BUTLINS SKYLINE LIMITED

BUTLINS BOGNOR REGIS MASTERPLAN, ARUN DC

FRAMEWORK TRAVEL PLAN

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1. INTRODUCTION

1.1. This Framework Travel Plan (TP) has been prepared by PFA Consulting on behalf of Butlins Skyline Limited (**the Developer**) to accompany a planning application for the redevelopment of Butlins, Bognor Regis (**the Development**).

1.2. This Framework Travel Plan has been prepared based on the most recent national guidance contained in the Department for Transport's report entitled 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' published in April 2009, and the requirements set out in West Sussex County Council's Draft 'Development Travel Plan Policy'.

1.3. The Good Practice Guidelines define a Framework Travel Plan as "*an overarching travel plan that embraces a large development which may have mixed uses and multiple occupiers/phases*". It goes on to state that "*specific travel plans would be created for developments within the site which would need to be consistent with the wider targets and requirements of the overall framework travel plan*". This report sets out the Travel Plan Framework for the proposed redevelopment at Butlins.

1.4. As part of Butlins ongoing commitment to sustainable travel, an internal Staff Travel Plan has been produced in relation to the existing facilities at the Resort. The plan is a long-term strategy for reducing the dependence of Butlins staff on travel by private car. In 2008, a Travel Plan was produced by PFA Consulting to support the Ocean Hotel planning application, to build on the existing measures and objectives set out by Butlins for the proposed development, in order to maintain and progress the wide range of measures currently in place.

1.5. The need for a site-wide Framework Travel Plan in connection with the proposed redevelopment at Butlins, Bognor Regis has been identified by West Sussex County Council (WSCC) as the Highway Authority.

The Development

1.6. The key elements of the Butlins Bognor Regis Masterplan proposals include:-

a) The replacement of 805 guest chalet accommodation with modern and attractive, hotel type accommodation, increasing the surrounding open space whilst maintaining the existing quantity of rooms;

b) Rejuvenation of the seafront with multi-storey parking hidden behind a single aspect accommodation and upgrade of the existing 'splash' building;

c) Parking areas located mainly along the northern edge of the site and in the multi-storey at the South;

d) Additional new leisure areas and extended sport field, improving the quality of open space and providing additional activities and attractions;

e) Provision of an additional access to the High Street providing a construction access in the short term and a permanent visitor access, which is a safe and efficient means of access to reduce queuing at the main gate; and

f) Redevelopment of existing staff accommodation.

1.7. An illustrative masterplan, showing the redevelopment proposals has been prepared by PWP Architects, and a copy is reproduced in **Appendix G1**.

Framework Travel Plan Objective

1.8. The overall Travel Plan objective is to reduce the number of car trips generated by the development and to increase the proportion of walking, cycling and public transport trips by staff and visitors.

2. TRAVEL PLAN PRINCIPLES

2.1. Since the publication of Planning Policy Guidance Note 13: Transport (PPG13), in March 2001, a number of national, regional and local guidance documents have been published to provide guidance on preparing travel plans. The purpose of the guidance on travel plans is to ensure that they are effective and deliver the expected changes in travel behaviour.

Travel Plan Pyramid

2.2. The Good Practice Guidelines introduce a 'travel plan pyramid' which views a travel plan for a new development as a pyramid of measures and actions. There are five levels to the pyramid, with each level building on the lower levels. Based on the Good Practice Guidelines, the Travel Plan Pyramid shown below has been used in preparing this Framework Travel Plan:

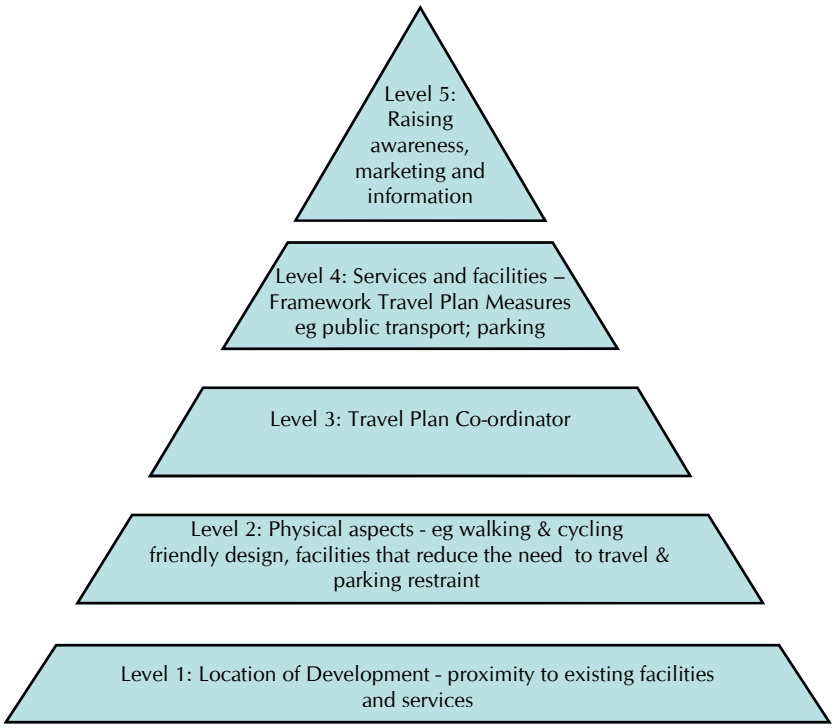


Figure 2.1: The Travel Plan Pyramid
Based on Figure 4.2 of the Good Practice Guidelines April 2009

1. Location of Development

2.3. Level 1, the base of the pyramid, is concerned with the **location** of the Development, which provides the foundation for good accessibility by ensuring proximity to existing facilities and services, and public transport.

2. Physical Aspects

2.4. At Level 2 are all the **physical aspects** of the development that can be expected to influence travel. This includes designing and laying out the site to be pedestrian, cycle and public transport friendly. Consideration has been given to the way the development connects with the rest of the local walking, cycling and public transport networks, and its accessibility to mobility-impaired users.

3. Travel Plan Co-ordinator

2.5. Level 3 is concerned with the input of the **Travel Plan Co-ordinator** to co-ordinate the ongoing development and management of the Travel Plan.

4. Services and Facilities

2.6. At Level 4 are the **services and facilities** to be delivered as part of the Travel Plan. These travel plan measures will aid in achieving the objectives and outcomes of the Framework Travel Plan.

5. Raising Awareness, Marketing and Information

2.7. Level 5, the top of the pyramid, is concerned with **raising awareness, marketing and information.** These are measures designed to ensure that people know about the services and facilities provided through the Travel Plan and to encourage more sustainable travel.

Monitoring, Review, Evaluation and Intervention

2.8. Once a travel plan has been implemented, it is essential that it is monitored, reviewed and evaluated. This will provide the evidence to establish the effectiveness of the travel plan.

3. SITE LOCATION AND BASELINE SUSTAINABILITY AUDIT

Site Location

3.1. The existing Butlins Resort is situated approximately 1km to the east of the town centre of Bognor Regis. The site is shown in a strategic context in **Figure 1**.

3.2. Butlins has operated at Bognor Regis for over 40 years, providing holidays for 300,000 holiday-makers per year.

3.3. The existing Resort provides a wide range of facilities within the site itself including a swimming pool, cinema, a stage and performance area, bars, restaurants and conference facilities, catering for up to 1,400 families on a catered or self-catered basis.

3.4. Butlins Skyline Limited currently employs approximately 800 – 1,300 staff in Bognor Regis, both permanent and seasonal / contract staff. The Resort is therefore a significant employer and is seen as a major contributor to the economy in the area.

Baseline Sustainability Audit

3.5. A baseline sustainability audit has been undertaken to identify the accessibility of the site by walking, cycling and public transport. The accessibility of the site to local facilities has also been considered, and the existing travel patterns of staff and guests at Butlins.

Walking and Cycling

3.6. PPG13 recognises that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres. Similarly, PPG13 considers that cycling also has potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport.

3.7. Walking and cycling are the most sustainable modes of transport and encouraging walking and cycling not only reduces the overall vehicular travel demand but also has major health benefits. The availability and easy accessibility of local facilities can encourage more people to walk and cycle. In addition, both walking and cycling can form part of a longer multi-modal journey.

3.8. Factors that discourage people from walking and cycling are:-

- Personal security
- Routes adjacent to heavy or fast traffic
- Highway safety issues
- Not owning a bicycle or feeling confident about using one
- Lack of safe cycle routes and fear of accidents
- Poor weather
- Lack of facilities at the destination
- Bike parking security

3.9. A Travel Plan can address many of the issues highlighted above by providing information to staff and guests/visitors on the local cycle network, identifying lightly trafficked routes, providing information on cycle training and providing secure cycle parking within the Butlins development.

3.10. The local walking and cycling network map is shown on **Figure 2.**

3.11. Continuous segregated pedestrian facilities are available between the site and all likely pedestrian destinations. When road crossing is likely, all locations are provided with dropped kerbs. All roads in the vicinity of the site have street lighting present.

3.12. A 3m wide shared footpath / cycleway is present along the southern side of the A259 Upper Bognor Road along the northern boundary of the Resort and continues westwards to Hotham Park bus stop and around the western edge of the Resort, adjacent to the B2166 High Street. This is a defined 'all-weather' surfaced track with lighting. This route is part of the National Cycle Route (NCR) 2, which runs from Brighton to Chichester.

3.13. A shared footpath / cycleway is also present along both sides of the A259 Felpham Way separated from the carriageway by a green verge. These are defined 'all-weather' surfaced tracks with street lighting.

3.14. Signalised pedestrian crossings exist along the B2166 High Street and by Bognor Regis rail station. Uncontrolled pedestrian and cycle crossings are present across three arms of the Upper Bognor Road / A259 Felpham Way / Butlins entrance junction. A toucan crossing is present across A259 Felpham Way.

3.15. Bognor Regis rail station is approximately 1,400km walk distance from the centre of the site. The rail station can be reached on foot by exiting Butlins from the Day Visitors / Staff Entrance onto Gloucester Road, head north to the junction with Walton Road, then head west along Walton Road, across Albert Road onto Belmont Street. Continue north along Clarence Road to the junction with High Street. Head west along High Street to the junction with London Road then head north along London Road, continue along Station Road until reaching Bognor Regis rail station on the right. Footway, street lighting and dropped kerbs are present along the whole of this route. Footways vary from 1.7m to 2m wide along quiet residential streets and London Road is a traffic free, pedestrianised area. The walking route from Butlins' Visitors entrance to Bognor Regis rail station is shown on **Figure 2**.

3.16. There are also proposals for a seafront cycle lane along the Bognor Regis promenade between Outram Road, in Felpham, and Gloucester Road, Bognor Road, pass the southern boundary of the Butlins site. This would become part of the National Cycle Route (NCR) 2.

