Staples	Carlisle	2500	23	26	49
WM-01-G-03	DFS	Birmingham	3600	17	21	37
NF-01-G-01	Toys R Us	Norwich	3835	20	16	36
Average:				28	33	61

Table 3: Non-Food Retail TRICS Sites & PM Peak Hour Trips

- 5.3.2 The table applies weekday PM peak hour trip rates to the proposed GFA of 2,490m² and it is evident that a wide range of trips result. The traffic levels vary with the end user, but also with factors such as catchment and competition, as indicated by the fact that two Staples stores show quite different trip rates.
- 5.3.3 On average, the non-food retail sites attract about 61 vehicle movements in an hour. The busiest was a Comet store, which would attract about 79 vehicle movements in an hour based on the proposed floor area.
- 5.3.4 Parking accumulations at the TRICS sites have been researched to explore peak demand. The following table shows the surveyed peak parking demand at all non-food retail sites in the range 1,500-5,000m². That peak accumulation is shown adjusted pro-rata to floor area in the final column.

Reference	Description	Town/City	Day of Week	Peak Acc'n	GFA (m ²)	Peak for 2,490m ²
BN-01-G-01	Courts	Staples Corner	Saturday	35	4000	22
GM-01-G-03	PC World	Manchester	Saturday	49	4325	28
GM-01-G-04	Decathlon	Stockport	Saturday	190	5000	95
KC-01-G-02	D&A Toys	Canterbury	Friday	46	1500	76
			Sunday	58	1500	96
KC-01-G-03	Toy Superstore	Canterbury	Saturday	59	1500	98
NF-01-G-01	Toys R Us	Norwich	Friday	41	3835	27
			Saturday	72	3835	47
			Sunday	50	3835	32
SY-01-G-01	Dunelm Mill	Barnsley	Monday	47	3127	37
TV-01-G-01	Go Outdoors	Stockton-On-Tees	Saturday	138	4181	82
WM-01-G-01	Staples	Birmingham	Friday	46	1880	61
			Saturday	91	1880	121
WM-01-G-02	PC World	Solihull	Friday	49	2800	44
			Saturday	81	2800	72
			Sunday	49	2800	44
WM-01-G-03	DFS	Birmingham	Friday	33	3600	23
			Saturday	59	3600	41
			Sunday	48	3600	33
WM-01-G-04	Comet	Solihull	Friday	39	2100	46
			Saturday	93	2100	110
			Sunday	41	2100	49
WO-01-G-01	PC World	Worcester	Saturday	58	2000	72

Table 4: Peak Parking Accumulations Derived from TRICS Non-Food Retail Sites

- 5.3.5 Thirteen sites were surveyed over 23 days, of which the 5 highlighted surveys recorded parking accumulations in excess of the 90 spaces proposed.
- 5.3.6 Some of the sites were at the extremes of the GFA range selected and therefore may not be fully representative of the proposal. Site GM-01-G-04 is a Decathlon store twice as large as the proposal. The two surveys in Canterbury were actually the same site with different toy retailers in occupation, but the building was much smaller than the proposal, so the pro-rata accumulation may be misleading.
- 5.3.7 Two retail sites with floor areas more comparable to the proposal did record parking peaks in excess of 90 spaces. Both were within the large conurbation of Greater Birmingham and therefore served a far larger catchment than would be the case at Bognor Regis.

- 5.3.8 In the highly competitive retail market, a retailer would only take on a lease at the site if they were content that the proposed parking provision would be adequate to serve their needs.
- 5.3.9 It is evident from Table 4 that a wide range of non-food retailers could operate satisfactorily from the site without risk of parking capacity issues arising, which might otherwise encourage customers to shop with competitors. The proposed provision of 90 spaces is therefore considered adequate.

5.4 Predicted Non-Car Trips

- 5.4.1 As with vehicular trips, non-car travel demand will vary with the type of retailer. However, with a bulky-goods end user likely in this location, non-car travel is likely to be highest among staff rather than customers.
- 5.4.2 The multi-modal trip surveys in the TRICS database recorded daily non-car trips from less than 1% of all movements to more than 13%. Higher levels of non-car travel were more evident at sites that in part serve as showrooms for goods to be ordered, such as furniture and carpet retailers.
- 5.4.3 To consider the likely level of staff travel by non-car modes, census data for the area immediately surrounding the site has been examined (Output Area E00160125 covers the Southern Cross Trading Estate and the adjacent retail areas). The results are summarised below, with the central area of Bognor and the district.

	E00160125 Output Area	Bognor Regis Parish	Arun District
Employed, Not Homeworker	1,968	9,819	39,548
Train	1%	1%	2%
Bus, minibus or coach	2%	5%	2%
Taxi or minicab	0%	1%	1%
Driving a car or van	60%	55%	64%
Passenger in a car or van	9%	7%	7%
Motorcycle, scooter or moped	3%	1%	1%
Bicycle	14%	7%	7%
On foot	12%	21%	14%

Table 5: Modal Split for Daytime Population

- 5.4.4 It is evident from the census data that significant levels of commuting takes place by non-car modes, especially by bicycle, which reflects the good standard of the cycle links to the site. Car sharing is also quite high locally, and non-car travel in general is above the average for the district.

5.5 Travel Plan

- 5.5.1 The developer would enter a planning obligation to commit the development to operating a Travel Plan and a framework document is included as Appendix 3.
- 5.5.2 The Travel Plan Framework sets out how the document would be expanded as the development progresses and includes an Action Plan setting out key stages. Aspects such as the Site Audit, which will need to provide up to date information and analysis of transport infrastructure, will be completed closer to occupation.
- 5.5.3 The Travel Plan will include a target based on a survey of staff travel, which will be undertaken within 3 months of first occupation. However, to ensure that the Travel Plan can operate from day one, an interim target is included, based on analysis of local commuting patterns using Census data. The interim target suggested is a 10% reduction in single-occupant car use over 3 years.

6 Implications of Change in Travel Demand

6.1 Vehicular Travel Implications

- 6.1.1 The derivation of the baseline traffic flows was explained in section 4.4 of this report. The process involved using predicted traffic patterns for conditions with the Bognor Regis Relief Road and committed development in operation. The potential traffic from the extant B8 use was then added to provide the pattern of baseline traffic shown in Figure 5.
- 6.1.2 It was explained in section 5.3, and in Table 3 in particular, how weekday PM peak hour traffic levels would vary considerably depending on the type of retailer occupying the site.
- 6.1.3 Surveys from the TRICS database showed 2-way trips from less than 40 two-way movements an hour for toy and sofa retailers, to almost 80 movements an hour for office and electrical retailers with an exceptionally large catchment in the West Midlands conurbation. The average was 61 movements per hour.
- 6.1.4 The following table compares traffic from a range of retailers against the potential from the extant use occupied by a parcel distribution operation.

Use	Arrive	Depart	Total
B8 Parcel Distribution	23	23	46
Toy Retailer	20 (-3)	16 (-7)	36 (-10)
Electrical Retailer	33 (+10)	46 (+23)	79 (+33)
TRICS Non-Food Average	28 (+5)	33 (+10)	61 (+15)

Table 6: Potential Change in Weekday PM Peak Traffic

- 6.1.5 It is evident from Table 6 that retailers at the lower end of the trip spectrum could attract less traffic than the potential from a parcel distribution company operating under the existing planning consent.
- 6.1.6 Using the average trip rate from a range of 9 retailers (see Table 3 on page 11 in section 5.3), traffic might increase by about 15 movements in the weekday PM peak, which would be imperceptible spread over an hour.
- 6.1.7 Therefore to test the worst case impact, trip predictions from the busiest retailer have been considered in detail at the Rowan Way roundabout.
- 6.1.8 In a mature retail sector, relatively few vehicle trips to a retailer are entirely new, most will either be linked to another purpose and/ or diverted from a competitor, often because the journey is shorter or more convenient.
- 6.1.9 The TRICS Research Report 95/ 2 Pass-by & Diverted Traffic: A Resume, includes the following points in the conclusions:

All research confirms the view that very little new traffic is generated by new store developments. Figures compiled in this document suggest that in most circumstances 10% or less of the total trips are completely new and in practice the value is so small it can be discounted.

The proportion of trips generally accepted to be non-primary is 30%. Most... tend to be home-work-site-home and hence values are generally lower than this at weekend ... but could be higher on a Friday evening but would not expect to exceed 40%.

There is a body of evidence that supports the view that new stores may often reduce the total value of vehicle mileage.

- 6.1.10 Based on the above conclusion, it has been assumed that 30% of the retail trips would be non-primary, although in this location on a main arterial route, the figure could well be higher in the weekday PM peak hour.
- 6.1.11 Figure 6 shows the predicted pattern of non-primary trips, assuming 30% of the retail trips are diverted from traffic passing through the Rowan Way roundabout.
- 6.1.12 Figure 7 shows the remaining primary trips at the roundabout, while Figure 8 shows the overall development traffic.
- 6.1.13 Figure 9 shows the changes in traffic from the worst-case assumption of the site being occupied by the busiest retailer in the TRICS database, relative to the potential from the extant B8 use. The change in traffic on each approach is summarised in the following table and compared with the baseline traffic.

	A29 North	Steyning Way	A29 South	Rowan Way	Whole Roundabout
Baseline Traffic	1,372	349	1,372	805	3,898
Change	+10	+46	+7	+5	+68
%age Change	0.7%	13%	0.5%	0.6%	1.7%

Table 7: Summary of Predicted Change in Traffic

- 6.1.14 It is evident from Table 7 that the traffic increases at the roundabout would be imperceptible on the A29 and Rowan Way approaches, with no practical impact on the operation.
- 6.1.15 The increase on the Steyning Way arm would be 46 vehicle movements over an hour, which would have no practical impact, this being by far the most lightly trafficked arm of the junction.

6.2 Non-Car Travel Implications

- 6.2.1 It was explained in section 5.4 that as with car-borne trips, non-car trips will vary significantly depending on the type of retailer occupying the site. However, a retail unit of this scale would not be expected to attract a level of non-car travel demand that would place any strain on existing infrastructure.
- 6.2.2 Taking the TRICS non-food retail site with the highest level of non-car use as an example, a carpet store of directly comparable scale at 2,300m² (NY-01-G-01), the peak non-car movements recorded were 11 pedestrian trips in an hour and 6 bus passenger trips in an hour.
- 6.2.3 The proposed Travel Plan will aim to maximise sustainable travel by staff, but the existing infrastructure is likely to accommodate demand. It is however recommended that the Travel Coordinator should liaise with local bus operators to seek to extend services from the Sainsbury's development to the south, as discussed in section 5.5.

