WEST SUSSEX COUNTY COUNCIL ACK **DATE: 4th September 2012**
STRATEGIC PLANNING CONSULTATION

FROM: **Alison Meeus** **TO:** **Arun District Council**
FAO: **Mr C Cronin**

SUBJECT: **BR/161/12/DOC - Application for approval of details reserved by condition 9 of previously approved planning permission BR/345/10.**

Butlins Skyline Ltd, Upper Bognor Road, Bognor Regis, West Sussex, PO21 1JJ

RECOMMENDATION:

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

WSCC, as the Highway Authority, are unable to discharge condition 9 the submission of an up to date travel plan for Butlins Skyline Ltd, until the document has been updated. The document submitted to us is two years out of date and the Andy Mouland Travel Wise Project officer with WSCC Safe and Sustainable Transport Group has review the document and provided comments regarding the areas that need refreshing in order to satisfy the condition.

- The document is dated November 2010 but there have been a number of developments since that time, including the completion of the Ocean Hotel, construction and completion of the Wave hotel, and the installation of a new section of the NCN 2 cycle route along the promenade south of the site.
- The Framework Travel Plan (FTP) should therefore be updated to reflect the current situation. This should include the results of any TRICS SAM surveys conducted since 04.06.10 and a schedule of future planned surveys.
- Contact details for the Travel Plan Co-ordinator (including email address and telephone number) should also be included in the updated document.
- Similarly, the Action Plan (Table 7.1) should also be updated to include the dates that completed actions were achieved and the target dates for actions that remain outstanding.

The following comments should also be considered when updating the FTP document:

- Guests would benefits from improved information on the Butlin's website indicating the most appropriate pedestrian route from Bognor Regis railway station to the site. Provision of luggage trolleys at the station might also encourage some visitors to walk from the station to the site.
- Similarly, information about local taxi services on the Butlin's website (contact details, the approximate cost of the journey from the station to the site etc) may also help to promote rail travel.
- Guests would also benefit from travel information sheets in their rooms, and ideally access to more detailed information via the Internet (perhaps through broadband access provided in guest rooms or in designated areas of the site). For example, guests wishing to travel to nearby towns such as Arundel, Littlehampton and Chichester would benefit from the provision of bus and rail route information and approximate journey costs.
- Guests may further be encouraged to travel by train - both for local journeys whilst staying at the site, and for journeys to and from home - though the promotion of GroupSave tickets. GroupSave tickets enable 3 or 4 adults to travel for the price of 2).

- Paragraph 3.38 – "Blackes Road in Felpham" should read "Blakes Road in Felpham".
- Following the analysis of survey data it would be useful to know the total number and proportion of employees that live off-site. It would also be useful to know whether or not the level of cycle storage provided (for 40 bicycles) is still sufficient.
- Please confirm whether the proposed bike hire scheme for guests started in February 2011 and provide an update on this initiative including any booking figures that may be available.
- The following initiatives will help to encourage staff to cycle to work and should be included within the document:
    - Staff discounts at local bike shops
      - The County Council has negotiated various discounts on new purchases and servicing on behalf of developers and further details can be found on our web site: http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/cycle_to_work_scheme.aspx#discounts. The Travel Plan Co-ordinator should also seek to secure staff discounts with local cycle retailers, and should investigate the possibility of introducing a tax-efficient Cycle to Work salary sacrifice scheme.
    - Cycle training for employees
      - Information about adult cycle training (Bikeability) courses that can be provided by the County Council's Road Safety team is available at www.westsussex.gov.uk/cycling. Butlin's should consider funding, or part-funding cycle training for employees that wish to cycle to work.
    - Journey planning
      - The West Sussex Cycle Journey Planner, which provides turn-by-turn route information for quiet, fast, and balanced routes, is available at http://cyclejourneyplanner.westsussex.gov.uk/. This website could also be promoted to guests – especially those hiring bikes during their stay.
      - The County Council has recently commissioned Pindar Creative's Travel Plan Mapping Solution. The service enables developers, employers, and other organisations to purchase site-specific multi-modal travel maps, notice boards, and interactive PDFs. The applicant may wish to consider using this service to produce the local travel information for employee induction pack, noticeboards and websites etc. Further details can be found on Pindar Creative's website: http://travelplan-store.pindarcreative.co.uk/prodtype.asp?strParents=&CAT_ID=97&numRecordPosition=1. Travel maps could be provided in each room or in leaflet holders in hotel lobbies.
    - Cycle Maintenance
      - Provision of a basic spares/puncture repair kit and pump on site. Consider inviting a local cycle mechanic to the site on occasion to check employees' bikes, offer puncture repair training etc.
- Paragraph 7.12 currently includes details of discount travel for children rather than adults.
- Stagecoach may be encouraged to offer discounted Megarider season tickets to Butlins employees. For further details please contact Andrew.Hammond@stagecoachbus.com
- Paragraphs 7.19 and 7.20 – it is excellent to note that electric vehicles are being employed at the site. The Travel Plan would benefit from further details about these, and also the number of charging points that have been provided.
- It is noted that staff are to be encouraged to share car journeys. In order to maximise potential for modal shift it may be necessary to:
    - Provide dedicated parking spaces for car sharers (if so please state the number that have been/are to be provided)
    - Offer a free emergency ride home (taxi or public transport) for car sharing employees if they need to return home in the event of a domestic emergency.
    - Promote the scheme to employees
      - The County Council has produced a leaflet about it's public car sharing scheme, which is available on our web site and can be downloaded for inclusion in employee induction packs and on the company's Intranet. The url is:

http://www.westsussex.gov.uk/leisure/getting_around_west_sussex/travelwise/west_sussex_car_sharing_scheme.aspx
- Butlin's may also wish to explore purchasing a private group for staff on the web site. Further details can be obtained from this office.

- Clarification that all future surveys will be conducted in the TRICS SAM format should be included in paragraph 9.4 (as per the initial survey of 04.06.10).
- Personal Journey Planning for all employees that live off-site should be included as a potential intervention measure should the Travel Plan fail to meet its targets.

Alison Meeus
Strategic Planning