3.17. As part of the previous Ocean Hotel development on site, Butlins contributed £20,000 towards the construction of the NCR2 pass the site, in order to encourage the use of more sustainable modes of transport.

Public Transport – Bus and Coach Services

3.18. The public transport network in the vicinity of the site, in terms of the location of bus stops and the bus service routes, is shown on **Figure 3**.

3.19. There are existing bus stops at Butlins located approximately 200m to the east of the main entrance along Upper Bognor Road; at Hotham Park along A259 Upper Bognor Road approximately 270m to the west of the main entrance with seating and shelter; and at the Gloucester Road bus stops along the B2166 High Street to the west of the site, approximately 315m from the Day Visitors / Staff Entrance, which also have seating and shelter.

3.20. Bus journey times to key destinations are approximately:

- 5 minutes to Bognor Regis rail station
- 28 minutes to Chichester bus station
- 2 hours 50 minutes to London Victoria Coach Station.

3.21. **Table 3.1** details the regular bus and coach services and their frequencies in the vicinity of the site.

Table 3.1: Existing Bus and Coach Services in the Vicinity of the Site

Service	Operator	Route	Approximate Frequency
67	Stagecoach in South Downs	Felpham–**Bognor Regis**	Mon – Fri Hourly
668	National Express Coach	Victoria Coach Station, London–**Bognor Regis**	Mon - Fri 1 Journey
700	Stagecoach in South Downs	Brighton–Worthing–**Bognor Regis**-Chichester-Portsmouth-Southsea	Mon – Sat Every 15 minutes Sunday Hourly
STAR 1	Stagecoach in South Downs	Elmer–**Bognor Regis**–South Bersted	Mon – Sat Every 20 minutes

Source: Bus operator timetables and www.traveline.org.uk

Rail Services

3.22. Bognor Regis rail station is situated to the north of the town centre, approximately 1,400km from the centre of Butlins. Bus services 67 and 700 serve the rail station with a 5 minutes bus journey from Butlins. Sheltered cycle storage consisting of 35 covered Sheffield stands is provided at the rail station making it suitable to cycle to. The whole station provides step-free level access to all platforms with accessible ticket machines, public telephones and toilets. There are also 3 disabled car parking spaces provided at Bognor Regis rail station. Rail services at this station are operated by Southern Trains.

3.23. Rail services run direct to London Victoria via Horsham, which is 1 hour 45 minutes journey from Bognor Regis. Average train frequency is two trains per hour throughout the day. This service also calls at Clapham Junction, Gatwick Airport, Crawley and Barnham.

3.24. Essentially, the railway serving Bognor Regis is a short branch line off the main south coast railway line at Barnham. Connections can be made at Barnham to London, Chichester, Havant, Portsmouth and Southampton to the west; and to Brighton, Lewes, Eastbourne and Ashford to the east.

3.25. Barnham rail station is a 6 minutes train journey from Bognor Regis with an average train frequency of four trains every hour throughout the day.

3.26. Rail services operate to Brighton (East Sussex) which is a 55 minutes train journey from Bognor Regis, with a change at Barnham. Average train frequency is two trains per hour throughout the day. This service also calls at Worthing, Shoreham-by-Sea and Hove.

3.27. Rail services operate to Southampton Central which is a 1 hour 20 minutes train journey from Bognor Regis, with a change at Barnham. Average train frequency is two trains per hour throughout the day. This service also calls at Chichester, Havant, Portchester and Fareham.

Local Facilities External to Butlins, Bognor Regis

3.28. Whilst it is expected that the majority of recreational demands of holiday-makers will be catered for within the Resort, and that a considerable level of self containment will occur, consideration has also been taken of accessibility to key local services in Bognor Regis relevant to the tourist industry (for example shops, leisure and health facilities etc.).

3.29. **Figure 4** shows the location of the site in Bognor Regis relative to the key external facilities which potential residents would be likely to use on a regular basis, including retail, leisure and medical facilities. It demonstrates that, in addition to the extensive range of on-site facilities, the development at the Butlins, Bognor Regis is favourably located relative to the existing facilities of the town. Importantly a range of facilities will ensure that a considerable proportion of trips to/from the site would be made by more sustainable modes of travel other than by the private motor car.

3.30. The proximity of various key facilities to the Resort is discussed in more detail as follows:

Town Centre

3.31. Bognor Regis town centre with its range of shopping, leisure facilities and commercial activity is located approximately 1000m walking distance from the site, it is therefore considered accessible to sustainable modes of travel.

Food Shopping

3.32. There are food stores and restaurants available on-site within the existing Butlins Resort, therefore it is likely that residents will utilise these facilities without having to leave the site.

3.33. The nearest external food store is Iceland located on the High Street in the town centre located approximately 1,160m walk from the centre of the site. In addition there is a Morrisons supermarket situated in the town centre on Bedford Street, approximately 1,300m from the site.

3.34. Approximately 2km walk from the centre of the site are a Spar convenience store at a Total petrol garage and a Co-op on A259 Felpham Way.

Leisure Facilities

3.35. In addition to the leisure facilities available within the development, the site is also well located to a range of external leisure facilities. The nearest of these is Hotham Park, with a miniature railway, boating pond and crazy golf activities, situated directly to the east of the site and about a 800m walk away from its centre.

3.36. The site is also situated directly to the north of the beach and promenade and Bognor Regis pier is situated 1200m walking distance from the centre of the site.

3.37. Arun Leisure Centre is situated along Felpham Way approximately 1250m walk from the centre of the site. It supports the physical education provision for Felpham Community College whilst also providing leisure facilities for the whole community. Other parks and leisure activities situated in walking distance of the site include a crazy golf course, bowling greens, tennis courts, a cricket pitch, and football pitches.

3.38. Felpham Sailing Club is situated along Blackes Road in Felpham approximately 850m east from the centre of the site.

3.39. Bognor Regis Yacht Club is situated along Victoria Road South approximately 1850m west from the centre of the site.

3.40. There are also restaurants situated along the seafront and around the town centre which are all situated within suitable walking distance of the site.

Health

3.41. Bognor Regis War Memorial Hospital is situated along Shripney Road and is approximately 1700m walk from the centre of the site.

Rail Station

3.42. The walking distance to Bognor Regis rail station from the centre of the site is approximately 1400m.

3.43. **Table 3.2** identifies the various facilities which are located within suitable walking or cycling distance of the site, and calculated travel times based on the criteria set out in the WSCC 'Transport Assessment Methodology'.

Table 3.2: Approximate Distances/Journey Times to Local Facilities External to the Site.

Amenity	Walking/Cycling Distance[1] (metres)	Time to Destination[2]	
		On Foot	By Cycle
Beach and Promenade	370	4 mins 24 secs	1 min 52 secs
Iceland Supermarket	1160	13 mins 49 secs	5 mins 52 secs
Town Centre	1000	11 mins 54 secs	5 mins 3 secs
Hotham Park	800	9 mins 31 secs	4 mins 2 secs
Bognor Regis Pier	1200	14 mins 17 secs	6 mins 4 secs
Arun Leisure Centre	1250	14 mins 53 secs	6 mins 19 secs
Felpham Sailing Club	1000	11 mins 54 secs	5 mins 3 secs
Bognor Regis Yacht Club	1850	22 mins 1 sec	9 mins 21 secs
Bognor Regis War Memorial Hospital	1700	20 mins 14 secs	8 mins 35 secs
Rail Station	1400	16 mins 40 secs	7 mins 4 secs

Note: 1. Walking distances are measured from the site following footways and public footpaths.
2. Walking time based on the average walking speed of 1.4m/s taken from Naismith's Rule, and an average cycling time of 12km/h or 3.3m/s.

Existing Multi Modal Survey

3.44. A multi modal traffic survey was undertaken by JMP Consultancy, in accordance with the TRICS (Trip Rate Computer Information System) Standard Assessment Methodology (SAM). Changeover days at Butlins, Bognor Regis are Mondays and Fridays and are known to generate the most significant number of existing movements by all modes in a typical week. The survey was therefore conducted within a peak school holiday on Friday 4 June 2010, when the site was 86% occupied. A TRICS summary report for the Butlins, Bognor Regis site is provided in **Appendix G2** and the trip generation calculations from 86% to 100% occupancy are included in **Appendix G3**.

3.45. The survey recorded all visitors to the site through each of the entrances between 07:00 and 22:00 through part observational counts and part interview surveys to determine the main method of travel by mode, vehicle occupants and also day visitors whom have parked off-site.

3.46. **Table 3.3** details the total people and vehicular trip generation for Butlins, Bognor Regis, when at 100% occupancy, during the AM and PM highway peak hours, daily 12 hour (07:00 – 19:00) and daily 15 hour (07:00 – 22:00) time periods. Also included in the table is the actual peak of the development.

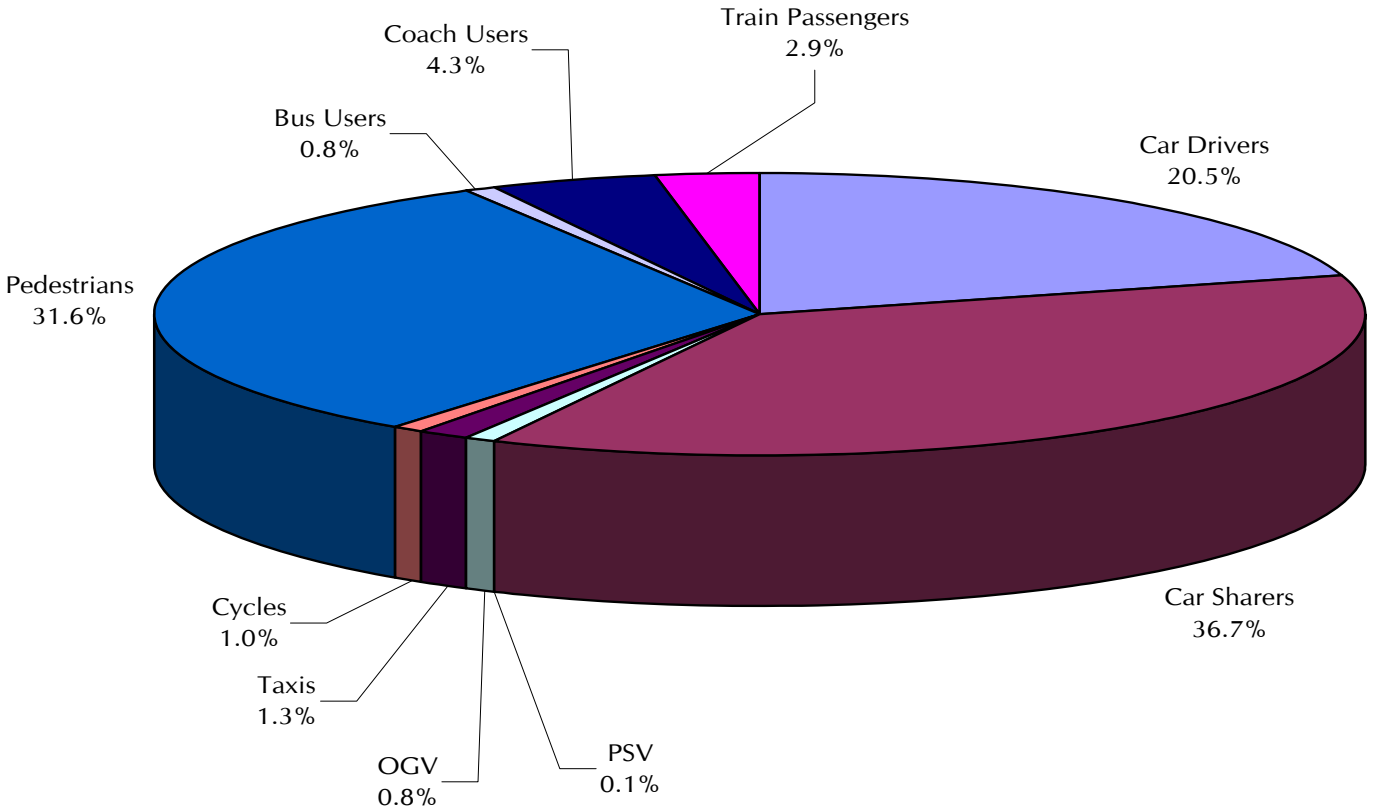
Table 3.3: Existing Traffic Generation for Butlins, Bognor Regis at 100% Occupancy