7 Summary and Conclusions

7.1 Summary

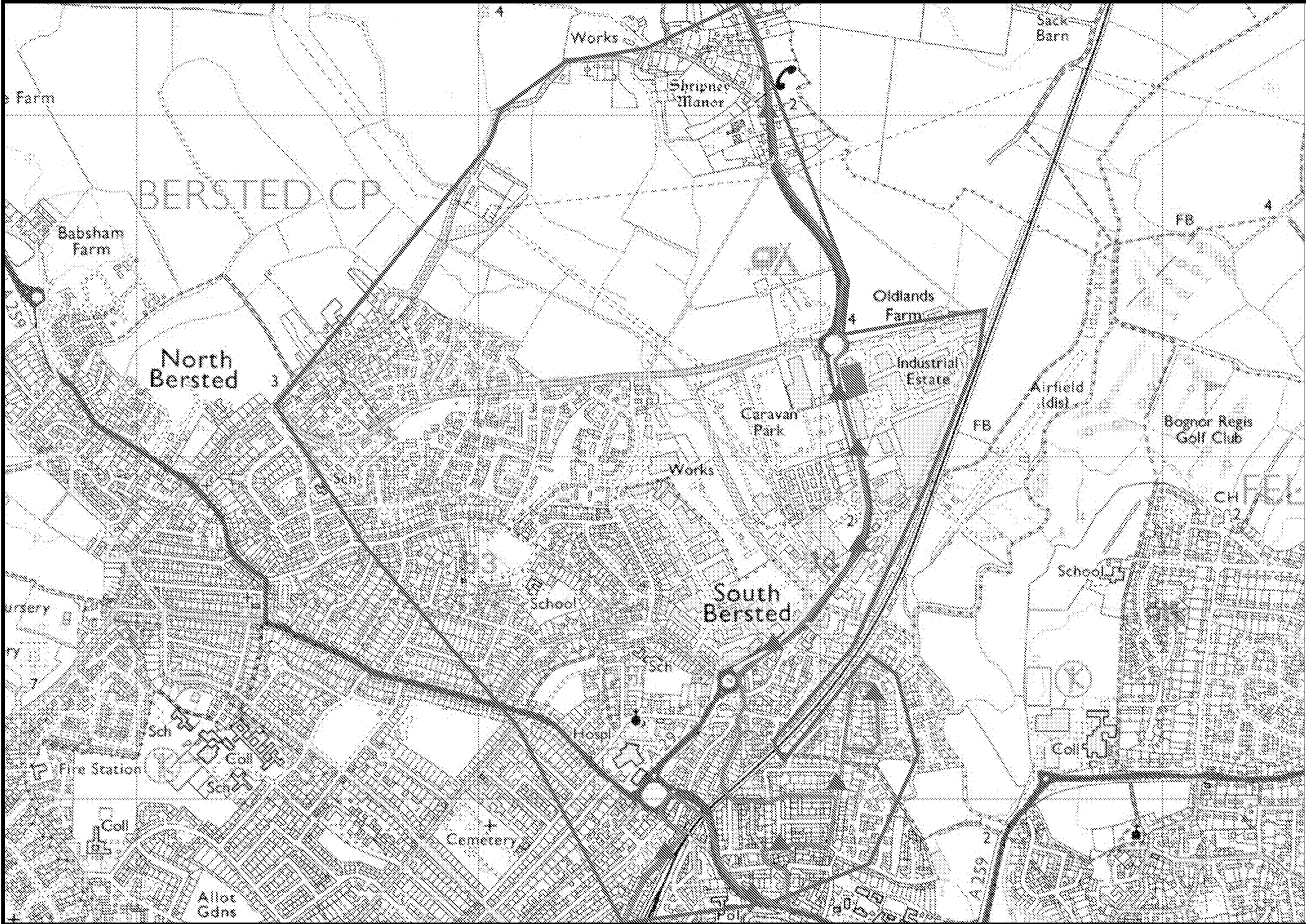
7.1.1 This Transport Assessment has considered the proposals by Chainridge Ltd to redevelop an existing warehouse/distribution facility at Oldlands Way, Bognor Regis, for retail use. The main points are summarised as follows:

- (i) The site is on the Southern Cross Trading Estate on the A29, approximately 2.5km north of the town centre.
- (ii) The site lies just to the south of the Bognor Regis Relief Road, currently under construction.
- (iii) There is a single-storey warehouse building on the site with a floor area of 3,369m², used as a storage and distribution facility under use class B8.
- (iv) The site has a significant walk-in catchment and has excellent bicycle links to the town. Bus route 66 stops adjacent to the site and there are other services at the Sainsbury's store less than 10 minutes' walk to the south.
- (v) Baseline traffic flows have been derived using projections for the Bognor Regis Relief Road and committed development.
- (vi) The extant B8 use would allow the site to operate as a parcel distribution centre without further planning permission, potentially attracting some 38 vehicle movements in the weekday AM peak and some 46 in the PM peak.
- (vii) The development involves partial demolition of the existing building to increase space for parking. The redevelopment would provide 2,490m² of floor space for bulky goods retail use.
- (viii) Two accesses are proposed to a customer car park with 90 spaces, with a separate service access. The parking would be adequate for the demand from most non-food retailers.
- (ix) A Travel Plan is proposed to maximise sustainable travel choices by staff. Census data shows good potential for commuting without a car in the immediate area.
- (x) Travel demand will vary with the type of end-user, some such as furniture retailers would draw less traffic than the potential from the extant use, others such as electrical stores might draw more traffic.
- (xi) It has been demonstrated that even with a relatively high attractor of traffic, there would be no significant impact on the operation of the Rowan Way roundabout, with increases of less than 1% on the main approaches.

7.2 Conclusions

7.2.1 This Transport Assessment has demonstrated that the site is in an accessible location where commuting without a car is common. The potential impact of a range of retailers has been considered and it has been shown that none would have significant implications for the operation of existing transport infrastructure. The proposal is therefore considered acceptable in transport terms.

Plans 1-4



Key

Site Location

Bus Stop

800m Isochrones

2km Isochrones

66 Bus Route

Cycleway



TRANSPORT PLANNING

11 KINGSMEAD SQUARE
BATH BA1 2AB
T: 01225 444 011
F: 01225 444 055
e: bath@ima-tp.com

CLIENT:

Chainridge Ltd

PROJECT:

Land at Oldlands Way
Bognor Regis

TITLE:

- PLAN 1 -

Site Location and Non-Car Transport Infrastructure

SCALE & SIZE:

NTS

CAD FILE:

Location#1-1.dwg

PROJECT No:

IMA-14-015

CHECKED:

DESIGN/DRAWN:

EB

DRAWING No:

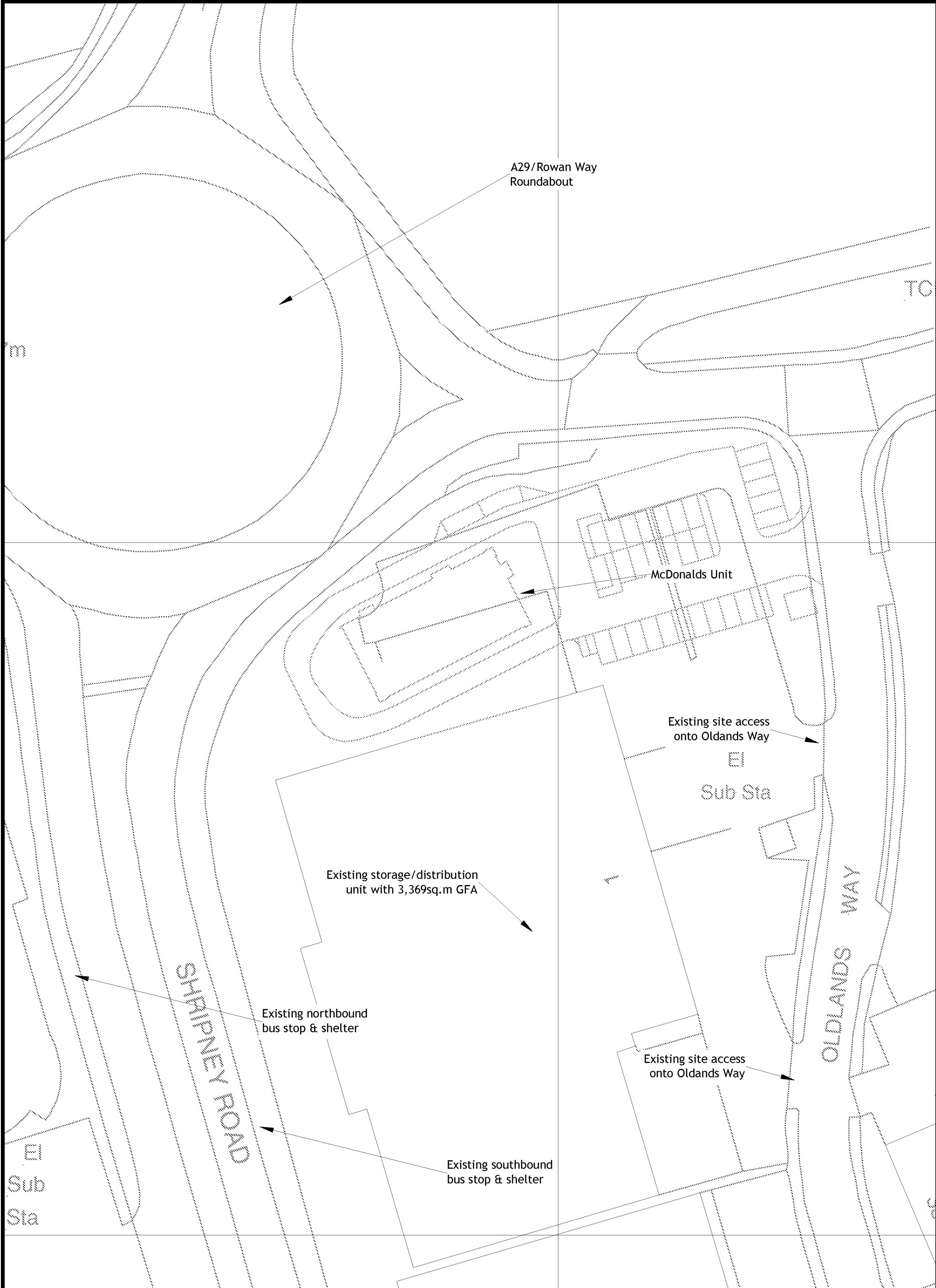
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APPROVED:

DATE:

Feb 14

REV:



I M A TRANSPORT PLANNING 11 KINGSMEAD SQUARE BATH BA1 2AB T:01225 444 011 F:01225 444 055 e:bath@ima-tp.com	TITLE: - PLAN 2 - Existing Site Layout	SCALE: (A3) 1:500@A3	CHECKED:	APPROVED:	
		CAD FILE: Existing#1-2.dwg	DESIGN/DRAWN: PMG	DATE: Feb 14	
		PROJECT No: IMA-14-015	DRAWING No: IMA-14-015-004	REV:	



TRANSPORT PLANNING
11 KINGSMEAD SQUARE
BATH BA1 2AB
T: 01225 444 011
F: 01225 444 055
e: bath@ima-tp.com

CLIENT:

Chainridge Ltd

PROJECT:

Land at Oldlands Way
Bognor Regis

TITLE:

- PLAN 3 -
HG Rigid Lorry Tracks for Service Access

SCALE: (A3)

1:200

CAD FILE:

Layout#1-1.dwg

PROJECT No:

IMA-14-015

CHECKED:

DESIGN/DRAWN:
EB

DRAWING No:

IMA-14-015-002

APPROVED:

DATE:

Feb 14

REV:

-



TRANSPORT PLANNING

11 KINGSMEAD SQUARE
BATH BA1 2AB
T: 01225 444 011
F: 01225 444 055
e: bath@ima-tp.com

CLIENT:

Chainridge Ltd

PROJECT:

Land at Oldlands Way
Bognor Regis

TITLE:

- PLAN 4 -
Articulated Lorry Tracks for Service Access

SCALE: (A3)

1:200

CAD FILE:

Layout#1-2.dwg

PROJECT No:

IMA-14-015

CHECKED:

DESIGN/DRAWN:
EB

DRAWING No:

IMA-14-015-003

APPROVED:

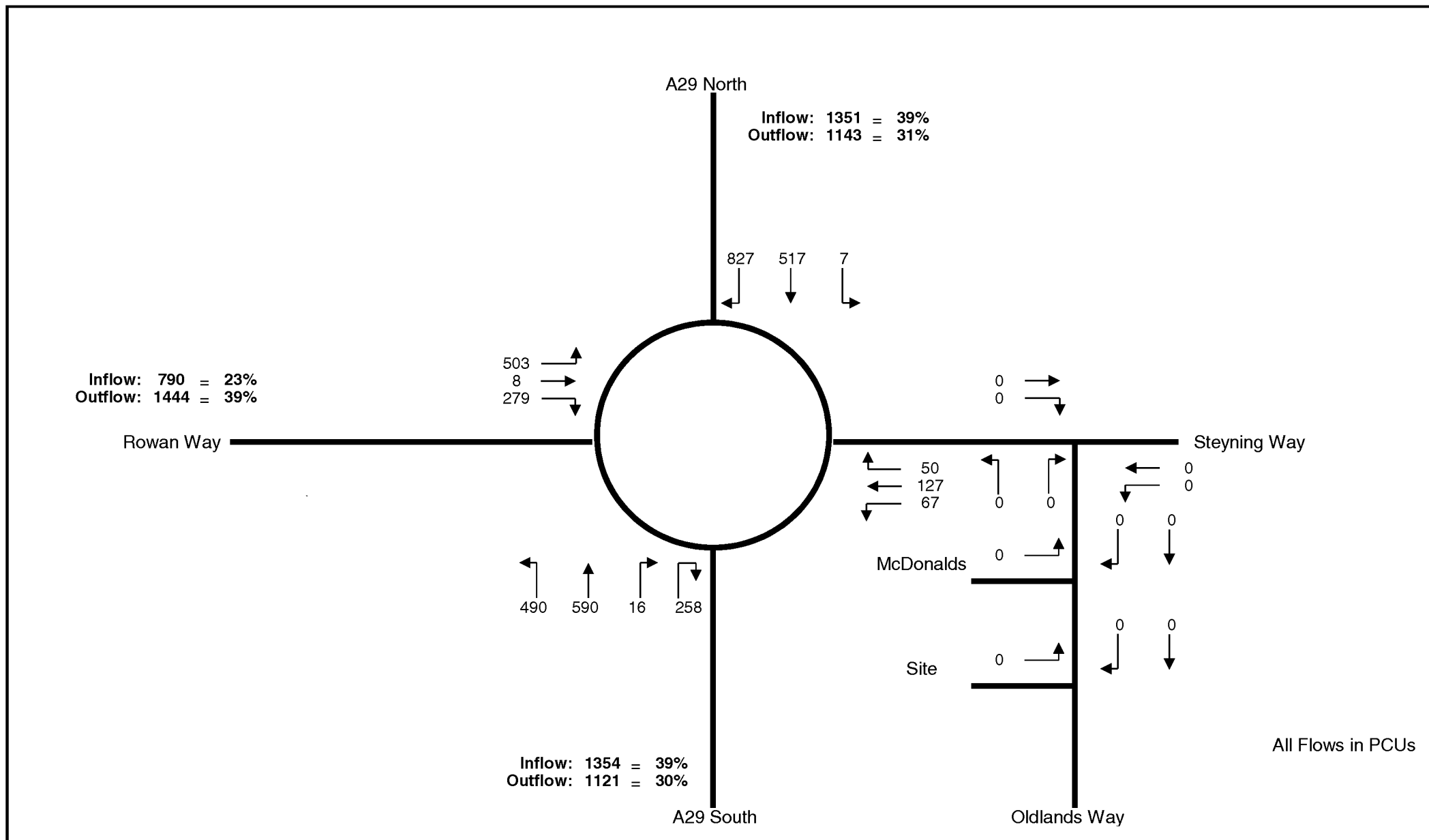
DATE:

Feb 14

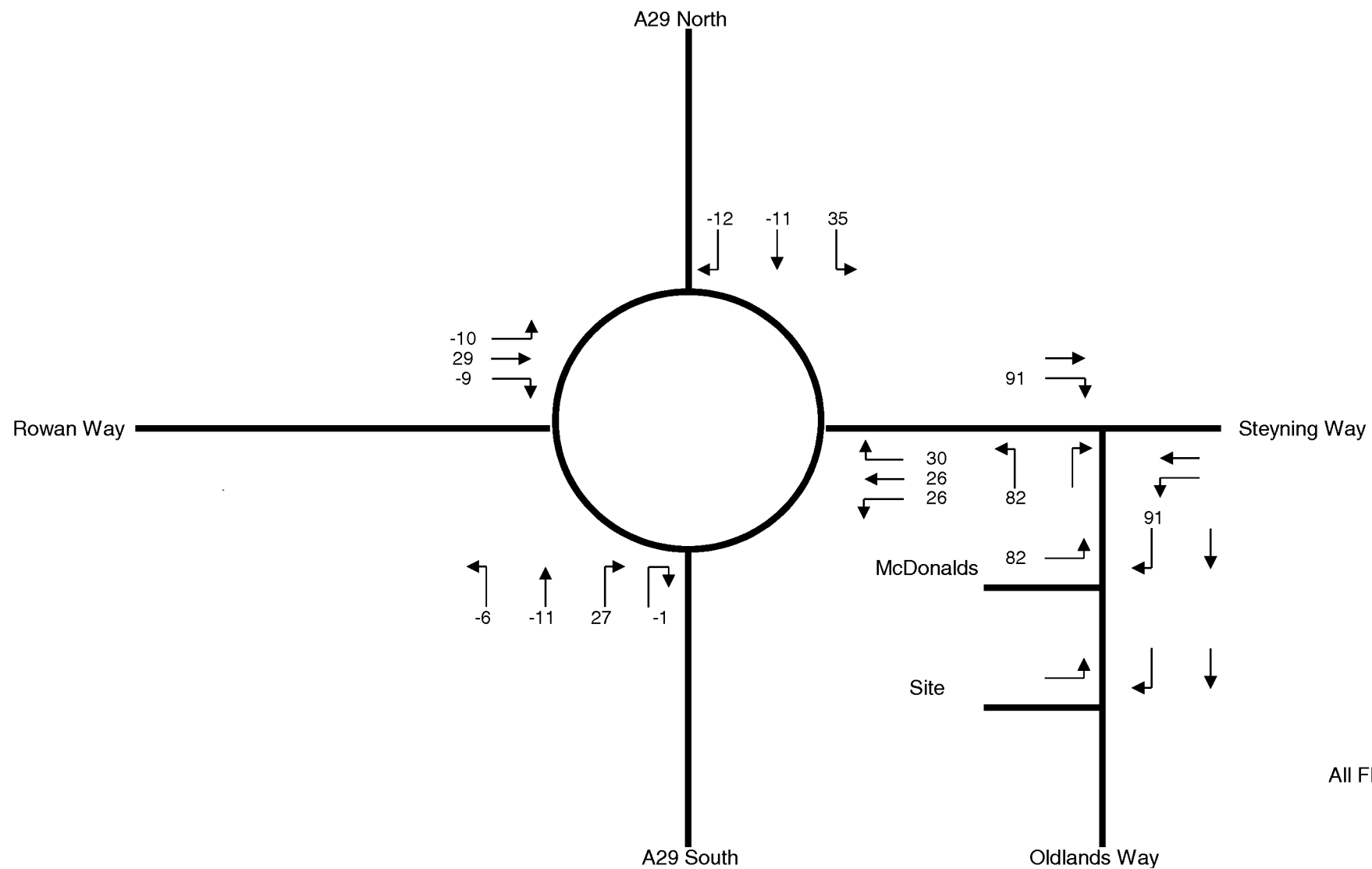
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Figures 1-10



 TRANSPORT PLANNING	Scale @ size:	Date:	Job No:	Project:	
	NTS	Feb-14	IMA-14-015	Oldlands Farm, Bognor Regis	
Drawn by:	Client:		Friday PM Peak Hour		Figure
EB/ PMG	Chainridge Ltd		MJA 2018 Base + BE/61/13		1



TRANSPORT PLANNING

Scale @ size:

NTS

Drawn by:

EB/ PMG

Date:

Feb-14

Client:

Chainridge Ltd

Job No:

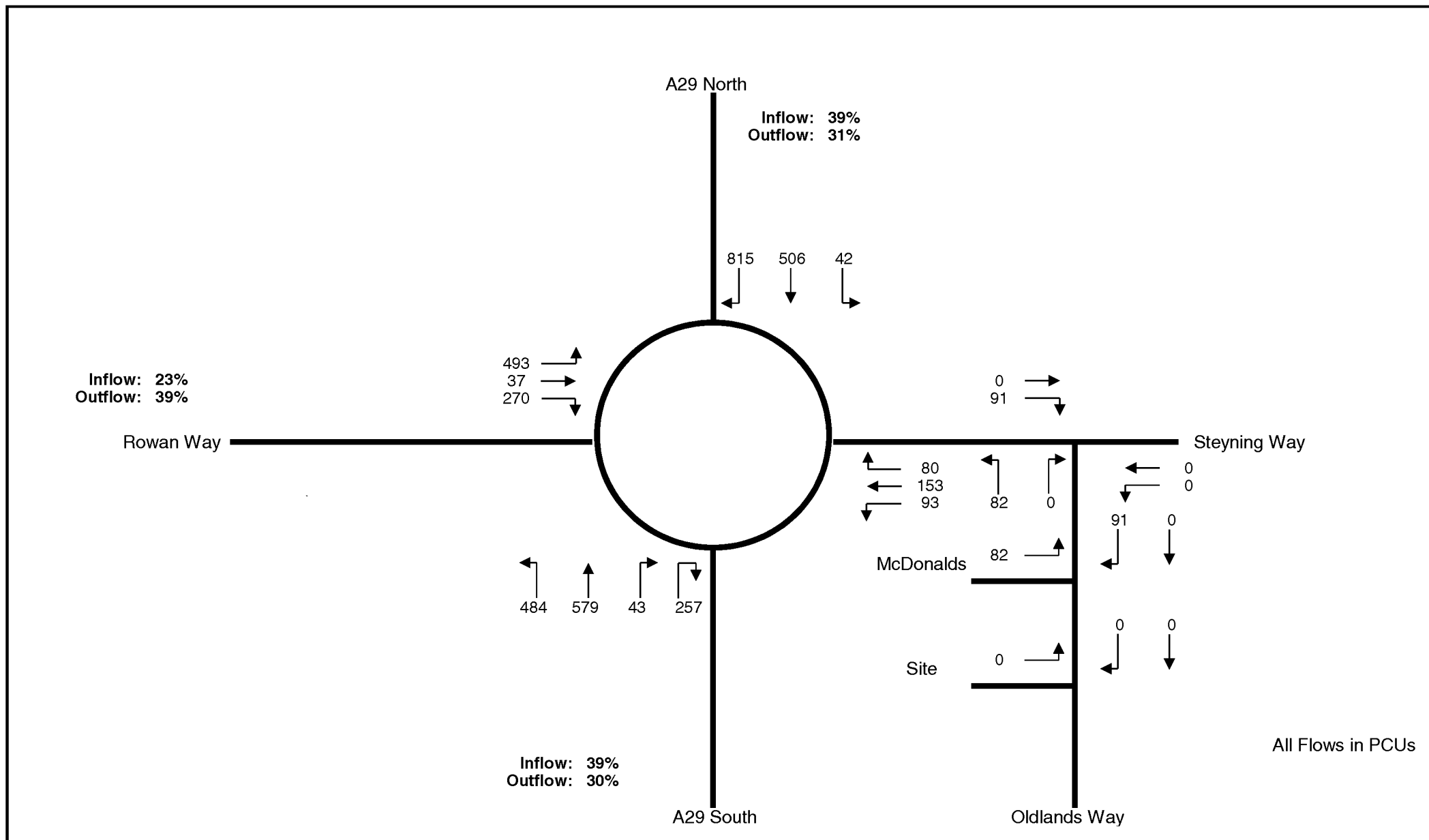
IMA-14-015

Project:

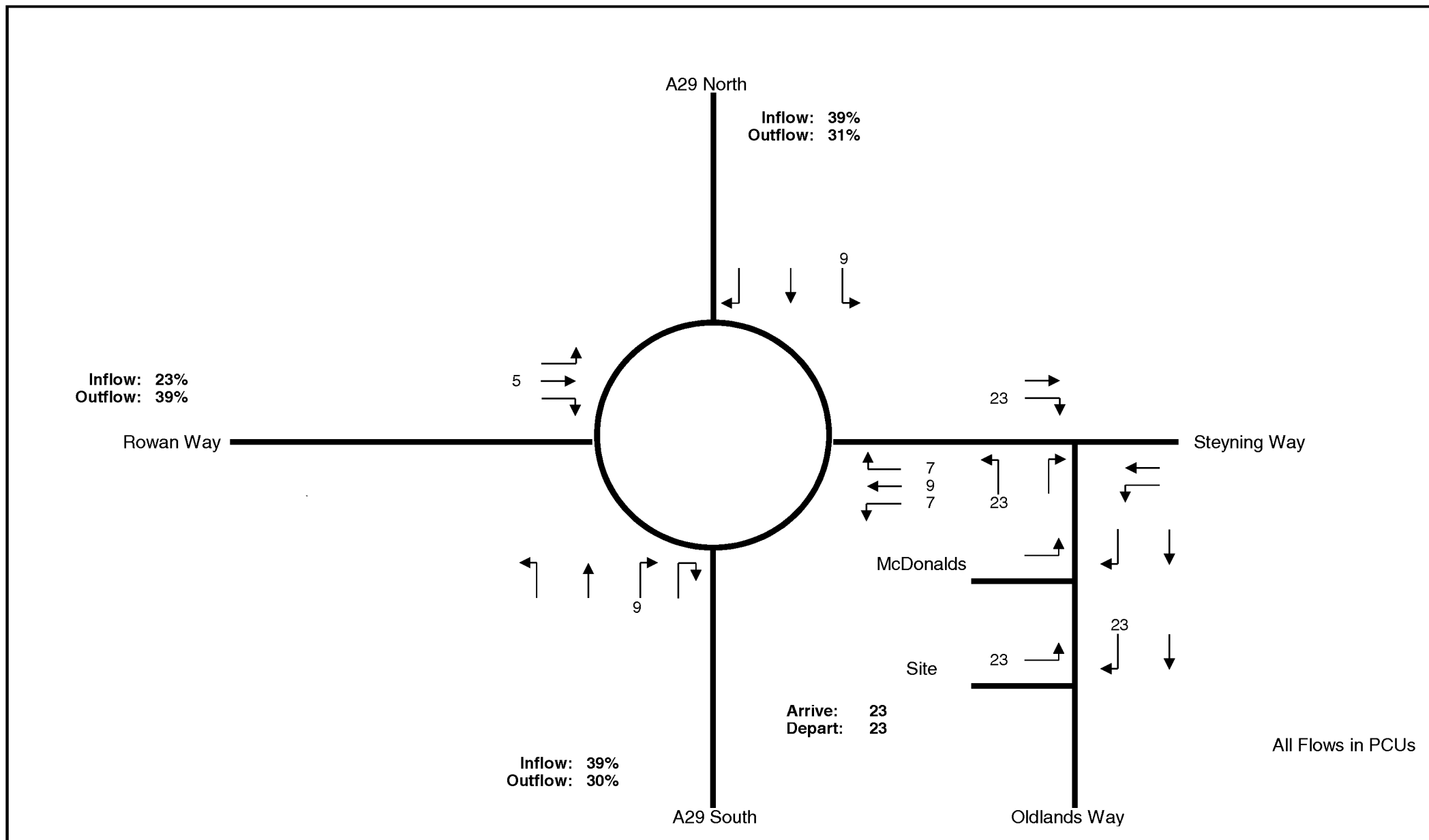
Oldlands Farm, Bognor Regis

Friday PM Peak Hour
McDonalds Traffic (BE/17/12)

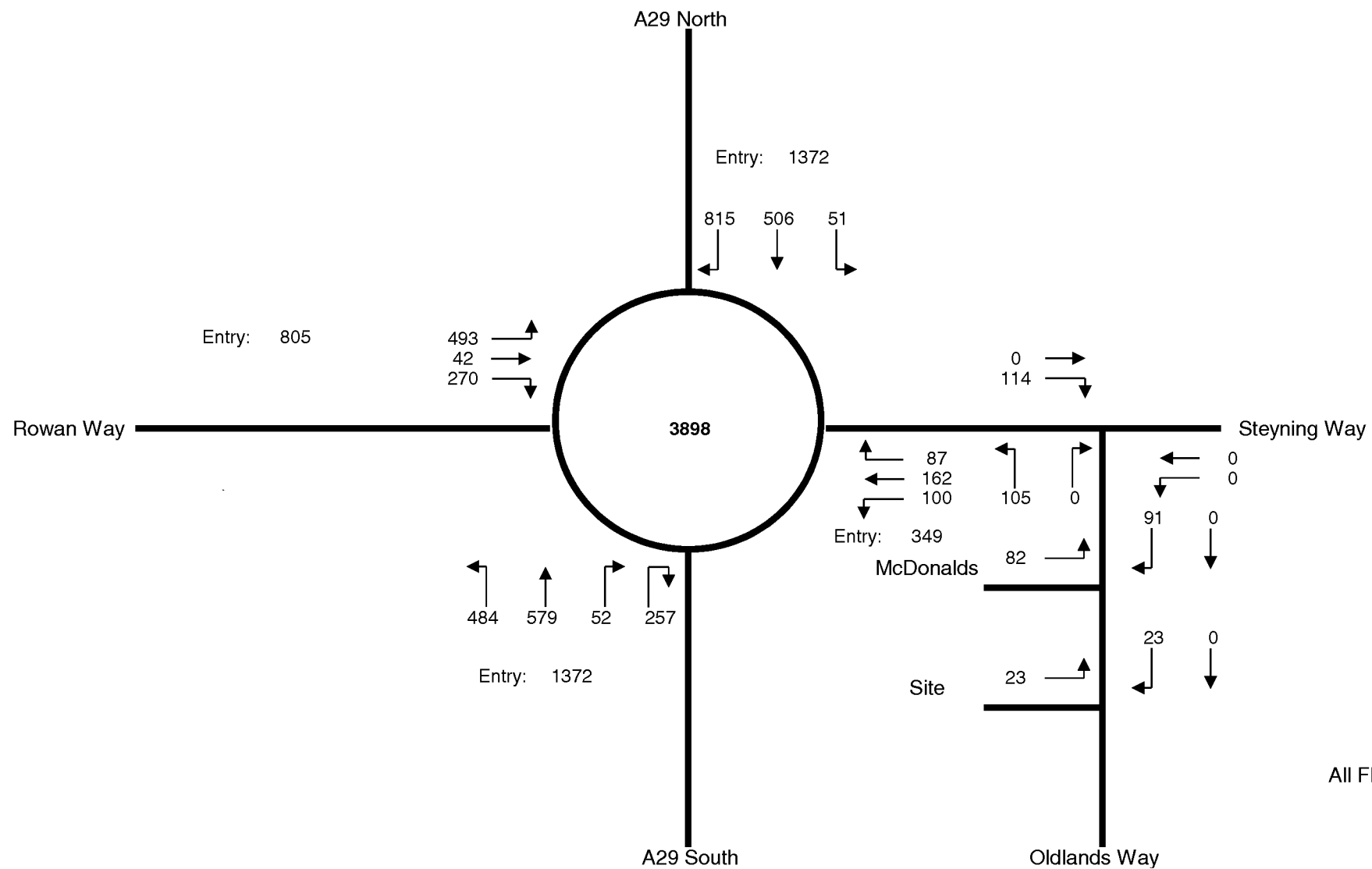
Figure
2



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Drawn by:	Client:		Friday PM Peak Hour		Figure
EB/ PMG	Chainridge Ltd		MJA 2018 Base + BE/61/13 + McDonalds		3



 TRANSPORT PLANNING	Scale @ size:	Date:	Job No:	Project:	
	NTS	Feb-14	IMA-14-015	Oldlands Farm, Bognor Regis	
Drawn by:	Client:		Friday PM Peak Hour		Figure
EB/ PMG	Chainridge Ltd		Extant B8 Traffic (Parcel Distribution)		4



TRANSPORT PLANNING

Scale @ size:

NTS

Drawn by:

EB/ PMG

Date:

Feb-14

Client:

Chainridge Ltd

Job No:

IMA-14-015

Project:

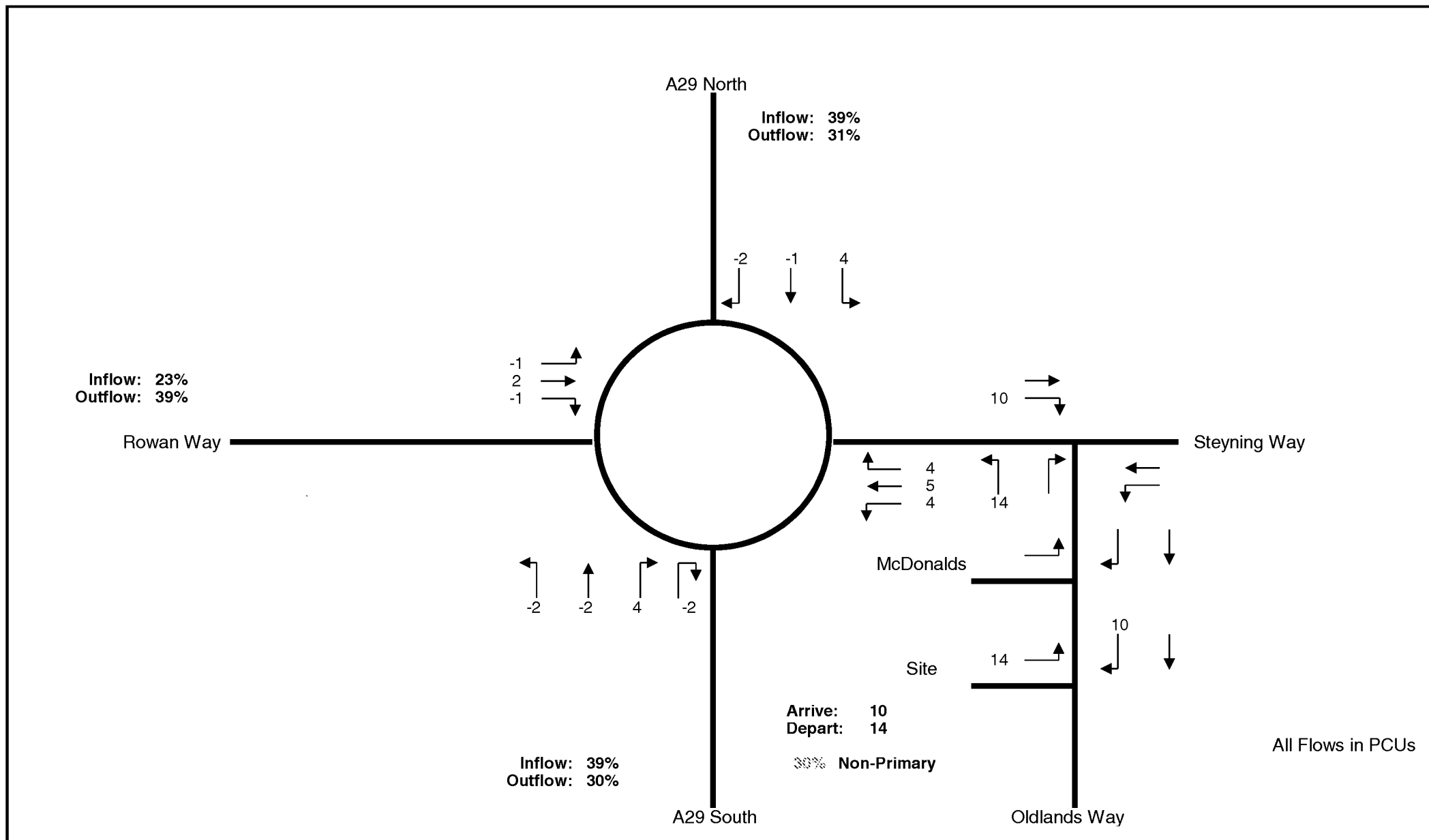
Oldlands Farm, Bognor Regis

Friday PM Peak Hour

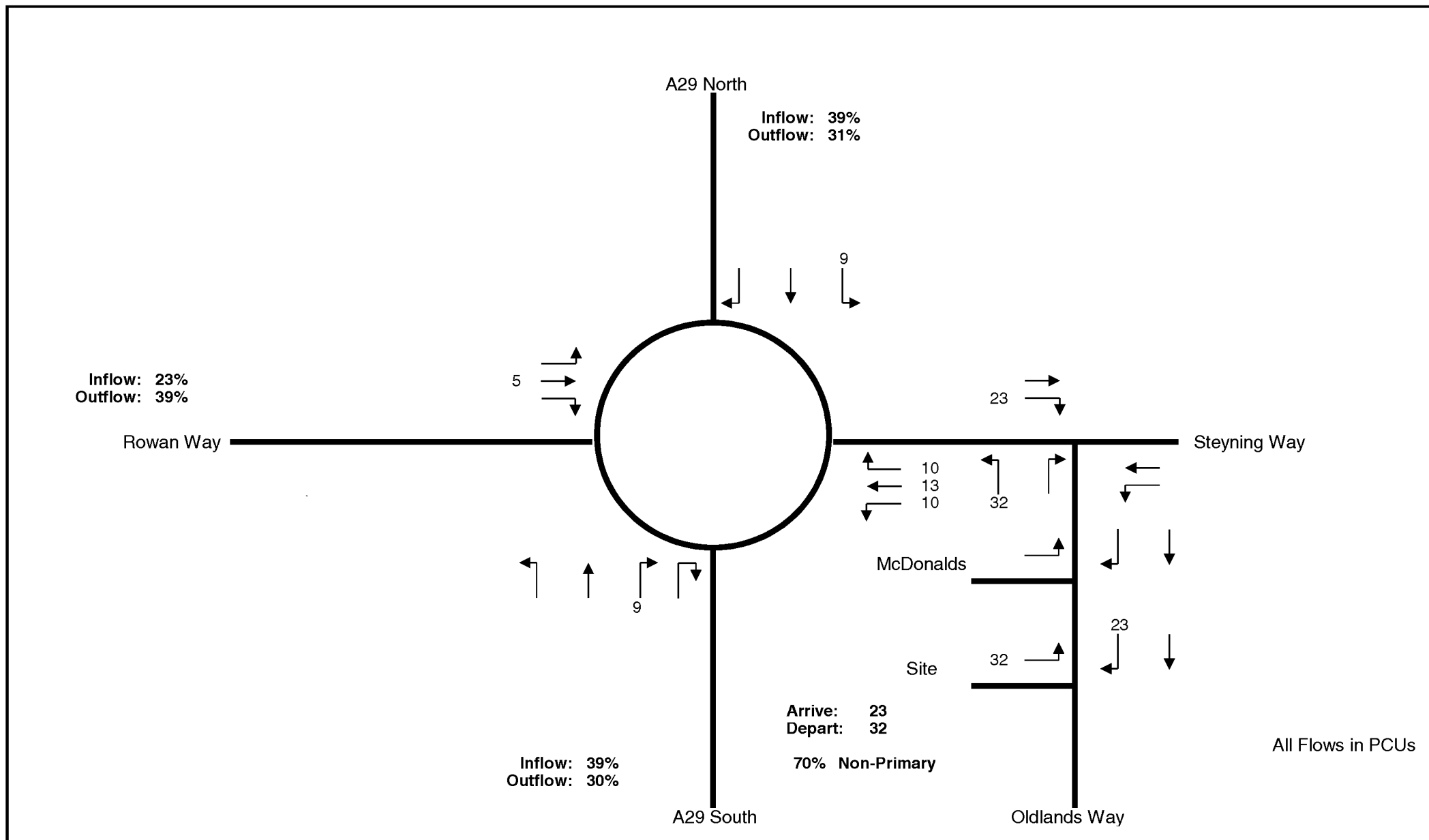
Baseline Traffic

Figure

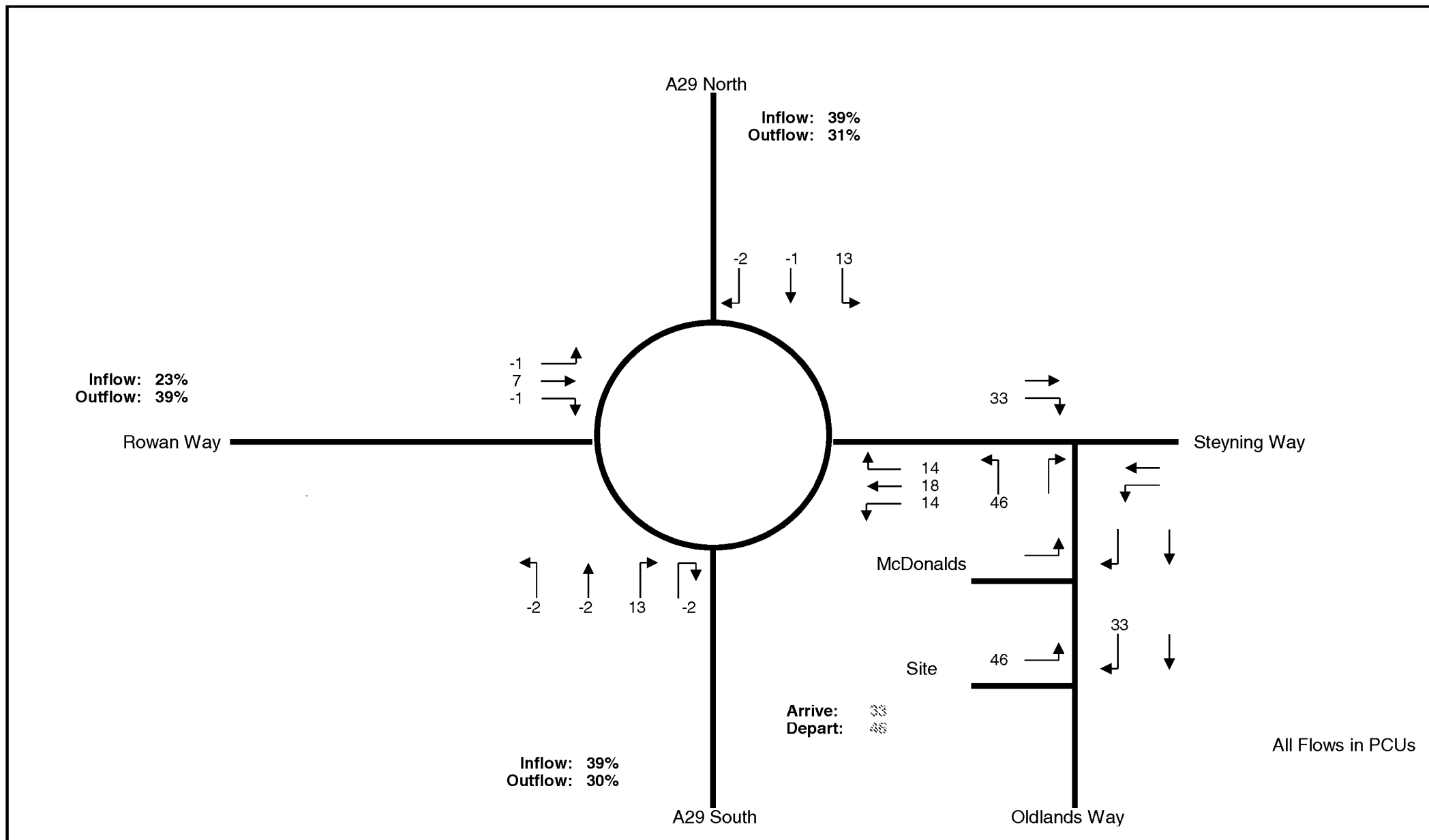
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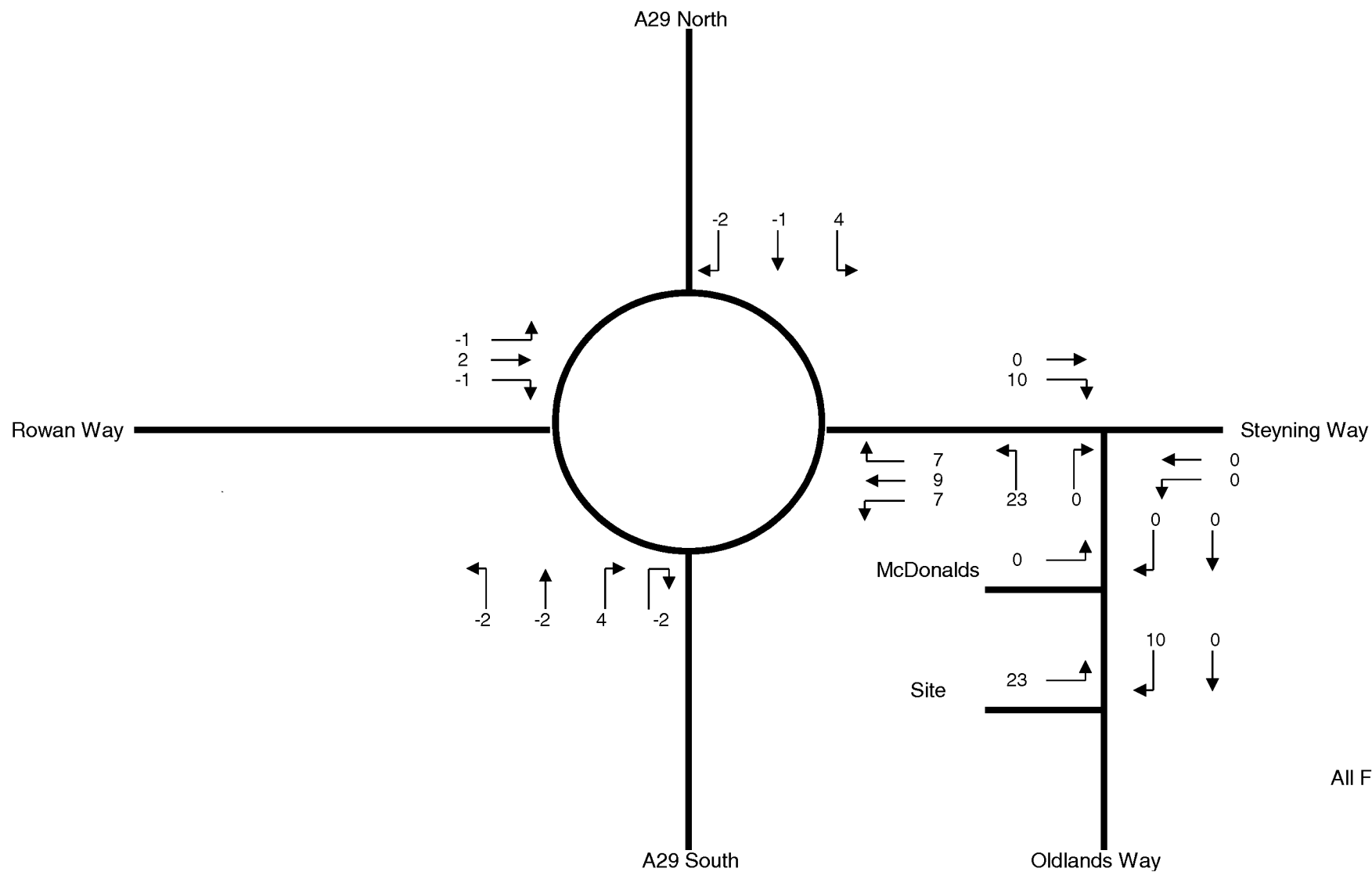
 TRANSPORT PLANNING	Scale @ size: NTS	Date: Feb-14	Job No: IMA-14-015	Project: Oldlands Farm, Bognor Regis	
	Drawn by: EB/ PMG	Client: Chainridge Ltd		Friday PM Peak Hour Non-Primary Development Traffic	Figure 6