Time Period	Arrivals		Departures		Total	
	Total People	Vehicles	Total People	Vehicles	Total People	Vehicles
AM Peak Hour (08:00-09:00)	494	163	315	83	809	245
PM Peak Hour (17:00-18:00)	706	129	894	180	1,600	309
Actual Peak Hour (13:00-14:00)	1,550	363	1,009	267	2,559	630
Daily (12 hr)	**9,830**	**2,263**	**10,221**	**2,377**	**20,051**	**4,640**
Daily (15 hr)	10,706	2,419	11,130	2,541	21,836	4,959

3.47. Butlins generated 4,640 daily (12 hr) vehicular trips. During the AM peak hour 245 trips were generated and during the PM peak hour 309 vehicular trips were generated. During the actual peak hour (13:00-14:00) 630 vehicular trips were generated by Butlins, Bognor Regis.

3.48. From analysis of the TRICS multi-modal travel survey the modal share over the entire 15 hour survey period for all people travelling in and out of the site is illustrated in **Graph 3.1**.

Graph 3.1 – Butlins, Bognor Regis
Existing Modal Share of Entire Site on a Changeover Day (4 June 2010)



3.49. The multi modal travel survey identified that 41% of all people trips to/from Butlins, Bognor Regis are by means of walking, cycling or by public transport.

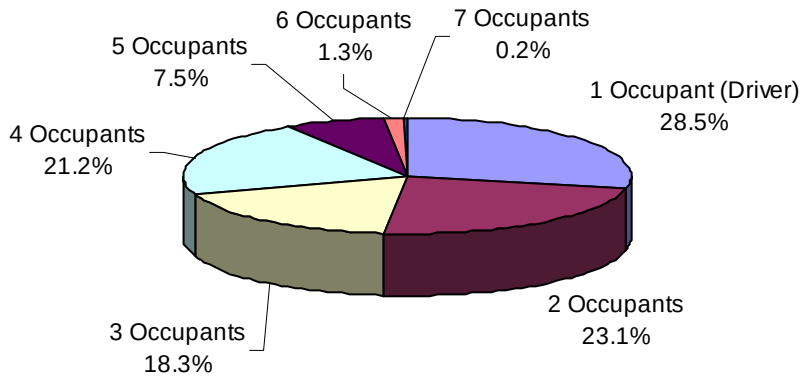
3.50. The percentage of pedestrians (31.6% of all people trips) is higher than a usual hotel, due to guests walking into and out of the site to visit the seafront promenade and Bognor Regis town centre.

3.51. The percentage of car drivers (20.5% of all people trips) includes single person occupancy, mainly relating to deliveries / good vehicles, large other vehicles, staff trips or taxi trips.

3.52. A total of 8% of total trips are made to/from the site by public transport comprising 4.3% coach trips, 2.9% train passengers and 0.8% bus users.

3.53. Due to the holiday nature of the Resort, it is usual that couples, groups and families arrive together and therefore a high proportion of car sharing takes place (36% of total trips are car sharers). **Graph 3.2** indicates the percentage of occupancy per vehicle, for all vehicles, including good vehicles/deliveries, staff trips, and taxi journeys. For example 0.2% of vehicle trips were made in a vehicle with 7 occupants.

Graph 3.2 – Occupancy per Vehicle (all vehicles)



3.54. The mean car occupancy of people travelling per vehicle is 2.6 persons, however, it is likely that the guests attribute to the higher car share percentages, and the deliveries and staff, comprise a large proportion of single car occupancy trips.

4. OBJECTIVES AND TARGETS

Objectives

4.1 This Framework Travel Plan combines an 'outcomes' approach, where specific outcomes are linked to specific targets, together with the establishment of defined measures to encourage sustainable travel. The focus is on securing the performance of the Framework Travel Plan through ensuring that travel mode share targets for vehicle use are met once the Butlins masterplan is completed in 2016.

4.2 Measures that will be promoted are set out and a target mode share has been identified. Maximum modal share targets need to be established in conjunction with the highways authority.

4.3 The objectives and outcomes of the Framework Travel Plan, which will apply to all future development at Butlins, include:

- engage with staff to raise awareness of sustainable travel choices;
- to encourage more sustainable travel behaviour ;
- achieve the minimum number of additional single occupancy car traffic movements to and from the development;
- increase the proportion of walking, cycling and public transport trips;
- address the access needs of site users, by supporting walking, cycling and public transport;
- provide adequately for those with mobility difficulties;
- promote healthy lifestyles by encouraging more active travel with gains for health;
- encourage good urban design principles that open up the permeability of the site to walking and cycling;
- reduce congestion, energy consumption and pollution.

Targets

4.4 West Sussex County Council's Draft 'Development Travel Plan Policy' states the following requirements when setting trip rate targets, which relate to both national and local objectives held within Transport Policy:

> ***'Target 1***
> ***To reduce the number of vehicle trips generated over a 12 hour period (Weekday 7am to 7pm) by the site by a minimum of 15% in urban areas and 10% in rural areas.'***
>
> ***'Target 2***
> ***To reduce the peak hour trip rate of a development to ensure there is no 'material impact' on the surrounding network.'***

4.5 The first target reflects the targets held within the West Sussex Road Traffic Reduction Report. The second target ensures that the proposed redevelopment is able to mitigate the impact of additional traffic on the existing highway network.

4.6 Based on the above guidance it is proposed that the following targets are set:

- **To reduce the number of vehicle trips generated by Butlins, Bognor Regis over a 12 hour period (Weekday 07:00 to 19:00) by 15% throughout the lifetime of the Butlins masterplan.**

- **To reduce the peak hour trip generation of Butlins, Bognor Regis to ensure there is no 'material impact' on the surrounding network.**

4.7 Based on the existing trips defined in **Table 3.3**, the first target would result in reducing the daily (12 hour) total vehicle trips generated by Butlins (4,640 trips) by 15% (696 trips) in order to achieve a total vehicle trip generation of 3,944 trips.

4.8 The second target would result in the peak hour vehicle trip generation not exceeding 245 vehicle trips in the morning peak hour and 309 vehicle trips in the evening peak hour.

5. PHYSICAL ASPECTS

Walking and Cycling

5.1 Consideration has been given to the way the Butlins development connects with the local walking and cycling networks. The provision of cycle and pedestrian links to the surrounding street network open up the permeability of the site to walking and cycling by providing safe and convenient routes to and from the Resort.

5.2 An additional pedestrian access to the Resort is proposed as part of the Phase 1 'Hotel A' development. The location is to the north west of the site onto the B2166 High Street and is shown on the proposed masterplan in **Appendix G1**. This will reduce the walking time to Bognor Regis town centre and rail station by approximately 250m, saving walking/cycling times and meeting desire lines.

5.3 Cycle parking will be provided in accordance with West Sussex County Council's standards. There is currently storage for 40 bicycles at the Resort.

5.4 As part of the previous Ocean Hotel development on site, Butlins contributed £20,000 towards the construction of this cycle route pass the site, in order to encourage the use of more sustainable modes of transport.

5.5 Secure cycle parking, showers, changing areas and lockers will continue to be provided at the Resort to encourage staff living off-site to cycle to work.

Reducing the Need to Travel Off-Site

5.6 There are a wide range of existing facilities provided at the site to assist both staff and guests in reducing the need to travel whilst on Resort. These include:

Staff Facilities

- Free internet access provided within staff accommodation units;
- Cash machines provided on site;
- Resort supermarket provided on-site during closedown periods to reduce traffic into town;
- Limited parking for team members on site;
- Teleconference facilities provided to reduce travel to meetings;
- Doctors surgery provided on site;
- Free launderette; and
- A subsidised staff diner.

Guest Facilities

- Coach drop off points provided within the Resort; and
- Cash machines available across the Resort for guests.

5.7 In addition, a number of measures have been provided to both staff and guests to promote sustainable travel. These are detailed in Chapter 7.

Car Parking Provision

5.1. Car parking standards for West Sussex are set out in County Parking Standards and Transport Contributions Methodology SPG, adopted November 2003. The standards state that for Hotels, Motels and Guest Houses car parking should be provided at a rate of 1 space per bedroom/unit, including staff bedrooms/units.

5.8 Current levels of parking provision at Butlins are in excess of 1 space per guest unit, with 1,805 spaces provided for both members of staff and guests to the site. The breakdown of the existing parking provision at Butlins is detailed in **Table 5.1**.

Table 5.1: Existing Parking Provision at Butlins, Bognor Regis

Number of Spaces	Number of Units	Number of Spaces Provided	Parking Ratio per Unit
Staff	306	79	0.26 spaces per unit
Visitor / Customer	1,486	1,654	1.11 spaces per unit
Disabled	-	31	
OGV Parking Bays	-	21	-
OGV Loading Bays	-	20	-
Total	**1,792**	**1,805**	**1.01 spaces per unit**

5.9 The re-development of the site is to adopt a phased approach. As each part of the site is developed, the associated car parking will be provided. This will free up land occupied by the existing car parking for future phases of the re-development to re-establish the 'green space' areas.

5.10 The re-development proposals involve the relocation of the surface car parking away from the seafront and the eastern side of the site to the northern boundary and within a multi-storey car park to be constructed behind the new seafront accommodation.

5.11 The proposed parking for staff and guests will be provided in accordance with West Sussex County Parking standards at 1 space per room/unit, and there will be no increase in parking levels overall.