 TRANSPORT PLANNING	Scale @ size: NTS	Date: Feb-14	Job No: IMA-14-015	Project: Oldlands Farm, Bognor Regis	
	Drawn by: EB/ PMG	Client: Chainridge Ltd		Friday PM Peak Hour Primary Development Traffic	Figure 7



 TRANSPORT PLANNING	Scale @ size:	Date:	Job No:	Project:	
	NTS	Feb-14	IMA-14-015	Oldlands Farm, Bognor Regis	
Drawn by:	Client:		Friday PM Peak Hour		Figure
EB/ PMG	Chainridge Ltd		All Development Traffic		8



All Flows in PCUs



TRANSPORT PLANNING

Scale @ size:

NTS

Drawn by:

EB/ PMG

Date:

Feb-14

Client:

Chainridge Ltd

Job No:

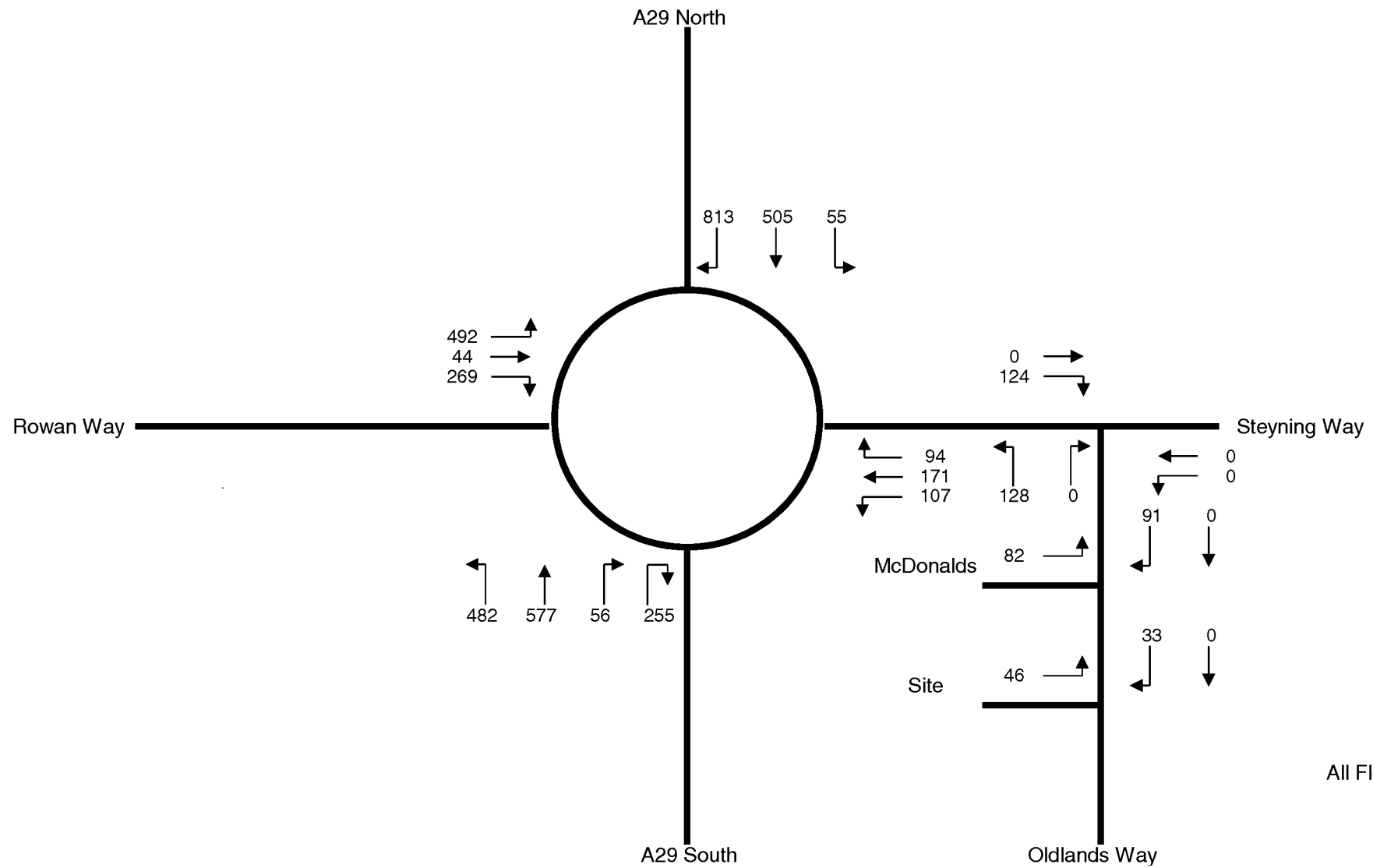
IMA-14-015

Project:

Oldlands Farm, Bognor Regis

**Friday PM Peak Hour
Change Due to Development**

**Figure
9**



TRANSPORT PLANNING

Scale @ size:

NTS

Drawn by:

EB/ PMG

Date:

Feb-14

Client:

Chainridge Ltd

Job No:

IMA-14-015

Project:

Oldlands Farm, Bognor Regis

Friday PM Peak Hour
Network with Development Traffic

Figure
10

Appendix 1

(LHA Response)

**WEST SUSSEX COUNTY COUNCIL
STRATEGIC PLANNING CONSULTATION**

DATE: 28th January 2014

**FROM: Dominic Smith TO: Arun District Council
FAO: Simon Davis**

SUBJECT: BE/107/13

**Change of use from Class B8 (Storage or Distribution) to Class A1 (Shops)
including partial demolition.**

**Adjacent warehouse site to McDonalds, Oldlands Way, Bersted, West Sussex,
PO22 9SA**

RECOMMENDATION:

Advice	☐	Modification	☐	More Information	☒
Objection	☐	No Objection	☐	Refusal	☐

West Sussex County Council (WSCC), in its capacity as the Local Highway Authority (LHA), has been consulted for its comments on the proposed change of use from B8 storage to A1 retail at the site adjacent to McDonalds on Oldlands Way. Insufficient information has been supplied by the Applicant in order for the LHA to determine whether the impact of the proposed development is acceptable.

In accordance with the Department for Transport document 'Guidance on Transport Assessments: Appendix b', retail development in excess of 1500sqm should be accompanied by a full Transport Assessment (TA) and Travel Plan (TP). It is acknowledged that the site already has an established B8 and floor area in excess of that proposed. However, the traffic characteristics attributed to retail and commercial use differ greatly including the rate of trip generation, peak hours of operation, types of vehicle requiring access, parking requirements and accessibility by sustainable modes of transport. Given the sites access onto a major 'A' road roundabout via the Oldlands Way arm there is also a greater need for assessment to understand any impact the development may have. There, the LHA would recommend that a TA and TP are submitted for review alongside the application.

The TA should include, but not be limited to, the following information;

- A site location plan scale (1:1250) with site boundary indicated
- Schedule of existing uses including planning history with reference numbers
- Description, including site layout plans, of the proposed development and schedule of uses
- Summary of reasons supporting the site access, including plan (scale 1:250 or similar) with achievable visibility splays and vehicle tracking indicated
- Design Audit of any proposed highway works, including plan and any identified departures from standards
- Final 'Stage 1 Road Safety Audit' of any proposed highway works with 'Designers Response', including amended plans and a 'Design Audit' of proposed highway works including any identified departures from standards
- A review of access by sustainable modes of transport including location plan of key services,
- Reference to supporting national, regional, and local planning documents and policies
- Parking strategy, including provision of parking for all modes of transport and anticipated parking accumulation

- Proposed trip rates supported with TRICS outputs and site selection methodology
- Proposed traffic growth factors supported with NRTF/TEMPRO growth factors and methodology
- Junction capacity modelling where development results in an increase of 30 or more movements in any hour through a junction
- Relevant data collected to date
- 'Travel Plan' in accordance with National and County 'Best Practice Guidance'

The WSCC Transport Assessment Methodology can be accessed at the following link;

<http://www2.westsussex.gov.uk/roadsandtransport/WSCC%20Transport%20Assessments%20-%20Guidance%20on%20Methodology%20for%20Developers.pdf>

Dominic Smith
Strategic Planning

**WEST SUSSEX COUNTY COUNCIL
STRATEGIC PLANNING CONSULTATION**

DATE:

FROM: Dominic Smith **TO:** Arun District Council
FAO:

SUBJECT: BE/107/13 - Change of use from Class B8 (Storage or Distribution) to Class A1 (Shops) including partial demolition.

Adjacent warehouse site to McDonalds, Oldlands Way, Bersted, West Sussex,
PO22 9SA

DATE OF SITE VISIT:

RECOMMENDATION:

Advice	☐	Modification	☐	More Information	☐
Objection	☐	No Objection	☐	Refusal	☐

S106 contribution total (see below for breakdown): £

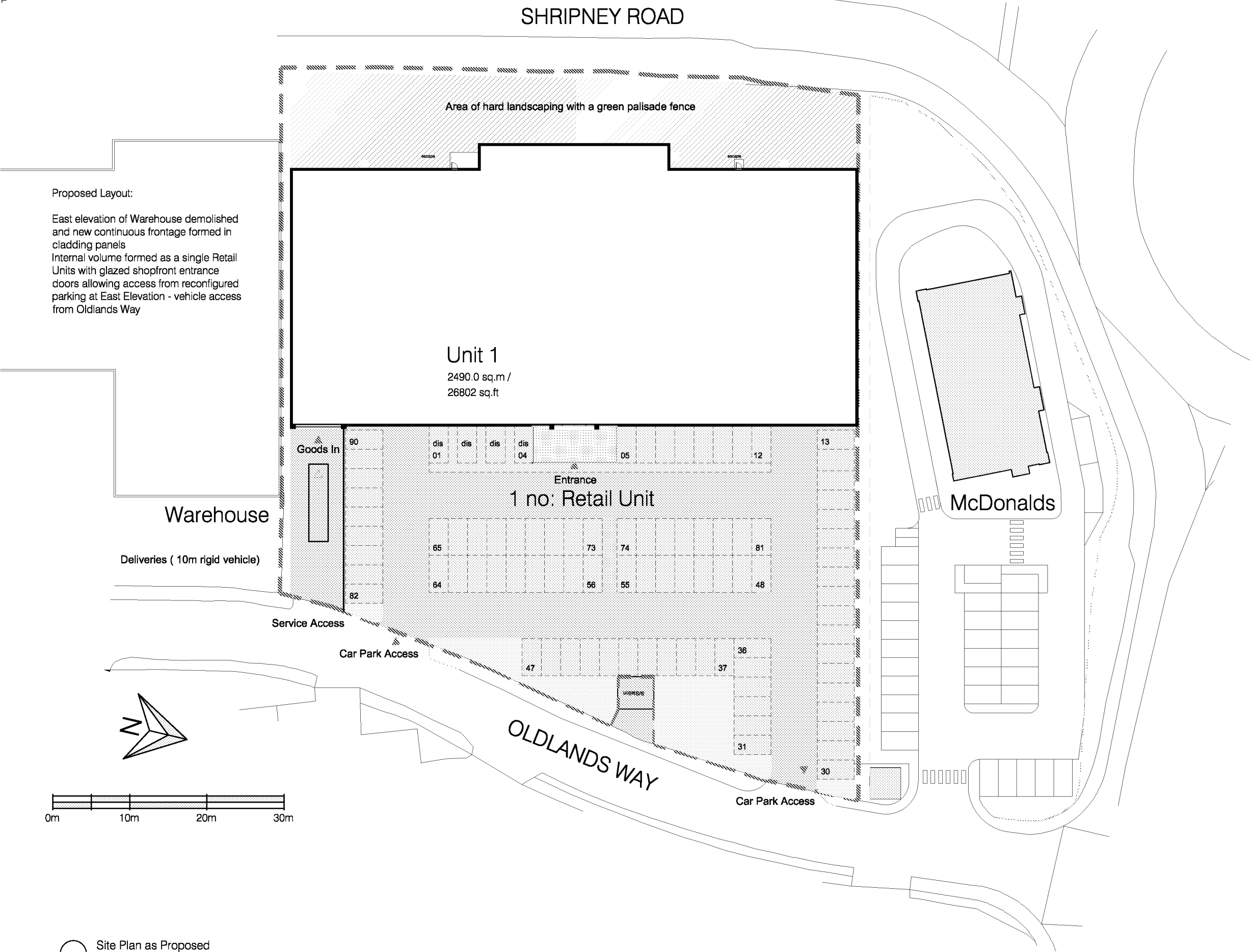
**Dominic Smith
Strategic Planning**

Appendix 2

(Architect's Layout Plan)

Do not scale from this drawing.
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revisions:



Proposed Layout:

East elevation of Warehouse demolished
and new continuous frontage formed in
cladding panels
Internal volume formed as a single Retail
Units with glazed shopfront entrance
doors allowing access from reconfigured
parking at East Elevation - vehicle access
from Oldlands Way

General Notes:

Scheme subject to Survey, Planning
and Boundary Confirmation

Vehicle Tracking required to confirm
car parking and access layout
feasibility

Ica Architects
2 Orbital Court, Peel Park, East Kilbride, G74 5PH
Tel +44 (0)1355 578 070 Fax +44 (0)1355 574 992
www.icaarchitects.com

Ica Architects ltd
registered in Scotland company no 267727

project title:
Proposed Retail Unit
Bognor Regis

drawing title:
Site Plan as Proposed

issue stage:
PLANNING

date: 14.11.13 drawn: KP scale @ A3: 1:500

drawing number: 593 - PL(00)003 revision: --

Appendix 3

(Travel Plan Framework)

**PROPOSED RETAIL DEVELOPMENT,
OLDLANDS WAY, BOGNOR REGIS
Draft Travel Plan Framework**

February 2014

IMA-14-015

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PLANS

Plan 1 - Site Location and Pedestrian Catchment

1 Introduction

1.1 Background

1.1.1 This Travel Plan Framework has been produced on behalf of [OPERATOR] and relates to proposed employment development of Unit 1 at Oldlands Way on the Southern Cross Trading Estate in Bognor Regis.

1.1.2 Arun District Council made it an obligation of the outline planning consent on the site that a Travel Plan will be implemented in association with the proposed development. The relevant condition was worded as follows:

[Text of Condition Referring to Travel Plan to be Included]

1.1.3 The requirement to produce Travel Plans in association with development has arisen from national planning policy issued by the government, which is then interpreted by local authorities in policies contained in their Development Plans.

1.1.4 The purpose of a Travel Plan is primarily to promote a reduction in the number of journeys and distance travelled by car, in accordance with government and local authority planning policy. Travel Plans are intended to inform individuals on the availability of opportunities to travel by means other than the car, and also to identify and address barriers that discourage travel by non-car modes.

1.2 Travel Plan Overview

1.2.1 The Travel Plan has been produced to promote a reduction in the number of journeys and distance travelled by car, in accordance with government and local authority planning policy.

1.2.2 Travel Plans are intended to inform individuals on the availability of opportunities to travel by means other than the car and also to identify and address barriers that discourage travel by non-car modes.

1.2.3 Targets are set and measures are proposed to reduce car use through use of more sustainable alternatives. A system of monitoring is put in place to appraise progress towards the targets.

2 Site Audit

2.1 Introduction

- 2.1.1 This section describes the development before setting out key information about travel associated with the site.

2.2 Development Description

- 2.2.1 [TO BE COMPLETED PRIOR TO OCCUPATION, WHEN THE OPERATOR IS KNOWN]
- 2.2.2 [DETAILS TO INCLUDE FLOOR SPACE, OPERATOR, OPENING TIMES, STAFFING LEVELS, CAR & CYCLE PARKING NUMBERS].

2.3 Travel on Foot

- 2.3.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.4 Travel by Bicycle

- 2.4.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.5 Travel by Public Transport

- 2.5.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.6 Travel by Car

- 2.6.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.7 Unrestrained Travel Demand

- 2.7.1 [TO BE COMPLETED PRIOR TO OCCUPATION, WHEN THE OPERATOR IS KNOWN]
- 2.7.2 It has been assumed that unrestrained travel demand –i.e. without the influence of this Travel Plan –is likely to follow the same mode choice for commuting as recorded by the census at the Southern Cross Trading Estate.
- 2.7.3 The following table compares local commuting patterns (excluding homeworkers) with the central part of the town (Bognor Regis Parish) and the wider district.

	E00160125 Output Area	Bognor Regis Parish	Arun District
Employed, Not Homeworker	1,968	9,819	39,548
Train	1%	1%	2%
Bus, minibus or coach	2%	5%	2%
Taxi or minicab	0%	1%	1%
Driving a car or van	60%	55%	64%
Passenger in a car or van	9%	7%	7%
Motorcycle, scooter or moped	3%	1%	1%
Bicycle	14%	7%	7%
On Foot	12%	21%	14%

Table 1: Inbound Commuting Patterns (2001 Census)

- 2.7.4 With existing commuting patterns in the immediate area show quite high levels of sustainable travel, above the average for the district. Car sharing and cycling are particularly popular choices.
- 2.7.5 The actual baseline position will be established through a survey of staff travel, undertaken within 3 months of first occupation. The form of the survey questionnaire will be agreed with the highway authority prior to being issued.

3 Objectives

3.1 Introduction

- 3.1.1 This section sets out in broad terms the scope of the Travel Plan and what it seeks to achieve, including the types of travel expected to be influenced.

3.2 Travel Plan Scope

- 3.2.1 The Travel Plan addresses the following types of travel generated by the development:

- Commuter journeys by staff
- Business journeys by staff
- Visitor/ Delivery journeys

- 3.2.2 The Travel Plan will focus on commuter and business journeys by staff, which can be controlled to a degree.

3.3 Travel Plan Objectives

- 3.3.1 The Travel Plan is a long-term strategy aimed at promoting more sustainable travel choices, reducing reliance on the car. The objectives of a Travel Plan as set out in guidance from West Sussex County Council are to:

- Promote sustainability without being anti-car;
- Improve accessibility for sustainable travel modes;
- Encourage flexibility in staff by providing transport choice;
- Minimise the need to travel;
- Encourage the use of alternative modes of transport to single occupancy car use;
- Reduce the impact of staff travel on the local environment;
- Reduce the adverse effects of transport on the environment and health.

4 Targets and Indicators

4.1 Introduction

- 4.1.1 The census data in Table 1 (section 2.7) shows 69% of commuting in the immediate area of the site is by car, with 60% as drivers. Single-occupancy commuting by car is therefore likely to be around 51%
- 4.1.2 By comparison, the central area of Bognor Regis has about 48% of commuting as the sole occupant of a car (55% driving, less 7% as passengers), not greatly different to the outlying area of the Southern Cross Trading Estate.
- 4.1.3 National guidance suggests that reductions in car travel of 10 to 20% can be achieved through effective travel planning.
- 4.1.4 The Travel Plan targets will need to reflect commuting patterns recorded at the site by Staff Travel Surveys, described in section 7.3. The first survey will be undertaken within 3 months of the first occupancy, as set out in the Action Plan in section 7.5.
- 4.1.5 The target of this Travel Plan will relate to a reduction in single-occupant car use. The means of achieving that involves measures to increase the use of individual modes. Those individual mode increases are known as 'indicators' rather than 'targets', as the critical goal is the reduction in car use, rather than setting quotas for one sustainable mode over another.

4.2 Indicators – Potential Mode Transfer

- 4.2.1 This section considers the individual modes to set out what transfer might be achieved, realistically. Revisions will need to be made to this section after each Staff Travel Survey, to reflect the results and progress made.

Commuting on Foot

- 4.2.2 Starting with commuting on foot, the most sustainable form of travel, there is a reasonable walk-in catchment, as indicated in Plan 1, so there is potential for the Travel Plan to increase pedestrian commuting towards the much higher levels evident in the centre of the town.
- 4.2.3 The occupier will be likely to aim to recruit locally, and the Travel Coordinator will identify where individuals are able to commute on foot and encourage them to do so. Based on the census data in Table 1, which shows 12% commuting by foot locally, compared to 21% in the town centre, an increase in pedestrian commuting of say 5% might be a reasonable transfer target.

Commuting by Bicycle

- 4.2.4 The level of cycle commuting in the area is already very high at 14% double that in the centre. The target should therefore be to at least match that, and perhaps secure a small increase of say 1% through the provision of secure cycle parking, changing/ shower facilities and lockers for storing equipment.

Commuting by Rail

- 4.2.5 Train use only represents about 1% of commuting locally and closer to the railway station in the town centre. The TPC will encourage rail use where staff are travelling longer distances, but no particular transfer is suggested.

Commuting by Bus

- 4.2.6 Existing bus use is 2% lower locally than in the centre, so it is suggested that a transfer target of at least that level should be adopted.

Commuting by Powered Two-Wheeler

- 4.2.7 At 3% commuting by powered two-wheeler is already higher than the 1% in the centre, so target for transfer is suggested. However, powered two-wheeler use could cut the space devoted to staff parking, so will be encouraged through changing facilities and lockers.

Car Sharing

- 4.2.8 At 9% car sharing in the immediate area is already quite high, higher than in the town centre. Therefore as with cycling, it is suggested that the target should be to achieve that high level at the site with a modest 1% increase to 10%.
- 4.2.9 The table below summarises the suggested transfer over 3 years.

Mode of Commuting	Baseline (Census)	End of Year 3	Change Over 3 Years
On foot	12%	17%	+5%
Bicycle	14%	15%	+1%
Train	1%	1%	+0%
Bus, minibus or coach	2%	5%	+3%
Powered 2-Wheeler	3%	3%	+0%
Passenger in a car or van	9%	10%	+1%
Single-Occupant Car Use	51%	41%	-10%
Total	100%	100%	0%

Table 2: Suggested Indicators & Target

- 4.2.10 The above figures will be reviewed following the Staff Travel Survey.
- 4.3 Target**
- 4.3.1 The proposed target is expressed as follows in terms of single-occupant car use, which equates to the number of people driving to the site, less the number of people who travel as car passengers.
- 4.3.2 Based on the assessment of transfer feasible on a mode-by-mode basis set out above, the proposed target is:
- Target: To Reduce Single Occupant Car use from an assumed baseline of 51% to 41%, a decrease of 10%, over a period of 3 years from first occupation**
- 4.3.3 The above target is considered reasonable, especially given the starting point is from a relatively low level of commuting by car. The following sections set out how the Travel Plan will achieve the target, and how progress will be monitored.