6. FRAMEWORK TRAVEL PLAN MANAGEMENT

6.1. A fundamental component of any Travel Plan is the Travel Plan Co-ordinator. Good practice recommends that for large sites, an overall Travel Plan Co-ordinator should be appointed at an early stage to ensure that adequate measures are provided at the earliest instance.

Travel Plan Co-ordinator

6.2. In line with this guidance, it is therefore proposed the Developer will appoint a Travel Plan Co-ordinator, who will be responsible for overseeing the implementation of the Framework Travel Plan. The Travel Plan Co-ordinator (TPC) will be required to monitor the implementation of the Framework Travel Plan and the progress towards achieving the overall objective. Where appropriate, the TPC will identify additional measures in order to ensure that the objectives of the Travel Plan Framework are met.

6.3. The Travel Plan Co-ordinator for the site-wide Framework Travel Plan at Butlins, Bognor Regis will be someone from their Leadership and Operations Teams, who are also involved in producing the internal Staff Travel Plan.

Role of the Travel Plan Co-ordinator (TPC)

6.4. The TPC plays an essential role in the development and success of the Butlins Framework Travel Plan, particularly in the development and delivery of development site-wide initiatives and promotional activities designed to raise awareness of the travel plan and its aims and objectives.

6.5. The role of the Travel Plan Co-ordinator includes:

- to lead and manage the implementation of the Framework Travel Plan;
- to liaise with other TPC's in the vicinity;
- to act as a central point of contact for staff in relation to the Framework Travel Plan;
- to implement or oversee the monitoring plan set out within the monitoring strategy;
- to implement or oversee, and manage the data collection procedures as set out in the monitoring strategy**;**
- to be responsible for raising awareness of sustainable travel issues;
- to promote schemes and events which encourage walking, cycling and the use of public transport along with the reduction in the use of the private car;
- to deliver and/or manage, procure and/or oversee delivery of the development travel plan measures;
- to keep abreast of developing travel plan techniques;
- to regularly review and evaluate the Framework Travel Plan to provide feedback to the planning and highways authorities via meetings and/or other channels; and
- to prepare or oversee progress reports, action plans and budgets for the travel plan aimed at achieving its overall objectives and meeting its targets.

Funding

6.6. Butlins will provide funding for the Travel Plan. The funding will include for the services of the Travel Plan Co-ordinator, as well as provision for 'intervention' measures required in the event of the Travel Plan not meeting required targets. The intervention measures are intended to mitigate the impacts of any under achievement in meeting targets and are discussed further in Chapter 9.

7. FRAMEWORK TRAVEL PLAN MEASURES AND ACTION PLAN

1. Increasing the Use of Sustainable Modes

Walking and Cycling Measures

7.1 As part of the overall scheme, the Framework Travel Plan will promote and encourage walking and cycling to reduce unnecessary car trips and as part of a general campaign to improve fitness levels.

Existing Action

7.2 Maps and information on walking and cycling routes to public transport connections and local facilities are made available to staff and guests.

7.3 Secure cycle parking, as well as showers and changing facilities with lockers are provided to encourage employees to cycle to work.

7.4 £20,000 contribution previously provided by Butlins for the construction of the National Cycle Network Route 2 pass the site, between Gloucester Road and Outram Road to assist in the promotion of cycling as a work and leisure trip.

Proposed Action

7.5 The operator to keep walking and cycling information under periodic review.

7.6 Appropriate cycle parking will continue to be provided including access to shower and changing facilities with all new development at the Resort. A bike hire scheme for guests at the Resort is proposed to be implemented in February 2011.

7.7 Future staff travel surveys to be undertaken at regular intervals to monitor levels of walking, either as a stand alone journey or as part of a multimodal trip using public transport, and cycling to site by staff.

Public Transport Measures

7.8 There are three existing bus services, services 67, 700 and STAR 1, and a National Rail Coach service operating along the A259 Upper Bognor Road. There are bus stops in close proximity to the main site entrance.

7.9 There are railway stations at Bognor Regis and Barnham providing rail routes to a range of destinations including London, Chichester, Portsmouth, Southampton, Bournemouth and Brighton.

Existing Action

7.10 The employer is committed to ensuring that publicity material, featuring public transport information and directions, such as bus and rail timetables and route maps etc are available within the guest brochure, at Resort Guest Services office and from Human Resources department and are therefore made available to guests and employees.

7.11 All new staff members are provided with a Green Commuter Guide providing transportation details on cycle routes, bus stops and train stations; it is also available from Human Resources.

7.12 Butlins currently negotiates discounts with the public transport operators to encourage employees to use public transport for journeys to and from work. They currently offer the following:

- Rail Travel – Children ages 2 to 14 travel half price, under 2's go free; and
- Coach Travel – Children travel free with a family coach card and over 60's travel half price.

Proposed Action

7.13 Public transport information to be continually reviewed and kept up to date to reflect changes, for example when revised bus timetables are issued.

7.14 Ongoing negotiations will occur with public transport operators to ensure that rail and coach discounts are continued and improved, and thereafter kept under periodic review.

2. Reducing the Impact of Cars

Car Parking Management

7.15 The availability of parking at the destination is usually a fundamental consideration governing the use of a car for any journey. The Butlins Resort is primarily a holiday destination and the mode of travel is normally by car. It is reasonable to provide adequate parking for guests, in accordance with the local authority's parking standards.

Existing Action

7.16 Parking on the whole of the Resort is within control of the employer and no parking spaces are dedicated to any one particular building. The management of the parking spaces is therefore constantly under review.

Proposed Action

7.17 Parking spaces for new development will be within maximum guidelines set out in the local authority parking standards. Following completion of new development, spaces will be monitored as part of the Travel Plan, with a view to reducing car parking spaces where appropriate.

'Greening' the Company Vehicle Fleet

7.18 The operator will be encouraged to improve the environmental impact of the company vehicle fleet by procuring the most fuel-efficient vehicles, monitoring fuel consumption and considering alternative fuels.

Existing Action

7.19 The employer has reduced petrol carts on the Resort and replaced them with electric vehicles. Electric car charging points have also been provided on site.

Proposed Action

7.20 Further reduction of petrol carts on Resort, replacing them with electric vehicles.

Car Sharing

7.21 The most unsustainable mode of transport is the single occupied car. Car sharing when two or more people share a car and travel together can result in considerable cost savings; by fuel costs being shared, reducing the number of cars on the roads, providing a real solution to transport problems and reducing

the need for a private car. West Sussex County Council operates a car share service and information is available at www.westsussexcarshare.com.

Existing Action

7.22 The employer currently promotes the benefits of car sharing for staff where appropriate, however, it should be noted that a large proportion are accommodated on site or live within acceptable walking or cycling distances.

Proposed Action

7.23 The employer to set up a car sharing scheme for staff including database of potential car sharers, and thereafter kept under periodic review. Future staff travel surveys to be undertaken at regular intervals to monitor levels of car sharing.

Taxis

7.24 Taxis can complement public transport journeys; either as a group travelling to and from Bognor Regis rail station or collecting / dropping off staff along a route between their homes and Butlins Resort.

Existing Action

7.25 Butlins offers a reduced taxi fare for staff with Crown Taxis who are the Resorts approved Taxi Company. There is a 50p discount per taxi journey offered to staff.

Proposed Action

7.26 To continue liaising with the taxi company to provide a staff taxi fare discount.

Providing Work Buses

7.27 As Butlins currently provide staff accommodation on site, it is likely that a work minibus would focus upon team members attending meetings off site.

Existing Action

7.28 In an effort to reduce the dependency on the use of the car, the operator currently provides a work minibus to discourage employees from driving to business meetings.

Proposed Action

7.29 To continue providing the work minibus for staff.

Staff Employment Measures

7.30 Butlins will consider a number of measures concerning the terms and conditions of employment of staff.

Existing Action

7.31 In an effort to reduce the dependency on the use of the car for staff and requiring them to travel long distance at the start of their employment, Butlins provides accommodation locally to new permanent staff as part of a 3 month relocation scheme if required in order to reduce the length of trips to work.

Proposed Action

7.32 The employer to consider future incentives to existing and new staff to encourage sustainable travel to site.

Tele-working

7.33 Tele-working and working from home, or from a satellite office using computers and communication links, can reduce the need to travel but requires agreement of the employer.

Existing Action

7.34 Butlins has provided access to emails and work for Managers to allow working from home.

Proposed Action

7.35 No further action proposed.

Other Action

7.36 Delivery vehicles are to be off Resort before 08:00 hours. This is to reduce traffic congestion both on and off Resort.

Action Plan

7.37 An action plan needs to be incorporated into the Travel Plan to outline the actions required to implement the Travel Plan, who is responsible for implementing the action, and a deadline for completion. The proposed Framework Travel Plan Action Plan is set out in **Table 7.1**.

Table 7.1: Framework Travel Plan Action Plan

Action	Person Responsible	Timescale
Provide funding for Travel Plan	Butlins	Immediately
Appointment of Travel Plan Co-ordinator	Butlins	Immediately
Provide walking and cycling maps and information to staff and guests	Travel Plan Co-ordinator	At each new staff joining and guests arriving
Provide safe and convenient access to existing pedestrian and cycle network	Developer	Prior to completion of new development
Provide secure cycle parking facilities	Developer	Prior to opening of new development
Contribution made towards NCN Route 2	Butlins	As part of the previous hotel development
Provide new staff with a Green Commuter Guide	Travel Plan Co-ordinator	At each new staff joining
Provide public transport information to staff and guests	Travel Plan Co-ordinator	At each new staff joining and guests arriving
Liaise with public transport operators to negotiate coach and rail discounts	Travel Plan Co-ordinator	On-going
Monitor car parking provision	Travel Plan Co-ordinator	On-going
Provide electric cars and electric car charging points on site	Butlins	On-going
Encourage car sharing with potential to providing a car sharing scheme	Travel Plan Co-ordinator	On-going
Provide work minibuses to discourage staff travelling by car to business meetings off site.	Butlins	On-going
Consider staff incentives to encourage sustainable travel to site	Butlins	On-going
Allow tele-working and working from home	Butlins	On-going
Carry out travel surveys of staff and guests	Travel Plan Co-ordinator	Annually

8. RAISING AWARENESS, MARKETING AND INFORMATION

8.1 Raising awareness and marketing the Travel Plan Framework and sustainable travel opportunities and benefits, will establish communication between those who are responsible for delivery (TPC) and those who benefit from the implementation of the Travel Plan (staff and guests to the Resort).

8.2 Details of the Travel Plan Framework will be made available to staff so that they are informed of alternative modes of travel to the Resort, other than by private car.

8.3 The provision of information to staff and guests, which is both accessible and available in varied formats, is an important measure of the travel plan package. Specific items of information and promotional activities that will be delivered by the Travel Plan Co-ordinator are set out in this Travel Plan Framework.

8.4 A Green Commuter Guide will be distributed to all new staff at Butlins, Bognor Regis. The Travel Plan Co-ordinator will keep the Green Commuter Guide up to date to reflect changes, for example when revised bus timetables are issued, and maintain records of distribution.

8.5 The Travel Plan information will be delivered via a number of interfaces including:

- Green Commuter Guides issued to new staff members and available from the Human Resources department;
- Personal engagement with staff; and
- Poster campaigns with key messages from the Plan displayed in all Team areas via a staff notice board.

8.6 Butlins, Bognor Regis' website: http://www.butlins.com/resorts/bognor-regis/ provides information on how to travel sustainably to the Resort by National Express Coaches, which arrive at the Resort's main entrance where guests will be greeted by Butlins' staff, and by train from Bognor Regis mainline rail station.

8.7 Butlins' Community wide initiatives include:

- New cycling initiative plan along Bognor seafront;
- New cycling path; and
- A fitness trail.

9. MONITORING, REVIEW, EVALUATION AND INTERVENTION MEASURES

Monitoring and Review Strategy

9.1. An effective monitoring and review process is important to establish how successful the Framework Travel Plan has proved. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the Framework Travel Plan targets have been met.

9.2. Based on the monitoring and review process, it will be necessary for the Travel Plan Co-ordinator, in conjunction with the highway authority, to evaluate and decide what, if any, amendments are required to the Framework Travel Plan.

Ongoing Management

9.3. For the ongoing management of the Framework Travel Plan to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the Travel Plan, which means the Developer (Butlins), Travel Plan Co-ordinator and the highway authority, work effectively in partnership to achieve the desired results.

9.4. Monitoring of travel patterns over time, to ascertain whether the initiatives of the Framework Travel Plan are proving successful and whether there has been a shift to more sustainable modes of transport, requires ongoing travel surveys to be undertaken. It is proposed that travel surveys are undertaken every two years until 2021, 5 years after the masterplan proposals have been substantially completed, to be agreed with WSCC.

9.5. The results of the travel surveys will be analysed and factors influencing travel behaviour will be investigated. If the target modal share of vehicle use is not met then it will be necessary to review what intervention measures need to be implemented to mitigate the impact of under achievement. The Travel Plan Co-ordinator, in conjunction with the highway authority, will decide what, if any, amendments are required to the Travel Plan.

Intervention Measures

9.6. In the event that the Travel Plan is shown to be underachieving an intervention strategy needs to be outlined, which considers measures to help get the Travel Plan 'back on track'. Intervention measures are intended to achieve modal shift and mitigate the impact of any under achievement in meeting targets.

9.7. A set of potential intervention measures, to be triggered in the event that measures mentioned in Chapter 7 fail to meet the required Travel Plan targets, could include the following:

- Extend monitoring period of the site;
- Further incentives for staff to travel sustainably to/from and on site;
- More active marketing and promotion of sustainable travel information;
- Install Real Time Passenger Information at bus stops along A259 Upper Bognor Road in line with the County-wide Strategy; and
- Introduce Real Time Passenger Information as part of screen displays providing hotel guests with up-to-date bus arrival and departure times, within the proposed hotels to come forward as part of each masterplan development phase.

9.8. The intervention measures are different to the Travel Plan measures, and the exact nature of what, if any, intervention measures are required will be identified through the monitoring and review process in conjunction with the highway authority.

9.9. The funding of the Travel Plan by Butlins will include provision for reasonable 'intervention' funds to cover the cost of intervention measures.

Figures



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Butlins Skyline Limited

Project

Butlins Bognor Regis, Masterplan

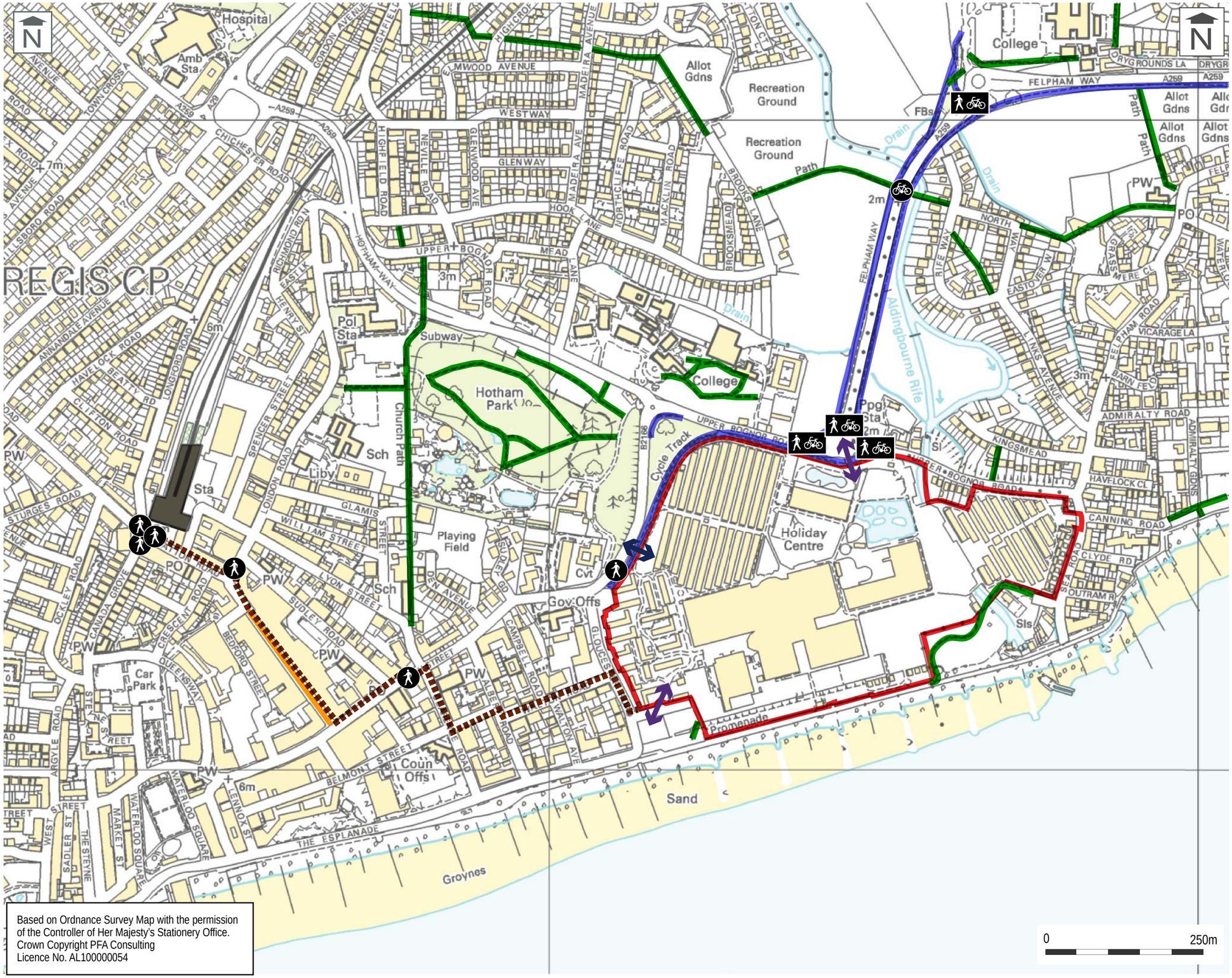
Drawing Title

Strategic Location Plan

Figure No

Figure 1

Date	November 2010
Drawn By	EN
Checked By	CH
Scale	See Scale Bar
File Ref	B491/Figures/TP/Fig1.ai
Doc Ref	B491 Travel Plan



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Key

- Site Boundary (indicative only)
- Pedestrianised Area
- Footpath
- Off Road Cycle Track (all weather surface; lighting)
- Walking Route from Butlins to Bognor Regis Rail Station
- Signalised Pedestrian Crossing (including traffic signals)
- Toucan Crossing
- Uncontrolled Pedestrian/ Cycle Crossing
- Proposed Pedestrian Access
- Existing Pedestrian Access

Client

Butlins Skyline Limited

Project

Butlins Bognor Regis Masterplan

Figure Title

Walking and Cycling Facilities Plan

Figure No

Figure 2

Date	November 2010
Drawn By	EN
Checked By	CH
Scale	See Scale Bar
File Ref	B491/Figures/TP/Fig2.ai
Doc Ref	B491 Travel Plan



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Site Boundary (indicative only)

Services

- 67
- 668 National Express Coach
- Seasonal Butlins Service
- 700
- STAR 1
- Bus stops
- Bus Terminus

0 500m

Client

Butlins Skyline Limited

Project

Butlins Bognor Regis Masterplan

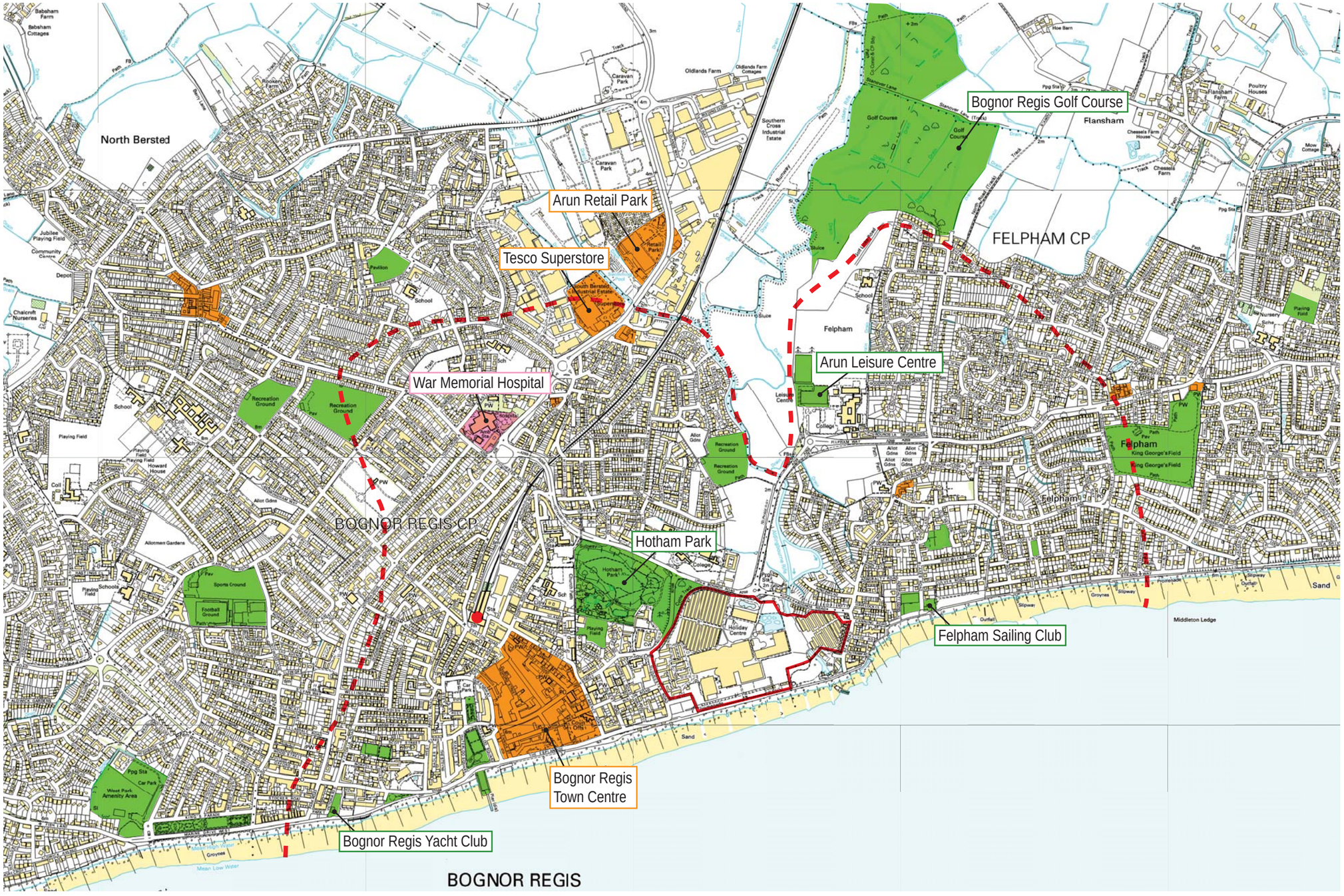
Figure Title

Public Transport Network

Figure No

Figure 3

Date	November 2010
Scale	See Scale Bar
Drawn By	EN
Checked By	TS
File Ref	B491/Figures/Nov10/Fig3.ai
Drg No	B491



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- Site Boundary (indicative only)
- Health
- Retail
- Leisure
- Train Station
- 2km Walking Catchment

Client

Butlins Skyline Limited

Project

Butlins Bognor Regis, Masterplan

Drawing Title

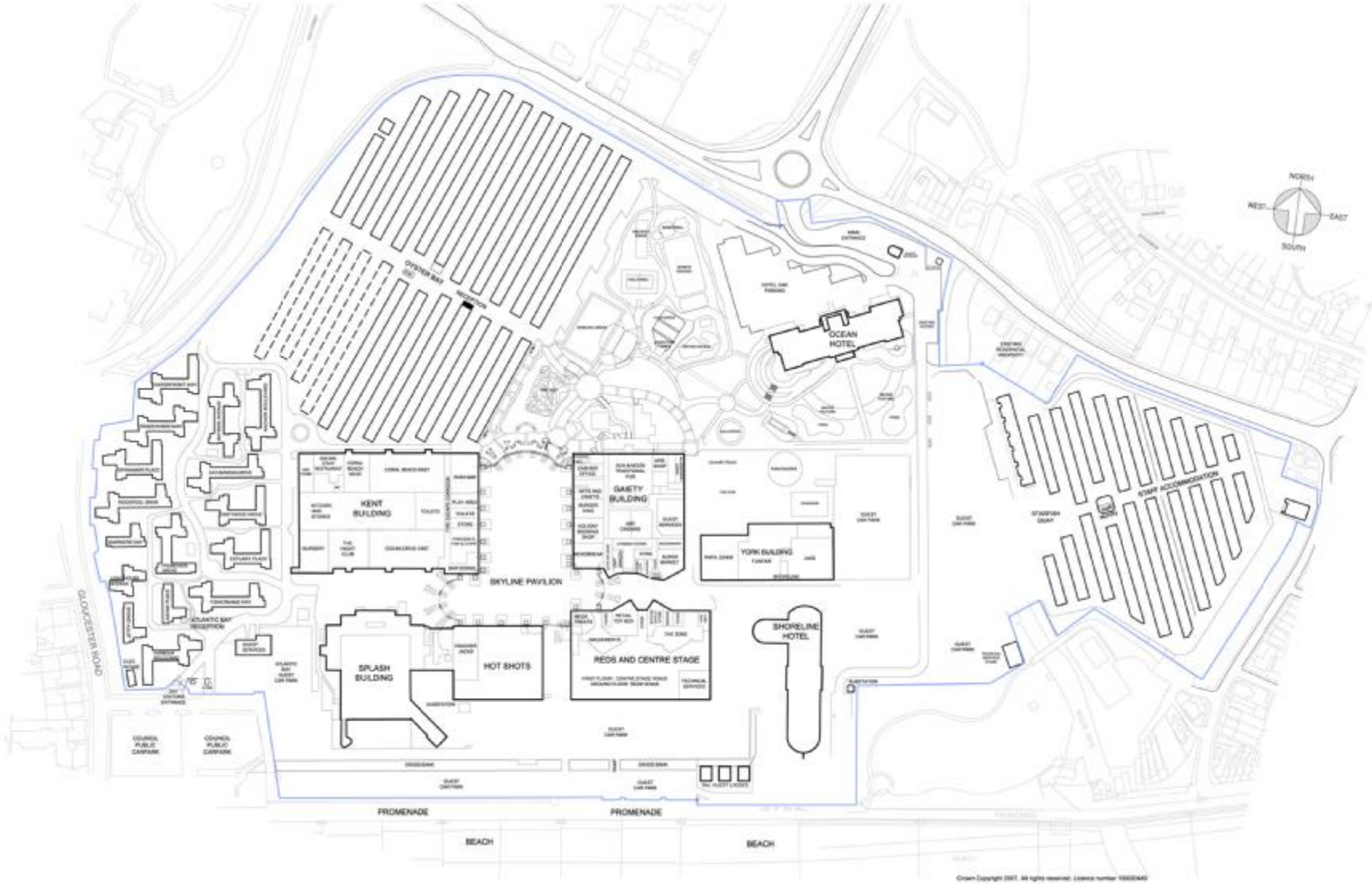
Local Facilities Plan

Figure No

Figure 4

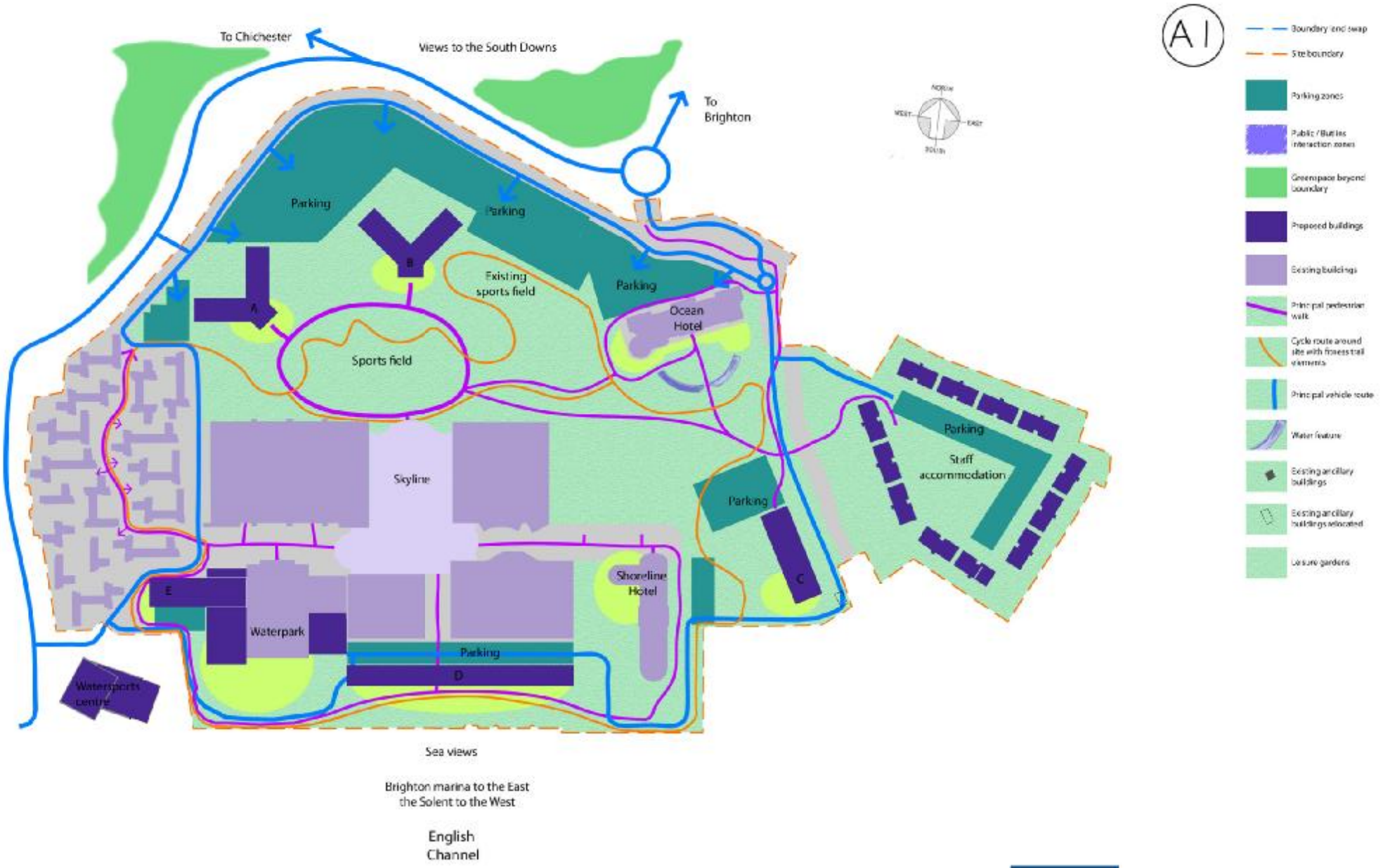
Date	November 2010
Scale	See Scale Bar
Drawn By	EN
Checked By	CH
File Ref	B491\Figures\TP\Fig4.ai
Drg No	B491 Travel Plan

Appendices



Existing site layout plan
Masterplan, Butlins, Bognor Regis

pwparchitects



Proposed site layout plan - Option A1

Masterplan, Butlins, Bognor Regis

pwparchitects

G2

Site Reference:	WS-03-J-01 Multi-Modal Site
Created:	Version: 2010(b)v6.6.2 13/07/10
Latitude/Longitude:	50.7853, -0.6631
Land Use Type:	03 - RESIDENTIAL/J - HOLIDAY ACCOMMODATION
Region/Area	SOUTH EASTWEST SUSSEX
Version/Creation Date:	2010(b)v6.6.2 13/07/10
Description:	BUTLINS, BOGNOR REGIS
Street:	UPPER BOGNOR ROAD
District:	
Town:	BOGNOR REGIS
Post Code:	PO21 1JS
Location:	Edge of Town Centre
Location Sub Category:	No Sub Category
Use Class:	D2
Population within 500m:	816
Population within 1 Mile:	10,001 to 15,000
Population within 5 Miles:	75,001 to 100,000
Car ownership within 5 Miles:	0.6 to 1.0

Public Transport Provision Summary

Day	Period	Total buses/trams within 400m	Total Trains within 1000m	Total Services
Monday-Friday	0700-1900	336	96	432
Monday-Friday	0700-1000	84	24	108
Monday-Friday	1600-1900	84	24	108
Saturday	0700-1900	240	96	336
Sunday	0700-1900	72	72	144

Is site associated with a travel plan:	Yes
If not, are there any plans to implement a Travel Plan in the future?	
Is survey data available before the implementation of the Travel Plan?	No
Is the location of the site hilly or flat:	Flat
Urban Regeneration:	Yes
Site area	21.25 hect
Number of units	1792
No. of developments for this Site:	1
No. of survey Days for this Site:	1

Comments

This site is located on the Bognor Regis coast, just to the east of the town's High Street. It is off the A259, which heads north-west through the suburbs to north Bersted, and north-east through Felpham and out of town. Other local roads head towards various parts of town.
The site has a total of 6 access points. There is a main vehicle access, there are two service vehicle accesses, and there are 3 pedestrian accesses (one is an open gate and the other two are entry gates (with booths) next to each other).
The University of Chichester is located across the A259 just to the north of the site, with Hotham Park to the west, followed by Bognor Regis railway station and the town centre. There are also residential areas nearby (to the west, north and east).

Bus (or tram) site accessibility

3. Is there at least 1 bus (or tram) stop within the site frontage or within 400m of the site frontage? : Yes
5. If yes to question 3, are there at least 2 buses (or trams) per hour (per direction between 0700 and 1900) with routes serving significant areas of population within a 5 kilometre radius? (Mon-Sat): Yes
6. If yes to question 5, what are the service characteristics? (please complete the outline information below)

Destination (town/area)	Number per hour	Approx. journey time
Bognor Regis Town Centre	8	2
Worthing	4	85

Rail accessibility

7. Is there at least one railway station within 1 kilometre radius of the site?: Yes
8. If yes to question 7, is pedestrian access to the station satisfactory?: Yes
9. If yes to question 7, are there at least 2 stopping trains per hour (per direction between 0700 and 1900) with routes serving stations within a 10 kilometre radius (Mon-Sat)?: Yes
10. If yes to question 9, what are the service characteristics? (please complete the outline information below)

Destination (town/area	Number per hour	Approx. journey time
London Victoria	2	100
Littlehampton	2	17

Design features encouraging non-car modes

12. Pedestrians

The site's footpath is separated from the road by a green area.

13. Pedal cycles

The site's cyclepath is separated from the road by a green area.

14. Public transport

There are a large number of bus services located nearby, as well as an irregular service from London Victoria coach station.

Accessibility & Census Information

Road Network Distance to Local Developments	
Year of Analysis	2010
Nearest Primary School	0.5 kilometres
Nearest Secondary School	1.3 kilometres
Nearest Local Shop/Corner Shop	0.5 kilometres
Nearest Main Supermarket	0.6 kilometres
Nearest Doctors Surgery	1.1 kilometres
Nearest Hospital with Minor Injuries/A & E	9.0 kilometres
Nearest Sports/Leisure Centre	1.1 kilometres

Census Data	
Year of Census	2001
Census Output Area/Data Zone	45UCGU0019
Number of people employed within Census Output Area	98
Number of households within Census Output Area	136
Number of people living within Census Output Area	241
Area of Census Output Area (hectares)	4.24
Population density within Census Output Area (per hectare)	46.17

SITE PHOTO



Site reference:	WS-03-J-01	Multi-Modal survey site
Trade name:	BUTLINS	
Site area (h/a):	21.25	
Open since	1960	
Number of units	1792	
Name of nearest site	WARNER LAKESIDE	
Distance to nearest similar site	21 Km	

Comments

Facilities at this site include extensive sports and entertainment facilities, pubs, restaurants, shops, nightclubs, and variety theatres.
There are 1,486 accommodation units available at this site, including chalets and hotel rooms (there are 2 hotels within the site). There is also staff accommodation, with 306 units available within the site (included in the total shown).

Multi-Modal survey site

On-Site parking

Total no. of parking spaces	1805
Spaces Per Hectare	84.941
Spaces Per unit	1.007

Number of spaces

Employee	79
Disabled	31
Visitor/Customer	1654
OGV parking bays	21
Cycle racks	0
OGV loading bays	20
Mother & Toddler	0
Motorcycle spaces	0

Parking charges No

Site parking surface or non-surface (multi-storey/underground)
Surface

General Comments on Parking

There are extensive parking areas at the site, and there are large areas of unmarked, temporary parking available for the recently built hotel. All such parking areas are included in the total shown.
The number of cycle parking spaces at the site is unknown.

Off-Site parking details

Is there off-site parking available
Yes

Off-Site parking included in the counts
No

Free On-Street parking available nearby
Yes

If yes, considered easy to find a space
Yes

If prepared to pay, easy to find somewhere to park off-site all day
Yes

Parking restrictions

Area subject to parking restrictions (controlled parking zone - CPZ)
Yes, Most of the Area

Permitted on-street parking for non-residents available within this CPZ
Yes, All Day

If yes, time limited for non-residents
Yes

Charges for non-residents parking if permitted
Yes, At Special Times of the Day

Average charge per hour	60
Maximum parking duration	600

Off-Street parking

Off-Street parking available	Yes, Public Off-Street Parking is Available
Approx. available spaces	122

Parking located within a control parking zone (CPZ)
Yes

Charges for this Off-Street parking
Yes, All Day

Charge amount	630
Charge period	Day

Park & Ride

Park & Ride Type Facility providing relevant means of accessing the site
No

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
Vehicles surveyed: Total vehicles
Survey type: Manual Count
AM weather: Hot and Clear
PM weather: Hot and Clear
Initial car park occupancy: Final car park occupancy:
BRACKETED ACCUMULATION FIGURES ARE NOT ABSOLUTE

Data proportions in %

Motor cars	83	Motor cycles	1	Public service	1
Light goods	6	OGV (1)	3	OGV (2)	0
				Taxis	6

Time	Arrivals 2080	Departures 2185	Totals	Parking Accum
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	45	32	77	(13)
08:00-09:00	140	71	211	(82)
09:00-10:00	123	213	336	(-8)
10:00-11:00	108	316	424	(-216)
11:00-12:00	155	284	439	(-345)
12:00-13:00	252	220	472	(-313)
13:00-14:00	312	230	542	(-231)
14:00-15:00	266	145	411	(-110)
15:00-16:00	196	101	297	(-15)
16:00-17:00	143	158	301	(-30)
17:00-18:00	111	155	266	(-74)
18:00-19:00	95	119	214	(-98)
19:00-20:00	90	74	164	(-82)
20:00-21:00	31	39	70	(-90)
21:00-22:00	13	28	41	(-105)
22:00-23:00				
23:00-24:00				

Comments

The difference in total people arrivals and departures during this survey can be explained by the fact that this site is 24-hour in nature, and the number of guests present at the site varies by day.
Initial and final car parking occupancy figures are unavailable.
There was some site clearance work being undertaken at the time of the survey, with OGV's associated with this included in the survey count (this explains the relatively high number of OGV's shown).

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
Vehicles surveyed: OGV

Data proportions in % OGV (1) 87 OGV (2) 13

1 occupant per OGV is assumed, and included in the vehicle occupants count

Time	Arrivals 74	Departures 77	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	9	10	19	(-1)
08:00-09:00	13	9	22	(3)
09:00-10:00	5	4	9	(4)
10:00-11:00	5	7	12	(2)
11:00-12:00	6	8	14	(0)
12:00-13:00	11	9	20	(2)
13:00-14:00	4	8	12	(-2)
14:00-15:00	3	5	8	(-4)
15:00-16:00	2	4	6	(-6)
16:00-17:00	3	3	6	(-6)
17:00-18:00	5	4	9	(-5)
18:00-19:00	5	2	7	(-2)
19:00-20:00	2	3	5	(-3)
20:00-21:00	1	1	2	(-3)
21:00-22:00	0	0	0	(-3)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
Vehicles surveyed: PSV

Time	Arrivals 13	Departures 13	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	1	0	1	(1)
08:00-09:00	0	0	0	(1)
09:00-10:00	2	3	5	(0)
10:00-11:00	3	1	4	(2)
11:00-12:00	1	1	2	(2)
12:00-13:00	1	2	3	(1)
13:00-14:00	1	1	2	(1)
14:00-15:00	1	0	1	(2)
15:00-16:00	1	2	3	(1)
16:00-17:00	1	1	2	(1)
17:00-18:00	1	2	3	(0)
18:00-19:00	0	0	0	(0)
19:00-20:00	0	0	0	(0)
20:00-21:00	0	0	0	(0)
21:00-22:00	0	0	0	(0)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
Vehicles surveyed: Taxis

Time	Arrivals 118	Departures 118	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	2	2	4	(0)
08:00-09:00	9	9	18	(0)
09:00-10:00	10	10	20	(0)
10:00-11:00	8	8	16	(0)
11:00-12:00	11	11	22	(0)
12:00-13:00	14	14	28	(0)
13:00-14:00	8	8	16	(0)
14:00-15:00	14	13	27	(1)
15:00-16:00	6	7	13	(0)
16:00-17:00	14	14	28	(0)
17:00-18:00	6	6	12	(0)
18:00-19:00	6	5	11	(1)
19:00-20:00	6	7	13	(0)
20:00-21:00	2	2	4	(0)
21:00-22:00	2	2	4	(0)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
Vehicles surveyed: Cycles

Time	Arrivals 96	Departures 94	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	2	1	3	(1)
08:00-09:00	21	2	23	(20)
09:00-10:00	28	3	31	(45)
10:00-11:00	3	3	6	(45)
11:00-12:00	7	5	12	(47)
12:00-13:00	2	7	9	(42)
13:00-14:00	5	4	9	(43)
14:00-15:00	5	7	12	(41)
15:00-16:00	6	13	19	(34)
16:00-17:00	7	11	18	(30)
17:00-18:00	1	16	17	(15)
18:00-19:00	3	7	10	(11)
19:00-20:00	2	7	9	(6)
20:00-21:00	2	6	8	(2)
21:00-22:00	2	2	4	(2)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Car/LGV/Motorcycle occupants

This count consists of car occupants, light goods vehicle occupants, motorcycle riders and OGV occupants
Taxi drivers and drivers of private vehicles picking up/dropping off passengers at the site are excluded from the count

Time	1	2	3	4	5	6	7	Arr 5403	1	2	3	4	5	6	7	Dep 5747	Totals	Accum
00:00-01:00																		
01:00-02:00																		
02:00-03:00																		
03:00-04:00																		
04:00-05:00																		
05:00-06:00																		
06:00-07:00																		
07:00-08:00	30	10	0	1	4	0	0	74	16	11	2	2	0	0	0	52	126	(22)
08:00-09:00	76	37	3	16	8	0	0	263	29	14	10	14	3	1	0	164	427	(121)
09:00-10:00	55	35	8	20	3	0	1	251	57	50	39	52	12	2	1	561	812	(-189)
10:00-11:00	28	42	13	19	4	1	1	260	71	69	53	83	35	6	1	918	1178	(-847)
11:00-12:00	38	38	39	33	5	3	0	406	55	58	61	91	19	2	0	825	1231	(-1266)
12:00-13:00	41	53	48	74	31	4	1	773	46	32	60	54	23	4	1	652	1425	(-1145)
13:00-14:00	49	79	63	81	33	8	0	933	69	46	51	44	19	2	1	604	1537	(-816)
14:00-15:00	43	54	70	64	33	3	0	800	40	44	23	25	13	0	0	362	1162	(-378)
15:00-16:00	30	44	49	56	14	2	1	578	42	20	12	17	9	5	0	261	839	(-61)
16:00-17:00	46	22	30	27	13	2	1	372	56	37	30	25	7	3	0	373	745	(-62)
17:00-18:00	46	23	22	15	3	2	0	245	64	40	11	29	10	0	1	350	595	(-167)
18:00-19:00	52	18	9	10	5	1	0	186	35	29	24	22	7	2	0	300	486	(-281)
19:00-20:00	44	21	15	8	1	1	0	174	24	19	19	10	2	0	0	169	343	(-276)
20:00-21:00	11	11	4	4	1	0	0	66	13	14	7	3	0	2	0	86	152	(-296)
21:00-22:00	6	5	2	0	0	0	0	22	6	11	4	5	2	0	0	70	92	(-344)
22:00-23:00																		
23:00-24:00																		

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Pedestrians

Time	Arrivals 2974	Departures 2960	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	15	6	21	(9)
08:00-09:00	133	89	222	(53)
09:00-10:00	205	128	333	(130)
10:00-11:00	143	132	275	(141)
11:00-12:00	189	177	366	(153)
12:00-13:00	202	290	492	(65)
13:00-14:00	332	213	545	(184)
14:00-15:00	212	214	426	(182)
15:00-16:00	268	337	605	(113)
16:00-17:00	287	361	648	(39)
17:00-18:00	307	321	628	(25)
18:00-19:00	210	257	467	(-22)
19:00-20:00	207	200	407	(-15)
20:00-21:00	175	145	320	(15)
21:00-22:00	89	90	179	(14)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Public transport Users

Time	Arrivals 734	Departures 771	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	24	0	24	(24)
08:00-09:00	8	16	24	(16)
09:00-10:00	89	133	222	(-28)
10:00-11:00	91	79	170	(-16)
11:00-12:00	93	71	164	(6)
12:00-13:00	42	177	219	(-129)
13:00-14:00	63	47	110	(-113)
14:00-15:00	88	25	113	(-50)
15:00-16:00	84	78	162	(-44)
16:00-17:00	80	53	133	(-17)
17:00-18:00	54	82	136	(-45)
18:00-19:00	4	3	7	(-44)
19:00-20:00	7	5	12	(-42)
20:00-21:00	6	2	8	(-38)
21:00-22:00	1	0	1	(-37)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Bus/Tram Passengers

Time	Arrivals 80	Departures 77	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	1	0	1	(1)
08:00-09:00	8	4	12	(5)
09:00-10:00	6	15	21	(-4)
10:00-11:00	9	3	12	(2)
11:00-12:00	8	14	22	(-4)
12:00-13:00	4	8	12	(-8)
13:00-14:00	5	3	8	(-6)
14:00-15:00	10	5	15	(-1)
15:00-16:00	5	8	13	(-4)
16:00-17:00	5	4	9	(-3)
17:00-18:00	7	4	11	(0)
18:00-19:00	4	2	6	(2)
19:00-20:00	5	5	10	(2)
20:00-21:00	2	2	4	(2)
21:00-22:00	1	0	1	(3)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Coach Passengers

Time	Arrivals 405	Departures 400	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	17	0	17	(17)
08:00-09:00	0	0	0	(17)
09:00-10:00	64	87	151	(-6)
10:00-11:00	52	29	81	(17)
11:00-12:00	53	26	79	(44)
12:00-13:00	14	77	91	(-19)
13:00-14:00	37	15	52	(3)
14:00-15:00	46	0	46	(49)
15:00-16:00	50	68	118	(31)
16:00-17:00	32	38	70	(25)
17:00-18:00	40	60	100	(5)
18:00-19:00	0	0	0	(5)
19:00-20:00	0	0	0	(5)
20:00-21:00	0	0	0	(5)
21:00-22:00	0	0	0	(5)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Train Passengers

Time	Arrivals 249	Departures 294	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	6	0	6	(6)
08:00-09:00	0	12	12	(-6)
09:00-10:00	19	31	50	(-18)
10:00-11:00	30	47	77	(-35)
11:00-12:00	32	31	63	(-34)
12:00-13:00	24	92	116	(-102)
13:00-14:00	21	29	50	(-110)
14:00-15:00	32	20	52	(-98)
15:00-16:00	29	2	31	(-71)
16:00-17:00	43	11	54	(-39)
17:00-18:00	7	18	25	(-50)
18:00-19:00	0	1	1	(-51)
19:00-20:00	2	0	2	(-49)
20:00-21:00	4	0	4	(-45)
21:00-22:00	0	0	0	(-45)
22:00-23:00				
23:00-24:00				

Site reference: WS-03-J-01 Survey date: 04/06/10 Day of week: Friday
Multi-Modal survey site
People Surveyed: Total people

Time	Arrivals 9207	Departures 9572	Totals	Accumulation
00:00-01:00				
01:00-02:00				
02:00-03:00				
03:00-04:00				
04:00-05:00				
05:00-06:00				
06:00-07:00				
07:00-08:00	115	59	174	(56)
08:00-09:00	425	271	696	(210)
09:00-10:00	573	825	1398	(-42)
10:00-11:00	497	1132	1629	(-677)
11:00-12:00	695	1078	1773	(-1060)
12:00-13:00	1019	1126	2145	(-1167)
13:00-14:00	1333	868	2201	(-702)
14:00-15:00	1105	608	1713	(-205)
15:00-16:00	936	689	1625	(42)
16:00-17:00	746	798	1544	(-10)
17:00-18:00	607	769	1376	(-172)
18:00-19:00	403	567	970	(-336)
19:00-20:00	390	381	771	(-327)
20:00-21:00	249	239	488	(-317)
21:00-22:00	114	162	276	(-365)
22:00-23:00				
23:00-24:00				

BUTLINS, BOGNOR REGIS, ARUN DC

MULTI-MODAL VEHICULAR TRIP GENERATION

Surveyed Flows (based on 86% Occupancy)

Number of Multi-Modal Vehicular Trips			
Time	Arrivals	Departures	Totals
00:00-01:00	0	0	0
01:00-02:00	0	0	0
02:00-03:00	0	0	0
03:00-04:00	0	0	0
04:00-05:00	0	0	0
05:00-06:00	0	0	0
06:00-07:00	0	0	0
07:00-08:00	45	32	77
08:00-09:00	140	71	211
09:00-10:00	123	213	336
10:00-11:00	108	316	424
11:00-12:00	155	284	439
12:00-13:00	252	220	472
13:00-14:00	312	230	542
14:00-15:00	266	145	411
15:00-16:00	196	101	297
16:00-17:00	143	158	301
17:00-18:00	111	155	266
18:00-19:00	95	119	214
19:00-20:00	90	74	164
20:00-21:00	31	39	70
21:00-22:00	13	28	41
22:00-23:00	0	0	0
23:00-24:00	0	0	0
Total	**2080**	**2185**	**4265**

Source: TRICS 2010(b)v6.6.2

Surveyed Flows Growthed to 100%

Number of Multi-Modal Vehicular Trips			
Time	Arrivals	Departures	Totals
00:00-01:00	0	0	0
01:00-02:00	0	0	0
02:00-03:00	0	0	0
03:00-04:00	0	0	0
04:00-05:00	0	0	0
05:00-06:00	0	0	0
06:00-07:00	0	0	0
07:00-08:00	52	37	90
08:00-09:00	163	83	245
09:00-10:00	143	248	391
10:00-11:00	126	367	493
11:00-12:00	180	330	510
12:00-13:00	293	256	549
13:00-14:00	363	267	630
14:00-15:00	309	169	478
15:00-16:00	228	117	345
16:00-17:00	166	184	350
17:00-18:00	129	180	309
18:00-19:00	110	138	249
19:00-20:00	105	86	191
20:00-21:00	36	45	81
21:00-22:00	15	33	48
22:00-23:00	0	0	0
23:00-24:00	0	0	0
Total	**2419**	**2541**	**4959**

BUTLINS, BOGNOR REGIS, ARUN DC

MULTI-MODAL TOTAL PEOPLE TRIP GENERATION

Surveyed Flows (based on 86% Occupancy)

Number of Multi-Modal Total People Trips			
Time	Arrivals	Departures	Totals
00:00-01:00	0	0	0
01:00-02:00	0	0	0
02:00-03:00	0	0	0
03:00-04:00	0	0	0
04:00-05:00	0	0	0
05:00-06:00	0	0	0
06:00-07:00	0	0	0
07:00-08:00	115	59	174
08:00-09:00	425	271	696
09:00-10:00	573	825	1398
10:00-11:00	497	1132	1629
11:00-12:00	695	1078	1773
12:00-13:00	1019	1126	2145
13:00-14:00	1333	868	2201
14:00-15:00	1105	608	1713
15:00-16:00	936	689	1625
16:00-17:00	746	798	1544
17:00-18:00	607	769	1376
18:00-19:00	403	567	970
19:00-20:00	390	381	771
20:00-21:00	249	239	488
21:00-22:00	114	162	276
22:00-23:00	0	0	0
23:00-24:00	0	0	0
Total	**9207**	**9572**	**18779**

Source: TRICS 2010(b)v6.6.2

Surveyed flows Growthed to 100%

Number of Multi-Modal Total People Trips			
Time	Arrivals	Departures	Totals
00:00-01:00	0	0	0
01:00-02:00	0	0	0
02:00-03:00	0	0	0
03:00-04:00	0	0	0
04:00-05:00	0	0	0
05:00-06:00	0	0	0
06:00-07:00	0	0	0
07:00-08:00	134	69	202
08:00-09:00	494	315	809
09:00-10:00	666	959	1626
10:00-11:00	578	1316	1894
11:00-12:00	808	1253	2062
12:00-13:00	1185	1309	2494
13:00-14:00	1550	1009	2559
14:00-15:00	1285	707	1992
15:00-16:00	1088	801	1890
16:00-17:00	867	928	1795
17:00-18:00	706	894	1600
18:00-19:00	469	659	1128
19:00-20:00	453	443	897
20:00-21:00	290	278	567
21:00-22:00	133	188	321
22:00-23:00	0	0	0
23:00-24:00	0	0	0
Total	**10706**	**11130**	**21836**