5 Management Strategy

5.1 Introduction

- 5.1.1 This section sets out the strategy for implementation of the Travel Plan and its long-term sustainability.

5.2 Travel Plan Coordinator

- 5.2.1 The developer, Chainridge Ltd, will be responsible for appointing a Travel Plan Coordinator (TPC) prior to first occupancy of the site. The contact details for the TPC are as follows:

Contact: [TBC]
 Address: [TBC]
 Telephone: [TBC]
 Email: [TBC]

- 5.2.2 The TPC will operate the Travel Plan on a day to day basis on behalf of the occupier. The responsibilities of the Travel Plan Coordinator will include:

- (i) Overseeing the development and implementation of the Travel Plan;
- (ii) Promoting the existence of the Travel Plan, the reasons for it, and encouraging participation in its objectives;
- (iii) Liaison between staff and management on all aspects of the Travel Plan;
- (iv) Liaising with outside bodies such as West Sussex County Council as required to promote and develop the Travel Plan;
- (v) Establishing, maintaining and making available travel information for staff and visitors to the site;
- (vi) Promoting car sharing for those for whom travel by non-car modes is not a realistic option;
- (vii) Coordinating the annual Staff Travel Survey;
- (viii) Carrying out annual reviews of the Travel Plan; and
- (ix) Acting as a point of contact for all staff, customers and visitors requiring information on travel and the Travel Plan.

- 5.2.3 Administration of the Travel Plan involves the maintenance of the necessary systems, data and paperwork, consultation and promotion. A filing system will be established and maintained for recording all correspondence and information relating to the Travel Plan. The duties are permanent and regular updating of the Travel Plan document will be necessary.

- 5.2.4 The Travel Coordinator will work with the following individuals and organisations to maximise the effectiveness of the Travel Plan:

Organisation: West Sussex County Council
 Contact: [TBC]
 Address: [TBC]
 Telephone: [TBC]
 Email: [TBC]

Role: To assist in developing the Travel Plan throughout its life, and to ensure that monitoring and review of the Travel Plan are undertaken as agreed, and in the event that targets are not met, to ensure that actions are agreed and implemented.

- 5.2.5 Other organisations, such as local public transport providers, may be added to this list as the Travel Plan evolves.

6 Proposed Measures

6.1 Introduction

- 6.1.1 This section sets out a range of suggested measures to reach the proposed target of the Travel Plan.

6.2 Awareness

- 6.2.1 Staff will be provided with an introduction to the Travel Plan, setting out its objectives and target.

6.3 Travel Information

- 6.3.1 The TPC will ensure that employees have access to information on sustainable travel produced by the County Council, local bus operators and other relevant sources, to include where available:

- Public transport timetable information
- Details of safe walking and cycle routes to the site
- Information on local Travel Plan initiatives
- Details of local taxi companies

6.4 Travel on Foot

- 6.4.1 Measures to encourage walking could include:

- Changing facilities, lockers, and clothes drying area for staff
- TPC liaison with the local authority to identify any maintenance/ lighting/ drainage issues in the vicinity of the site.

6.5 Travel by Bicycle

- 6.5.1 The TPC would promote employer involvement in the government's Cycle to Work Scheme, which allows employers to loan bicycles and safety equipment to staff as a tax-free benefit. In turn, staff would be expected to pledge to cycle to work at least one day per week, although no formal enforcement is proposed.

- 6.5.2 Other measures to encourage cycling could include:

- Secure and convenient cycle parking
- Changing facilities, lockers, and clothes drying area for staff
- TPC will attempt to negotiate preferential deals with the local cycle shops for staff at the site
- TPC will liaise with the police to identify the potential to offer security etching service for bicycles
- Guaranteed lift home in case of emergency
- TPC will liaise with the local authority to promote any maintenance of footways/ cycle ways in the vicinity of the site

6.6 Travel by Public Transport

- 6.6.1 Measures to encourage travel by public transport will include:

- Provision of public transport travel information for staff and visitors
- TPC will liaise with local bus operators to attempt to extend existing services from Sainsburys to the site by looping around the Rowan Way roundabout.
- TPC will attempt to negotiate preferential season ticket prices with the main bus operators

6.7 Car Sharing

- 6.7.1 The TPC will promote car sharing by employees, ensuring availability of promotional materials explaining the benefits of car sharing from organisations such as Liftshare.com.
- 6.7.2 The workforce is unlikely to be of a scale that would require a formal database for car sharing, instead, the TPC will seek to introduce potential car-sharers on an informal basis.

7 Monitoring and Action Plan

7.1 Introduction

- 7.1.1 This section sets out a systematic approach to monitoring and review of the Travel Plan, including the proposed methodology, responsibilities and timings.
- 7.1.2 The TPC will undertake an annual review of the Travel Plan to assess the success of the plan and to update targets if necessary.
- 7.1.3 The review will be based on informal 'everyday' monitoring and a more formal Staff Travel Survey, described below.

7.2 Informal Monitoring

- 7.2.1 The Travel Co-ordinator will carry out on-going monitoring, collecting both 'hard' data in the form of analytical facts, and 'soft' data in the form of general feedback and correspondence, on the following items:
 - Use of cycle stands & any additional demand
 - Use of motorcycle parking & any additional demand
 - Use of on-site car parking & any overspill
 - Use of local bus services
 - Take up of any incentive schemes for non-car travel
 - Management/ staff comments on the operation and implications of the Plan
- 7.2.2 All of the above aspects will be considered in the annual review report produced by the TPC.

7.3 Staff Travel Survey

- 7.3.1 The Staff Travel Survey will be issued within 3 months of the first anniversary of the first occupation on the site. The survey form will be agreed with the highway authority before it is issued.
- 7.3.2 The survey will be issued annually thereafter. The survey questionnaire may be altered, with the agreement of the highway authority, should the nature of the data required alter as the Travel Plan evolves.

7.4 Annual Review & Monitoring Report

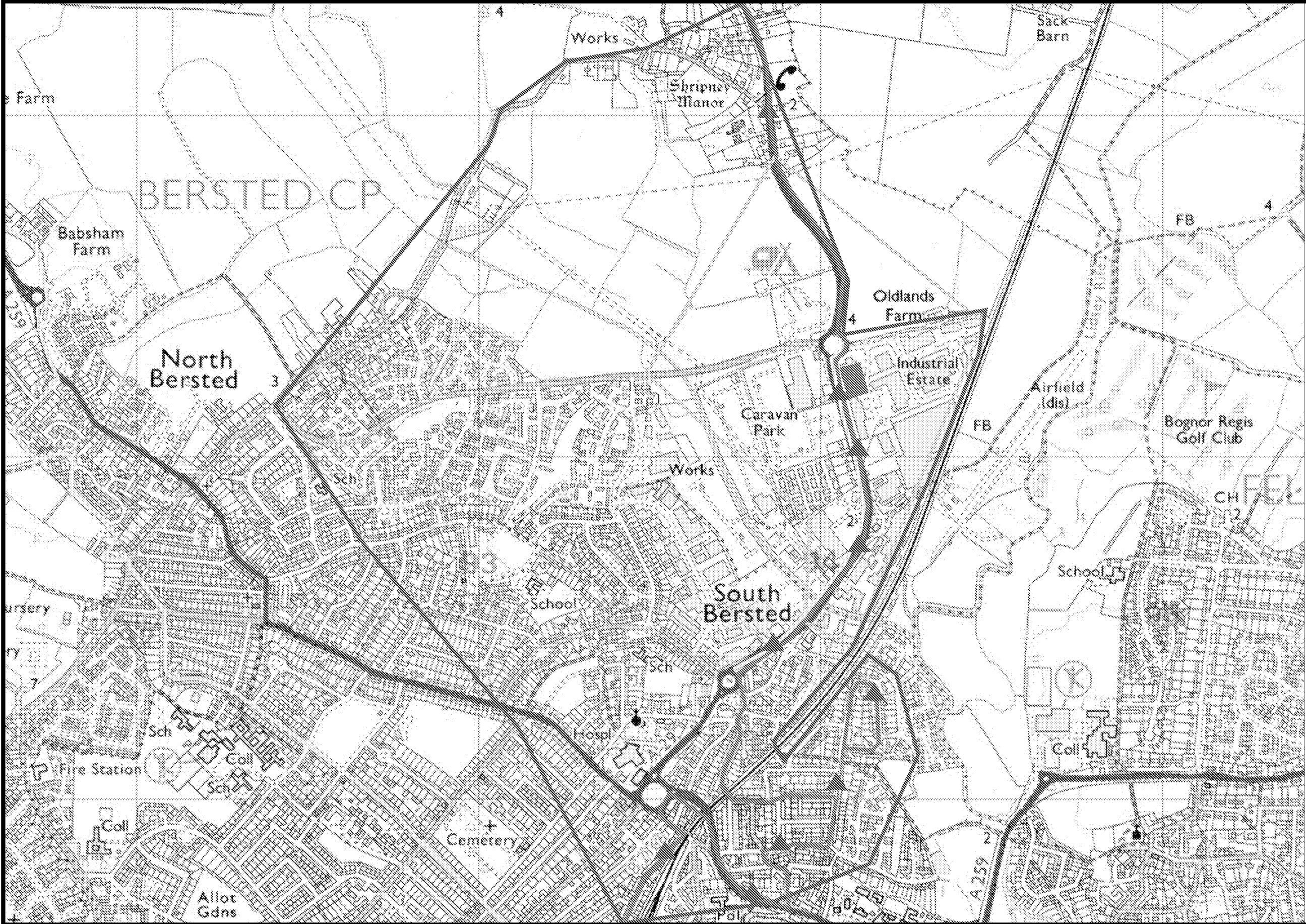
- 7.4.1 The Travel Plan will be updated after each Staff Travel Survey to summarise the results.
- 7.4.2 The first survey results will be compared against the baseline census data set out in the first version of the Travel Plan. Thereafter, surveys will be compared against the previous year. A brief monitoring report will be produced by the TPC each year and submitted to West Sussex County Council.

7.5 Action Plan

7.5.1 The programme for key stages in the Travel Plan is set out below.

Stage	Timing	Responsibility
Completion of Site Audit	Prior to 1 st occupation	Chainridge
Appointment of TPC	Prior to 1 st occupation	Chainridge
Source sustainable travel information	Prior to 1 st occupation	TPC
Issue Staff Travel Survey	Within 3 months of 1 st occupation then annually	TPC
Retrieve Staff Travel Survey & analyse results	Within 1 month of issuing	TPC
Update Travel Plan & review targets in context of Survey results	Within 1 month of receipt of survey data	TPC
Approach local cycle shops to negotiate preferential deals on bicycles	Within 3 months of 1 st occupation	TPC
Approach bus operators to negotiate preferential season ticket prices.	Within 3 months of 1 st occupation	TPC
Updating of Travel Information	Ongoing	TPC
Monitor use of car/ bicycle parking on & off-site	Ongoing	TPC

7.5.2 Where stages in the programme rely on input from organisations outside of the organisation, the timings in the above table are, necessarily, recommendations.



Key

- Site Location
- Bus Stop
- 800m Isochrones
- 2km Isochrones
- 66 Bus Route
- Cycleway



TRANSPORT PLANNING

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F: 01225 444 055
e: bath@ima-tp.com

CLIENT:

Chainridge Ltd

PROJECT:

Land at Oldlands Way
Bognor Regis

TITLE:

- PLAN 1 -
Site Location and Non-Car Transport Infrastructure

SCALE & SIZE:
NTS

CAD FILE:
Location#1-1.dwg

PROJECT No:
IMA-14-015

CHECKED:

DESIGN/DRAWN:
EB

DRAWING No:

APPROVED:

DATE:
Feb 14

REV: