

ASHLEY HOUSE, BOGNOR REGIS

TRAVEL PLAN



SYSTRA

ASHLEY HOUSE, BOGNOR REGIS

TRANSPORT STATEMENT

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1. INTRODUCTION

1.1 General

- 1.1.1 SYSTRA Ltd. (SYSTRA) has been commissioned by Walsingham Planning (the Client) on behalf of Aldwick Road LLP (the Applicant) to provide transport and highways consultancy services in support of the new development proposals at the Ashley House, 120 Aldwick Road, Bognor Regis, PO21 2PB (the Site). The Local Planning Authority is Arun District Council (ADC) and the Local Highway Authority is West Sussex County Council (WSCC).
- 1.1.2 This Travel Plan (TP) is an updated version of the original TP which was prepared for the previously consented (and now occupied) Ashley House development. Its purposes are to manage travel patterns at the expanded Site and encourage sustainable travel for all team members located at Ashley House. It is accompanied by a Transport Statement (TS), which explains the development proposals and traffic, highway and other transport issues in more detail.

1.2 Proposed Development

- 1.2.1 The development proposals are for a new block within the grounds of the Site to replace the existing garage which will be demolished. This would provide an additional fifteen bedrooms and five new kitchens (the Proposed Development).
- 1.2.2 The Proposed Development will continue to be car-free for all Butlins team members, except one on-site disabled parking space and one space for the Site House Manager. There is also a mini bus space for a potential shuttle bus provided by Butlins to transport team members to and from the Site. Car parking for team members residing at Ashley House will continue to be available on the Butlins Resort; however, car ownership levels for existing team members is and is anticipated to remain extremely low.
- 1.2.3 There will continue to be the provision for 40 cycle parking spaces on Site and Butlins provide 30 bicycles for use by the team members with additional space for team member's own bikes.
- 1.2.4 The general floor arrangement drawings, as prepared by Randell Design Group, are included in **Appendix A**.

1.3 Previous Application

- 1.3.1 SYSTRA previously provided input into the original planning application at the Site (ref BR/100/16/PL) for the change of use of Ashley House from a Care Home under the C2 use class to Sui Generis HMO Team Members accommodation in relation to Butlins Bognor Regis. This application incorporated the provision of 36 rooms and communal areas to cater for 70 team members and one full time Site House Manager. This development proposals included two car parking spaces (one of which would be reserved for disabled users), a minibuss parking space, a designated cycle store for in excess of 40 spaces, a designated bin store and associated landscaping.
- 1.3.2 For this previous application, SYSTRA engaged with WSCC for pre-application discussions, attended a public consultation, and prepared a Transport Statement and Draft Travel Plan for the Site in support of the planning submission. The Site has since received planning consent on 12th August 2016. It is to SYSTRA's understanding that the consented development proposals have since been constructed and brought into use; as such, information from those

with current responsibility for the accommodation has been used to inform the analysis presented within this TP.

1.4 Scope of the Travel Plan

1.4.1 The Site Travel Plan includes the following:

- **Section 2: Policy Review and Analysis** – Outlines the policy context in line with the Proposed Development presented in the TP;
- **Section 3: Baseline Information** – Provides an overview of the existing transport conditions prevailing at the Site and in the immediate surrounding area;
- **Section 4: Travel Patterns** – Outlines the existing and future travel patterns at the Site;
- **Section 5: Aims, Objectives and Targets** – Outlines the aims, objectives and targets associated with the TP;
- **Section 6: Travel Plan Strategy** – Outlines the proposed site-wide measures that will be implemented;
- **Section 7: Travel Plan Measures** – Outlines the measures taken to promote sustainable travel;
- **Section 8: Monitoring** - Outlines the measures employed at the Site to enforce the Travel Plan; and
- **Section 9: Summary and Conclusion** – Summarises the TP and presents a final conclusion.

2. POLICY REVIEW AND ANALYSIS

2.1 Introduction

2.1.1 This chapter reviews current and emerging land use and transport planning policies at national, regional and local government levels, and summarises how the Proposed Development complies. Reference is made to the following policy documents:

- Revised National Planning Policy Framework (NPPF) (2018);
- West Sussex Transport Plan 2011-2026 (LTP3);
- WSCC Revised County Parking Standards and Transport Contributions Methodology 2003;
- Arun Local Plan (adopted July 2018);
- Arun District Council Infrastructure Delivery Plan (2015); and
- Bognor Regis Parking Strategy 2012.

2.2 National Planning Policy

Revised NPPF (2018)

2.2.1 The NPPF was published on 27 March 2012. It came into effect immediately, superseding all other national planning policy (except on waste). A revised version was published in July 2018.

2.2.2 The document sets out the government's economic, environmental and social planning policies for England and its expectation for their application. It is meant as high level guidance for local councils to use when defining their local and neighbourhood plans. This approach allows the planning system to be tailored to reflect the needs and priorities of individual communities.

2.2.3 The essence of the document is to support sustainable development, defined as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs' (paragraph 7).

2.2.4 The NPPF defines the delivery of sustainable development through three interdependent roles:

- Building a strong, responsive and competitive economy;
- Supporting strong, vibrant and healthy communities; and
- Contributing to protecting and enhancing the natural, built and historic environment.

2.2.5 It notes that to achieve sustainable development, these roles should be sought jointly and simultaneously through the planning system.

2.2.6 At the heart of the NPPF is a presumption in favour of sustainable development. Development plans should positively seek opportunities to meet the development needs of their area.

2.2.7 A sustainable transport mode is described as 'any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra-low emission vehicles, car sharing and public transport' (Annex 2, p.72).

2.2.8 Paragraph 102 states that transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- The potential impacts of development on transport networks can be addressed;
- Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- Opportunities to promote walking, cycling and public transport use are identified and pursued;
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.

2.2.9 Paragraph 109 states Development should only be prevented or refused on highways grounds if “there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”.

2.2.10 Paragraph 110 states that development applications should:

- Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitate access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

2.2.11 Paragraph 111 states that developments that generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed. Plans and decisions should take account of whether:

- The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- Safe and sustainable access to the site can be achieved for all people; and
- Improvements can be undertaken within the transport networks that cost-effectively limit the significant impacts of the development. Developments should only be prevented or refused on transport ground where the residual cumulative impacts of development are severe’.

2.2.12 The Proposed Development is shown to comply with regulations relating to sustainable modes of transport with Butlins providing bicycles for Team Members to use and encouraging sustainable travel where possible. Safe and sustainable access to the expanded Site has also been built into the design so that it is accessible to all.

2.3 Regional Planning Policy

West Sussex Transport Plan 2011-2026 (LTP3)

2.3.1 The priorities within the LTP3 are as follows:

- Improvements to the A27 trunk road and complementary public transport improvements to the current bottlenecks at Chichester, Arundel and Worthing to increase capacity, improve reliability and safety and increase the competitiveness of local businesses and attract investment;
- Programmed improvements to the A23 trunk road at the current bottleneck between Handcross and Warning Lid to increase capacity and improve the safety record;
- Maintaining the highway network; and
- Working with our community to improve the safety record on local roads, increase usage of healthy and sustainable modes of transport, and provide access to services.

2.3.2 The LTP3 also outlines four strategies that guide the approach to maintaining, managing and investing in Transport. A number of sub-points of relevance to the Proposed Development have been noted.

- Promoting economic growth;
- Improve connectivity and access to local labour markets and key centres;
- Tackling climate change;
- Reduce unnecessary trips by motorised vehicles and encourage the use of more sustainable modes of transport;
- Reduce the need to travel at all by encouraging provision of local services;
- Providing access to services, employment and housing;
- Ensure accessibility is a central consideration when planning local services;
- Seek to ensure that places of work, education, leisure and food retail opportunities; and
- Improving safety, security and health

2.3.3 The Proposed Development complies with regulations outlined as it reduces the need for unnecessary vehicle trips. Butlins are also providing 30 bicycles, which can be borrowed by Team Members, to encourage sustainable travel.

WSCC Revised County Parking Standards and Transport Contributions Methodology 2003

2.3.4 The Revised WSCC County Parking Standards and Transport Contributions Methodology (2003) form part of the Supplementary Planning Guidance adopted by West Sussex County Council in November 2003. It sets out:

- Revised parking standards for all development use classes; and
- A contributions methodology to be applied to commercial and residential development.

2.3.5 The cycle parking standards state that no cycle parking is needed if a garage is provided of sufficient size. If not, two cycle parking spaces per dwelling (of two beds or more) plus one space per eight dwellings for visitors. One space per dwellings (one bed) and one space per dwellings plus one space per eight dwellings for visitors. These standards are a minimum and represent an increase in previous standards.

2.3.6 In addition to providing the correct cycle parking provision, all cycle parking must be shelters and secure and in accordance with local guidance or best practice design. However, flexibility and innovation will be encouraged. It is essential that cycle parking is considered carefully within the design of new developments.

2.3.7 The Proposed Development complies with this policy as the development has been carefully designed to ensure that cycle parking is accessible to all residents.

2.4 Local Planning Policy

Arun Local Plan 2011-2031

2.4.1 The Arun Local Plan was adopted in July 2018 and sets out ADC's vision for the development of Arun up to 2031. The Local Plan covers ADC's administrative area excluding land within the South Downs National Park Authority boundary

2.4.2 The Arun Local Plan contains strategic and development management planning policies, which will shape the future of the area and will be used in the consideration of planning applications.

2.4.3 The Local Plan's strategic vision is underpinned by objectives which set out aspirations for how Arun can change over the Plan period. It also contains a suite of strategic and more detailed policies which aim to achieve the vision and objectives. It promotes and guides private and public sector investment and neighbourhood planning. The Local Plan's 'strategic policies' set out the overall strategy for the Arun Local Planning Authority with regard to:

- The amount of new employment, retail and housing development that will take place in the District up to 2031;
- A strategic framework to help determine planning applications;
- The framework for neighbourhood development; and
- A statutory guide to help local communities deliver local change

2.4.4 Policy T SP1 states that to ensure that growth in the District strengthens Arun's economic base, reduces congestion, works to tackle climate change and promotes healthy lifestyles; the Council will ensure that development provides safe access onto the highway network; contributed to highway improvements and promotes sustainable transport, including the use of low emissions fuels, public transport improvements and the cycle, pedestrian and bridleway network.

2.4.5 Policy T SP1 aims to promote sustainable transport, promote efficient use of existing transport network and reduce congestion on the highway, promote the use of low-carbon energy and promote healthy lifestyles. The Proposed Development at Ashley House works towards these outcomes through the continued provision of cycle parking and bicycles on Site as well the hybrid shuttle bus and the lack of car parking provided.

2.4.6 The Proposed Development is policy compliant as it aims, as far as reasonably practical to encourage sustainable transport to and from the Site and the use of low emission fuels, through the provision of bicycles that can be used by residents

Bognor Regis Parking Strategy 2012

2.4.7 The objectives of the Bognor Regis Parking Strategy are to:

- Guide the management and provision of parking in the town centre;

- Ensure future parking provision complements future development whilst meeting the needs to the town's residents and visitors; and
 - Contribute to the viability and prosperity of Bognor Regis.
- 2.4.8 MVA consultancy on behalf of the council undertook a review of the car parks in the area, the main access route and their capacity and stress. They found that the development proposals in the area could lead to a seasonal shortage of spaces, especially as any underground parking is limited by water table issues.
- 2.4.9 The Proposed Development should not lead to the need to park in any car park situated around Bognor Regis. Car parking whilst not provided at Ashley House is to be provided at the Butlins site for those that need it.

3. BASELINE INFORMATION

3.1 Background

- 3.1.1 This section provides information on the existing Site and the surrounding area, with a focus on local transport infrastructure and services. Baseline conditions need to be accurately established to fully understand the context of the proposed redevelopment and the associated traffic and transport implications.

3.2 Site Location & Description

- 3.2.1 The development site is located to the west of Bognor Regis in West Sussex, a walk of approximately eight minutes to the coastal promenade. The site comprises a two and partial three-story nineteenth century brick building and an attached more recent two-storey extension; this can be seen in 3.2.1. There is one existing vehicular access from Aldwick Road leading to a parking area and an old garage building attached to Ashley House.

Figure 1. Ashley House



3.2.2 Ashley House is located on the northern side of the B2166 Aldwick Road, opposite Princess Avenue. The proposed development site is approximately 0.22ha (0.54 acres). Figure 2 provides the context of the site within Bognor Regis Town Centre and the surrounding public transport facilities in the form of bus stops and the train station.

Figure 2. Site Context



3.2.3 Along the northern boundary of the Site, there is a service yard which is accessed from Nyewood Lane to the east of the site and leads to rear garages for the Aldwick Road dwellings.

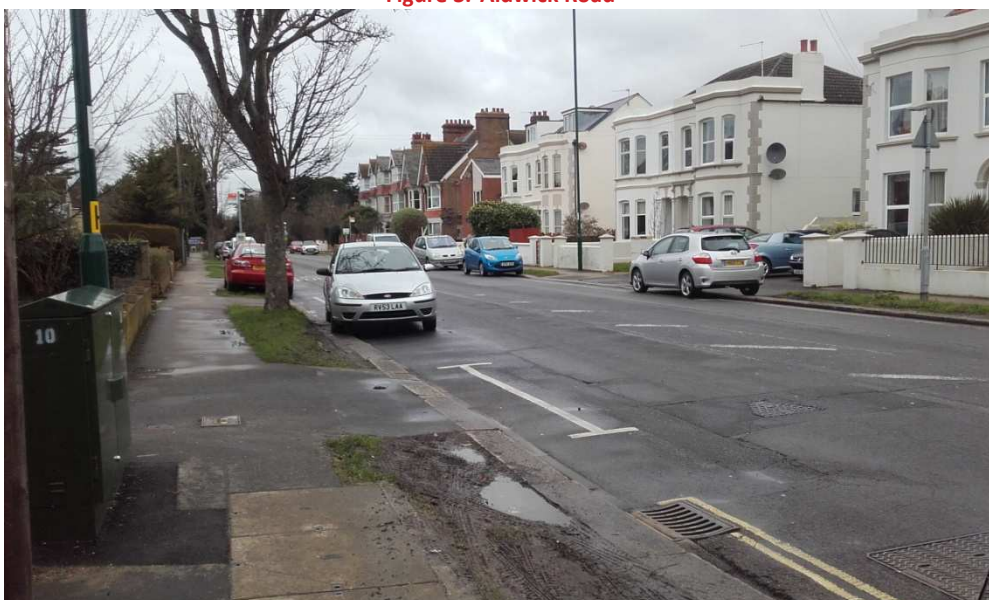
3.2.4 Aldwick Road is predominantly a residential area, and given the nature of Bognor Regis there are a significant number of care homes in the vicinity of the site. Most surrounding properties have off street parking and vehicular accesses.

3.3 Local Highway Network

3.3.1 Aldwick Road, the B2166, connects Bognor Regis to Lagness in the northwest and leads to the Chichester Bypass (A27), the A3 (M) and the M27. Aldwick Road is subject to a 30mph speed restriction, however it was observed that vehicles were travelling slower than this given that on street parking along sections of Aldwick Road acts as natural traffic calming. Vehicles currently park on the verges along the carriageway in the vicinity of the site. The B2166 is a distributor road within Bognor Regis for traffic travelling into the Town from the west and to the sea front along The Esplanade.

3.3.2 Aldwick Road can be seen in Figure 3.

Figure 3. Aldwick Road



3.3.3 There are good quality footways on both sides of Aldwick Road with a highway verge between the footway and the carriageway in the vicinity of the site. The section of Aldwick road from the B2166/West Meads Drive and Hawthorn Road roundabout to The Esplanade has mainly informal crossing points with a Zebra Crossing located to the west of the Charlwood Street Junction where there are commercial units on both sides of Aldwick Road.

3.4 Local Facilities

3.4.1 The site is located 400m from West Park and 600m from Marine Park Gardens, which are both local amenity areas. The Local shops along Aldwick Road, which include a Tesco Express, are 160 metres or approximately a two minute walk from the site.

Figure 4. Local shops in the vicinity of the Site



- 3.4.2 The site is located on the western edge of Bognor Regis town centre, approximately one mile from the site, which is a 20 minute walk or 10 minute bus journey. There is a Morrison's store within the Town Centre between Ashley House and the Butlins Resort.

3.5 On-Street Parking

- 3.5.1 There are double yellow lines fronting the site on Aldwick Road which restrict on-street parking due to the junction with Princess Avenue and the informal pedestrian crossing point.
- 3.5.2 To the west of the site there are no restrictions and vehicles tend to park across the kerb on the highway verge to limit the obstruction of parked vehicles which has caused significant damage to the verges in the vicinity of the site, this can be seen in Figure 3. To the east of the site there are inset parking bays along the commercial parade of shops on Aldwick Road which are 160m away and then double yellow lines are present again closest to The Esplanade as the carriageway narrows.
- 3.5.3 Most of the vehicular accesses along Aldwick Road have access markings to prevent unauthorised parking.

3.6 Bus Services

- 3.6.1 Ashley House has excellent public transport bus links to both the Esplanade sea front and Bognor Town Centre. Based on the WSCC Revised County Parking Standards and Transport Contributions Methodology 2003, the 'Edge of Town' site is considered to have "Attractive, safe and convenient accessibility by various modes but limited variety on direction; local shortfalls in the quality of alternatives and limited access to the wider catchment area; opportunities for improvements in the foreseeable future".
- 3.6.2 The local bus services as shown in Table 1 serve the stops as shown in Figure 2.
- 3.6.3 There are five bus stops within an acceptable walking distance of the site, which are 50m and 150m as shown in Figure 2. All bus stops along Aldwick Road serve the same bus services. Further information regarding bus routes, which are all operated by Stagecoach, is provided by a Stagecoach bus map included in Appendix C.

Table 1. Bus Services

BUS ROUTE	LOCATIONS SERVED	FREQUENCY
600	Chichester – Bognor Regis – Elmer	Up to every 20 minutes
61	Bognor Regis to Aldwick	Up to every 2 hours
62	Bognor Regis to Nyetimber	Up to every 2 hours

3.6.4 The bus routes 600, 61 and 62, which travel along Aldwick Road, all serve Bognor Regis National Rail station.

3.7 National Rail Services

3.7.1 The local train station (Bognor Regis) is approximately one mile to the east of Ashley House which is approximately a 15 minute walk at average 4mph speed or 5 minute cycle at average 10mph speed. The train station is outlined in blue on Figure 2.

3.7.2 Bognor Regis is accessible from London Victoria, and the fastest journey times are approximately 1 hour 35 minutes. Rail services connect Bognor Regis to other coastal locations via Barnham such as Brighton.

3.8 Pedestrian Access

3.8.1 Pedestrian access to the site is excellent with footways on both sides of Aldwick Road. Footways appear to be of good width of approximately 1.5m and moderate quality. There are also highway verges of approximately 0.5m in the vicinity of the site.

3.8.2 There is an informal crossing point fronting the site on Aldwick Road with a pedestrian refuge. This was installed due to the previous care home use; this can be seen in Figure 5.

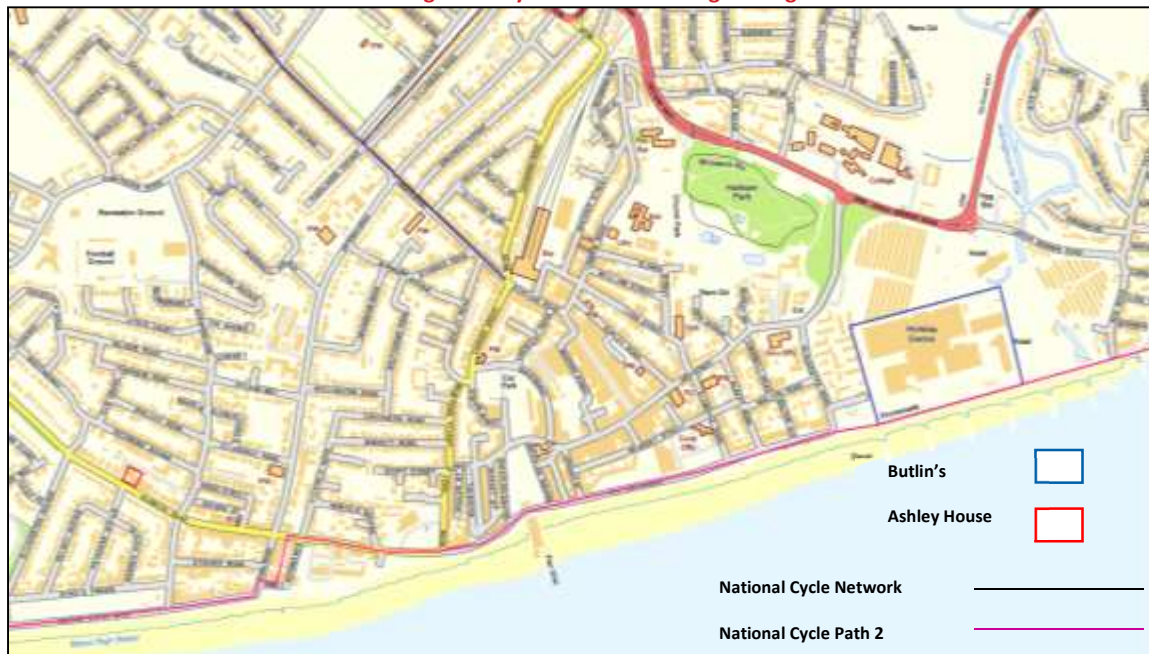
Figure 5. Informal Crossing Point Fronting the Site



3.9 Cycling

- 3.9.1 There are no on-street cycle lanes present on Aldwick Road or the surrounding highway network. However, Ashley House is within 350m of the National Cycle Route 2 (NCR2), which connects Cornwall to Dover. The NCR2 is in close proximity to the site and connects Marine Drive West to Littlehampton. Furthermore, there is an on-road route section of the National Cycle Network (NCN), which connects Bognor Regis station to North Bersted located to the north of the site as shown in Figure 6. The plan also highlights the Butlins Bognor Regis resort for information.

Figure 6. Cycle networks in Bognor Regis



3.10 Butlins Resort Bognor Regis

- 3.10.1 Butlins Resort Bognor Regis is one of the largest employers within Bognor Regis. The team member accommodation at Ashley House will be managed and operated by Butlins as professional team member Accommodation.
- 3.10.2 Ashley House is approximately 1 mile to the east of the Butlins Resort, which is approximately a 6-minute drive, a 10-minute cycle journey based on 10mph speed or a 20-minute walk based on 4mph speed which is shown in Figure 7.

Figure 7. Distance to Butlins Bognor Regis site



- 3.10.3 The Butlins Holiday resort is serviced by the 600, 61, 66 and 700 bus routes (as noted the 61 and 600 bus routes travel along Aldwick road).

4. TRAVEL PATTERNS

4.1 General

- 4.1.1 This section analyses the likely travel patterns of future residents of the expanded Site. The TRICS database does not provide surveys for sites that would be applicable to the proposed use and operations at Ashley House. Therefore a first principles modal share and trip generation assessment has been developed based on the modes available to team members and likely traffic patterns. This process was detailed in Chapter 5 of the TS accompanying this document.

4.2 First Principles Analysis

- 4.2.1 Mode share data has been developed to gain an understanding of existing team member travel patterns to and from Ashley House based on the modes available and likely travel patterns. These are presented in Table 2 and have been calculated through a first principle assessment of the Site. As the Site is now operational, these mode shares reflect the actual travel patterns of current residents as they are presently understood.

Table 2. Modal Share Trips (101 Residents)

MODE	MODE SHARE %	TRIPS GENERATED
Walking	28%	28
Cycling	38%	38
Public Transport (Bus)	33%	33
Car (Manager only)	1%	1

- 4.2.2 Butlins initially operated a shuttle bus to and from Ashley House to transport team members to the Butlins Resort, as was proposed in the original TS and TP. This was managed by Butlins and the use of this minibus shuttle service was free to team members residing at Ashley House. Due to low uptake (single-figure use of the service per day), the shuttle bus service has subsequently been scaled back to an on-demand service. Butlins have advised that residents of the current accommodation walk, cycle, and use the existing local bus services for their trips to and from the Butlins main site, and it is expected that this pattern of travel will also apply to residents of the new extension.
- 4.2.3 The majority of trips associated with the Site are expected to be via public transport or sustainable means given that team members do not have on site car parking and will be prohibited from parking on surrounding streets, which will be managed through an Accommodation Agreement.
- 4.2.4 The above assessment is considered to be robust as it includes expected movements associated with the team members' private lives as well as team members' movements to and from the main Butlins site.
- 4.2.5 Butlins have control over the travel patterns of team members given all residents at the expanded Site will be employees and will have to sign an Accommodation Agreement. This TP

will also educate team members on the sustainable modes which are available, with information on routes and times for public transport being made available.

- 4.2.6 It is noted that one complaint has been made about team member parking since the Site became occupied. This was resolved immediately with no further issues reported.
- 4.2.7 Butlins will continue to provide bikes to further ensure team members feel part of the resort and also encourage the use of sustainable travel to reduce any impacts on the surrounding local highway network.

5. AIMS, OBJECTIVES AND TARGETS

5.1 General

5.1.1 This section sets out the TP aims and objectives for the expanded Site.

5.1.2 The objectives of this TP are in line with WSCC's Travel Plan Policy which specifies that a Travel Plan must be a: "Living document involving the identification of an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys".

5.2 Aim

5.2.1 The aim of this TP is to create a sustainable, community driven-environment for all Site users; and to encourage residents and visitors to adopt healthy, sustainable lifestyle and travel choices in order to reduce reliance on vehicle travel.

5.3 Objectives

5.3.1 Objectives are the high-level aims of the TP. They help to give the TPS direction and provide a clear focus. The specific objectives of the TP are as follows:

1. To raise awareness of sustainable 'smarter travel' modes available to all Site users, including residents and visitors;
2. To promote healthy lifestyles and a sustainable, vibrant residential community;
3. To encourage active modes of travel, particularly walking and cycling, and to emphasise the health and financial benefits of these modes;
4. To reduce the amount of single occupancy car trips to / from the Site and to promote the use of alternative modes of travel; and
5. To encourage good urban design that increases the permeability and vitality of the Site in order to improve the wider environment for walking and cycling.

5.4 Targets

5.4.1 Targets are measurable goals by which the progress of the TP will be assessed. Targets are essential for monitoring progress and success of the TP. Targets should be 'SMART' – Specific, Measurable, Achievable, Realistic and Time-bound.

5.4.2 Targets set out are indicative and are based upon first principles data as set out in the TS. Due to the uniqueness of the Site, the 2011 Census 'Travel to Work' Data is considered un-representative of team member's travel patterns. There is no parking on Site for team members, Butlins provide bicycles and there are three bus routes linking the Site to the centre of Bognor Regis and the resort, which are key drivers of travel behaviour to and from Ashley House.

5.4.3 As the site is now operational, it is possible to refine the modal split information and targets to reflect actual residents' behaviour. The updated modal split for the existing development, shown in Table 3 below, suggests that the overwhelming majority of new trips associated with

the Proposed Development will be sustainable, with only one car parking space for the Site House Manager. Therefore this TP sets out to ensure that the current near total mode share in terms of sustainable travel for team members travelling to and from Butlins and for personal trips is maintained.

Table 3. Site Mode Share

MODE	MODE SHARE %
Walking	28%
Cycling	38%
Public Transport (Bus)	33%
Car (Manager only)	1%

- 5.4.4 An opening survey will be undertaken within six months of full occupation of the expanded Site to assess actual travel patterns at that time against the calculated mode share currently considered to accurately represent travel patterns of the Site. Annual reviews would follow this survey.
- 5.4.5 The success of this TP aims to establish ways in which sustainable travel patterns can be embedded and promoted at the site through a range of measures. Should car use amongst team members display a significant increase in the opening survey when compared to the current Site mode share, additional measures will be taken in order to increase the mode share of sustainable modes of travel. Further details concerning these measures are discussed in Section 7.

6. TRAVEL PLAN MANAGEMENT STRATEGY

6.1 Overview

- 6.1.1 To ensure that the expanded Site can be considered a ‘sustainable community’, it is critical that sustainable transport principles are incorporated from the outset.
- 6.1.2 Good transport infrastructure provides the foundation on which the remainder of the development is managed. In addition to the provision of an efficient public transport network; good cycle route’s and pedestrian connectivity around the Site are paramount to encourage walking and cycling throughout the Site and to the Butlins Site.
- 6.1.3 This section establishes ways in which the TP can be implemented, managed and communicated so that sustainable travel patterns can be embedded in the Site from occupation.

6.2 Travel Plan Coordinator

- 6.2.1 All travel plans are dependent on a nominated individual allocated the time and resources for successful implementation.
- 6.2.2 A Site-wide Travel Plan Coordinator (TPC) is already an additional job undertaken by the Site House Manager who can effectively communicate to Butlins Management how the TPS is being implemented, managed and if any problems arise.
- 6.2.3 WSCC and ADC will be provided will contact details on the TPC on appointment.
- 6.2.4 The TPC will continue to act as the day-to-day point of contact for enquiries, helping to support the operation of services, implementing measures and taking a lead role in the monitoring process.
- 6.2.5 It is anticipated that the amount of time that the TPC will spend monitoring and assessing the implementation of the TPS will vary. It is not expected that the time dedicated will be uniform through the life of the TPS and it is not expected to conflict with other jobs the Site House Manager is in charge of.
- 6.2.6 The provision of ongoing support and management are critical. The provision of information and guidance to support sustainable lifestyle choices will also be an important element of the expanded Site.

6.3 Roles and Responsibilities

- 6.3.1 The TPC will continue to act as the day-to-day point of contact for enquiries, helping to develop and implement the measures proposed in this TP, and taking a lead role in the monitoring process. Key duties of the TPC include:
- Delivering TP initiatives across the Site;
 - Encouraging new occupiers of the Proposed Development to comply with the TP;
 - Carrying out regular monitoring and collating up to date travel pattern data;
 - Reviewing data such as use of cycling facilities and implementation of the minibus service;

- Arranging the travel surveys required as part of the TPS to monitor travel patterns and modal splits.

6.4 Information for Site Occupants

- 6.4.1 A team member's welcome pack will be developed and produced; this will be issued to all team members/residents on occupation of the Proposed Development as part of the Butlins Information pack, which includes the Accommodation Agreement.
- 6.4.2 The packs will provide team members with relevant information on public transport (including cycle maps, bus maps, routes, timetables, fares etc.) and car parking facilities at Butlins resort to ensure vehicular parking locally does not occur. Team members will be made aware of the Accommodation Agreement which enforces no vehicular travel at the site for team members.
- 6.4.3 A TP Notice Board will continue to be provided at the Site and will include all of the information provided to team members and will be updated when required.
- 6.4.4 Before occupation of the Site, team members will be required to sign a Butlins accommodation agreement that outlines the rules and regulations that the team members will be expected to uphold when occupying the Site.
- 6.4.5 The Site will operate a three strikes policy whereby three warnings will be given for poor behaviour before the team members will have to vacate the property. This will be enforced by Butlins security and the Site House Manager and will ensure that noise especially is kept to a minimum and that neighbouring residents are not affected by the development.

7. TRAVEL PLAN MEASURES

7.1 Overview

- 7.1.1 The aim of the TP is to provide information and to increase the options for sustainable travel available to team members resident at the expanded Site; and to secure and promote incentives that encourage people to actively choose sustainable travel wherever practical.
- 7.1.2 Travel Plans also have a role in the wider health agenda to reduce public obesity levels and associated illnesses caused by sedentary lifestyles.

7.2 Shuttle Bus

- 7.2.1 As detailed above, the regular Butlins shuttle bus service was withdrawn due to low uptake. Should significant demand for the service exist amongst the team members of the expanded Site, Butlins are willing to reintroduce the service to provide an additional sustainable means of travel between the Proposed Development and the resort.

7.3 Pedestrian Measures

- 7.3.1 The www.walkit.com walking route planner is an extremely useful tool and can plot a journey from postcode to postcode using a 'direct' or 'less busy' option.
- 7.3.2 Route maps also include journey time, calorie burn, step count and carbon saving.
- 7.3.3 Information on this service will continue to be provided in the Resident's Welcome Pack and a link to this website will be included on the TP Webpage and the TP Notice Board(s).

7.4 Cycle Measures

- 7.4.1 Cycling is an efficient, cheap, healthy and non-polluting mode of transport. Butlins wishes to encourage this for team members at the expanded Site and currently provides 30 bicycles for the use of team members, this will help to improve mobility, reduce traffic congestion and improve health. A further ten cycle parking spaces are also currently provided which team members can use to park their own bicycles.
- 7.4.2 The level of cycle parking provision is not anticipated to change as a result of the development proposals.

7.5 Travel Events

- 7.5.1 Travel events are a way of encouraging residents to try alternative modes of transport that they may not currently use – specifically walking and cycling.
- 7.5.2 A well-promoted travel event can encourage sustainable modal shift away from public transport towards active modes of travel.
- 7.5.3 Travel events will continue to be promoted to all team members at the Site, and this will be facilitated by the TPC using promotional material including flyers and posters. The travel events which will be promoted to team members via the notice board and team member meetings, will be such as a Walk to Work Week or a Cycle to Work Day.

7.6 Car Parking Measures

- 7.6.1 There will continue to be no car parking provision for the team members on Site. Two car parking spaces (one of which reserved for disabled users) and a minibus space will be available in the front courtyard. However, these will continue to be reserved for use by the Site House Manager and any disabled team members. This is deemed appropriate due to the lack of car parking requirements amongst team members and the sustainable transport modes on offer. Team members will have the ability to park their car at the Butlins resort, should this be required.
- 7.6.2 Whilst there are no on street parking restrictions, team members will be required to submit details of any car they have access to including registration plate. If any private cars owned or used by Butlins staff are found to be parked in the surrounding streets, they will be asked to move them onto the Butlins site. This will form part of the Accommodation Agreement. Staff in breach of any of these requirements will be subject to disciplinary action.

7.7 Promotion of Sustainable Travel

- 7.7.1 The Travel Plan Co-ordinator should make residents aware of contact telephone numbers and websites which provide information on access to the expanded Site by non-car modes of travel. The main relevant websites are listed below:
- [www.transport direct.info](http://www.transportdirect.info): offering national real-time traffic information and updates on highway work and a journey planner.
 - www.networkrail.co.uk: provides the full mainline rail timetable and will provide journey times and will plan your mainline rail journey from origin to destination.
 - www.thetrainline.com: permits rail tickets to be purchased over the internet.
 - www.pti.org.uk: UK public transport information covering all travel, by rail, air, coach, bus, ferry, metro and tram within the UK.
 - www.liftshare.com: free car-sharing and transport information service. The online matching service to find travel companions.
 - www.travelwise.org.uk background information on the content and operation of Travel Plans and safe travel to school.
 - www.traveline.org.uk: national travel helpline to provide up to date public transport information. Tele. No. 0870 608 2 608.
 - www.cyclecityguides.co.uk: this site hosts a cycle map database, which will enable you to find cycle maps available for your area.

- 7.7.2 These will be available on the notice board and emailed to all team members.

7.8 Other Initiatives

- 7.8.1 The measures identified above are not exhaustive and the TPC will be able to implement other travel initiatives if it is considered that alternative suggestions would maximise the number of journeys made by non-car modes.
- 7.8.2 The emphasis is for the TP to be an ongoing working document, which should be periodically updated to ensure that active measures and up to date methods are being employed to encourage the continual development of sustainable travel to the expanded Site.

8. MONITORING

8.1 Overview

- 8.1.1 An important part of the TP is the continual monitoring and review of its effectiveness. It is essential that a TP is not a one-off event, but a continually evolving process. Regular monitoring and reviewing will help to gauge progress towards targets and objectives, and, if necessary, enable the TP to be refined and adapted in order to improve its progression.

8.2 Monitoring

- 8.2.1 For the TP to be fully successful, its effects need to be recorded and assessed over time. Sufficient time and resources will be allocated to carry out the necessary surveys. Full baseline monitoring needs to occur in Year One, at a point agreed with ADC and WSCC, usually between six and twelve months after full occupation. Full monitoring would then take place approximately every two years, or at intervals to be agreed with the LPA.
- 8.2.2 Butlins will continue to have control over the expanded Site which is unique to many other developments where TPs are required and therefore Butlins can control the travel patterns of team members to ensure they do not use their own personal vehicles. This TP is therefore aimed at educating team members on sustainable travel modes and their use as part of a TP strategy, backed up by clear and unambiguous requirements within the accommodation agreements.
- 8.2.3 The travel surveys will be analysed in order to establish the effectiveness of the TP in achieving the aims and targets stated within it and identify any required modifications that Butlins can make. It is also to be used as a tool for team members to raise questions and propose suggestions to Butlins to improve access to and from the Proposed Development.
- 8.2.4 All information gathered through the monitoring process will continue to be summarised into an annual progress report which will be presented to Butlins Management and made available to WSCC and ADC should they wish to see the report. The TPC will be responsible for undertaking monitoring and for reporting the results of the monitoring process to form part of the overall Butlins report.
- 8.2.5 A programme of monitoring and review will be implemented to generate information by which the success of the TP and management of the Proposed Development can be evaluated. Monitoring and review will be the responsibility of the TPC.
- 8.2.6 The TPC will be required to keep up-to-date records associated with the day-to-day operation of the TP. These will include:
- Monitoring Records: Feedback from the monitoring procedure will be maintained for input into an annual TP Review process;
 - Review Reports: Copies of historic review reports will be retained for reference purposes and for analysis of the longer term effectiveness;
 - Correspondence File: A file will be maintained to include correspondence relating to ongoing management of the TP from team members; and
 - Incidents File: An incidents file will be maintained to record travel related incidents, any team member feedback, and general observations of the TPC, including any strikes given and how many accumulated.

8.3 Frequency and Reporting

- 8.3.1 As emphasised previously, TP monitoring is an important process to check that the TP is effective and progressing. However, this TP is aimed at educating and encouraging the use of different sustainable modes and ensures team members feel connected to the Butlins resort. Therefore monitoring will most likely take place more frequently than the usual travel plan monitoring conditions require.
- 8.3.2 A staff travel survey will be conducted within 6 to 12 months of full occupation of the expanded site and regular monitoring will occur thereafter.

8.4 Monitoring and Review

- 8.4.1 The success of the TP will rely on the support of team members. The TPC will be in regular contact with team members given they will also reside at Ashley Houses to ensure that the principles within the TP are understood and also that the information as it relates to travel by means other than the private vehicle is relayed through the appropriate channels for all user groups as outlined.

9. SUMMARY AND CONCLUSION

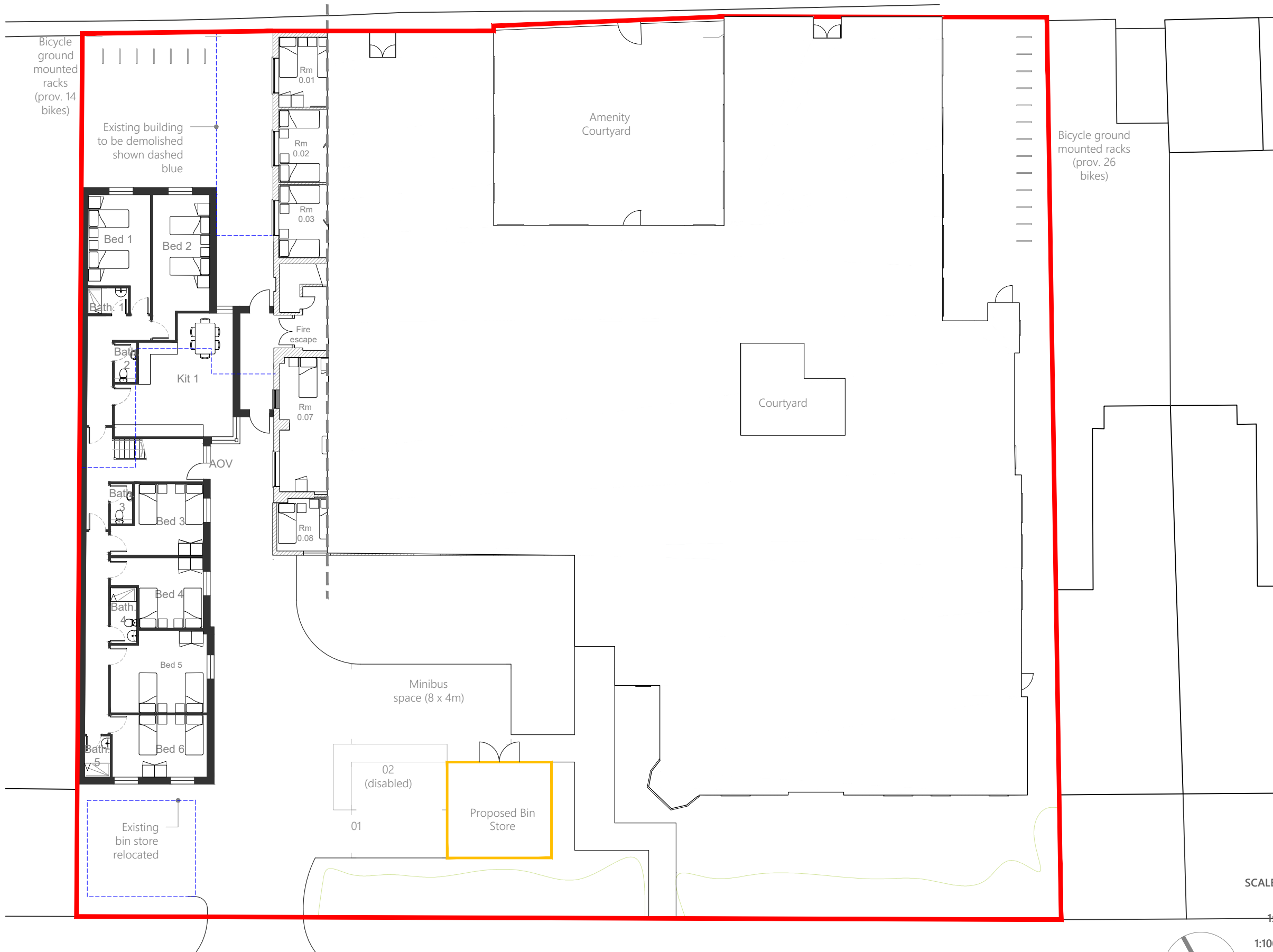
- 9.1.1 SYSTRA has been commissioned by Ashley House LLP (the Applicant) to provide transport and highways consultancy services in support of the new development proposals at the Ashley House, 120 Aldwick Road, Bognor Regis, PO21 2PB (the Site).
- 9.1.2 The Proposed Development which would be covered by this updated Travel Plan incorporates the construction of a new block within the grounds of the Site, providing an additional fifteen bedrooms and five new kitchens. This will total 51 bedrooms for 101 Team Members in total.
- 9.1.3 The Site is currently in use as team member accommodation for staff of the Butlins resort in Bognor Regis, for which planning permission was granted in August 2016.
- 9.1.4 The TP is about raising awareness of all sustainable modes and getting team members to try different sustainable modes of travel for work and personal circumstances. The TP puts forward a variety of ways in which sustainable travel patterns will be embedded and promoted at the site through a range of measures.
- 9.1.5 The Site is located in close proximity to a number of transport options including bus and rail. Sustainable transport to and from the Site will also be promoted through the provision of cycle parking and bicycles.
- 9.1.6 The overwhelming majority of trips associated with the Site are expected to be via public transport or sustainable means given that the current team members do not have on site car parking and will not be allowed to park on surrounding streets, which will be managed through an Accommodation Agreement. Butlins provide 30 bicycles on Site for team members to borrow. This aims to encourage sustainable travel throughout the day.
- 9.1.7 In conclusion, the Site is located in a sustainable location, in proximity to public transport, walking and cycling connections and nearby local amenities and therefore the expansion of the accommodation facilities is considered suitable and reasonable. This TP has identified a number of measures that aim to encourage sustainable travel at the Site, the public transport links and Butlins bicycles have already proved and are expected to continue to be popular transport options at the Site. These measures combined with the no car policy will ensure that the majority of travel is undertaken by either public transport or sustainable means.

Appendix A: Proposed Development Floor Plans

Ashley House, Bognor Regis	
Final Report	JRSODE24
Travel Plan	07/08/2018

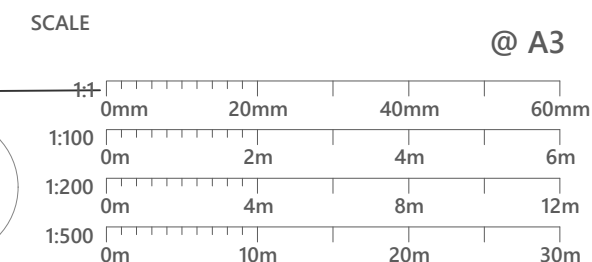
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Key
Existing
Proposed
Demolished



Ground Floor Plan

Scale 1:200



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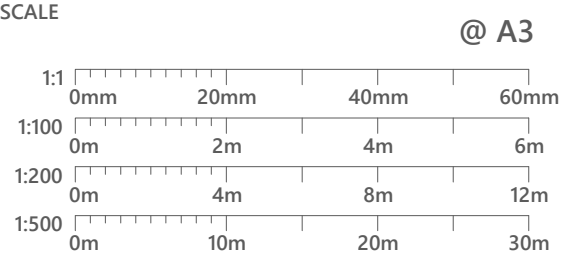
CLIENT 120 Aldwick Rd LLP
PROJECT Ashley House - West Wing
DRAWING TITLE Proposed Ground Floor Plan

DWG NO. 170 / 3.101
SCALE 1:200 @ A3
REVISION 05
DATE 07.08.2018

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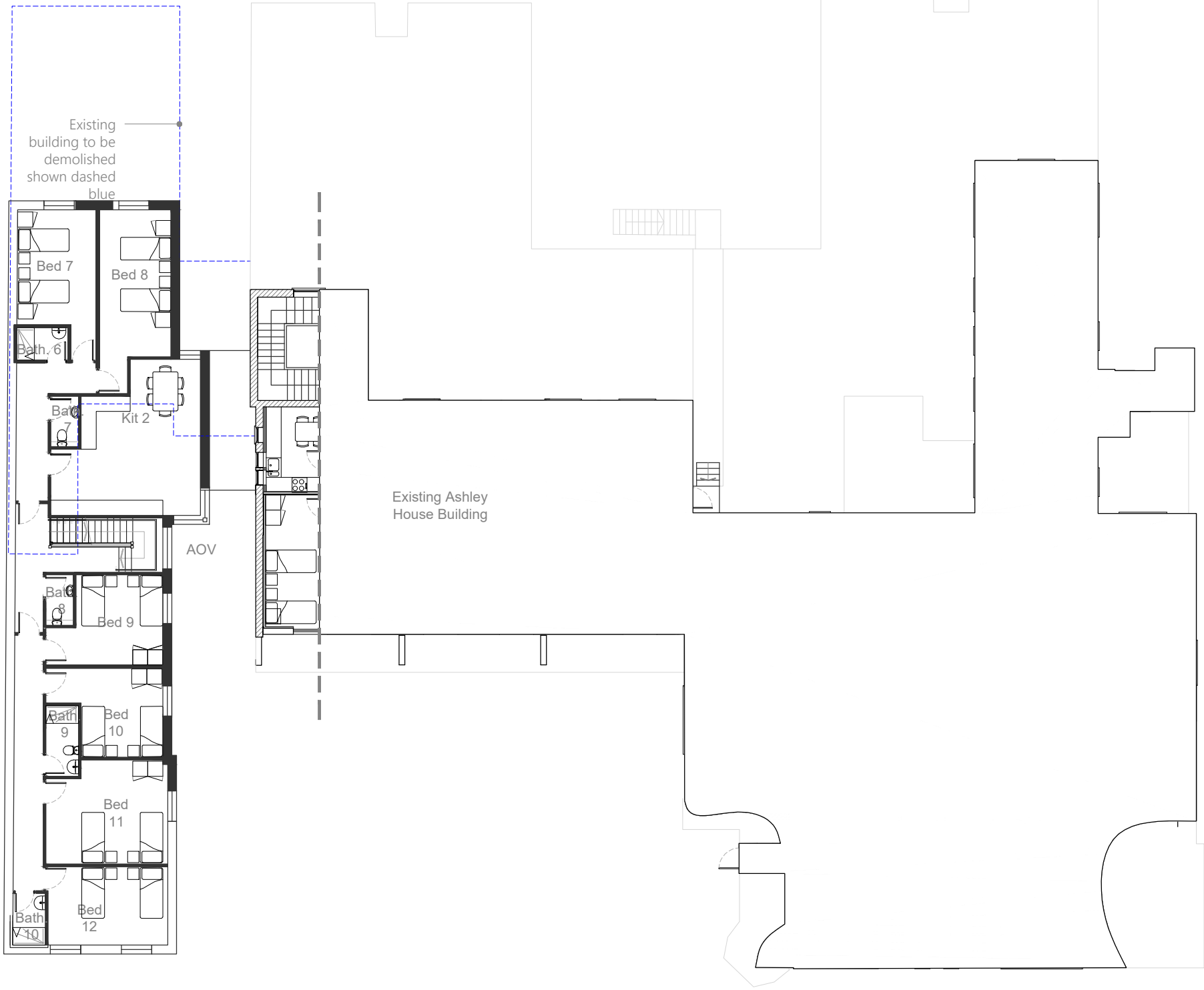
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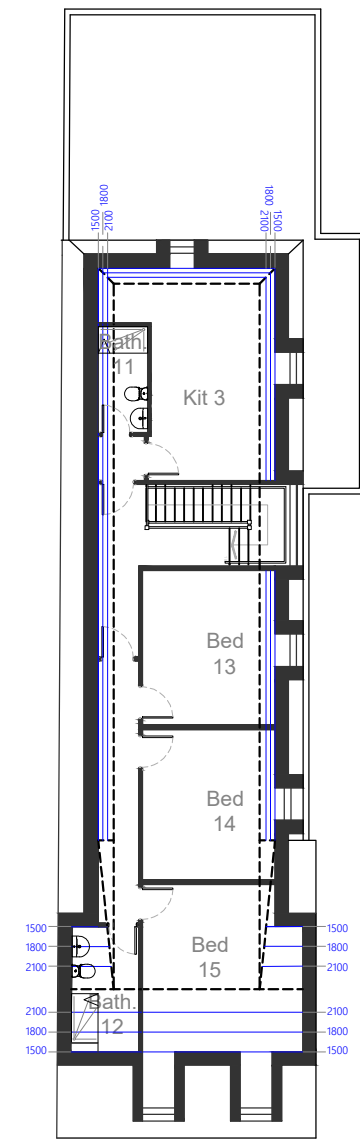
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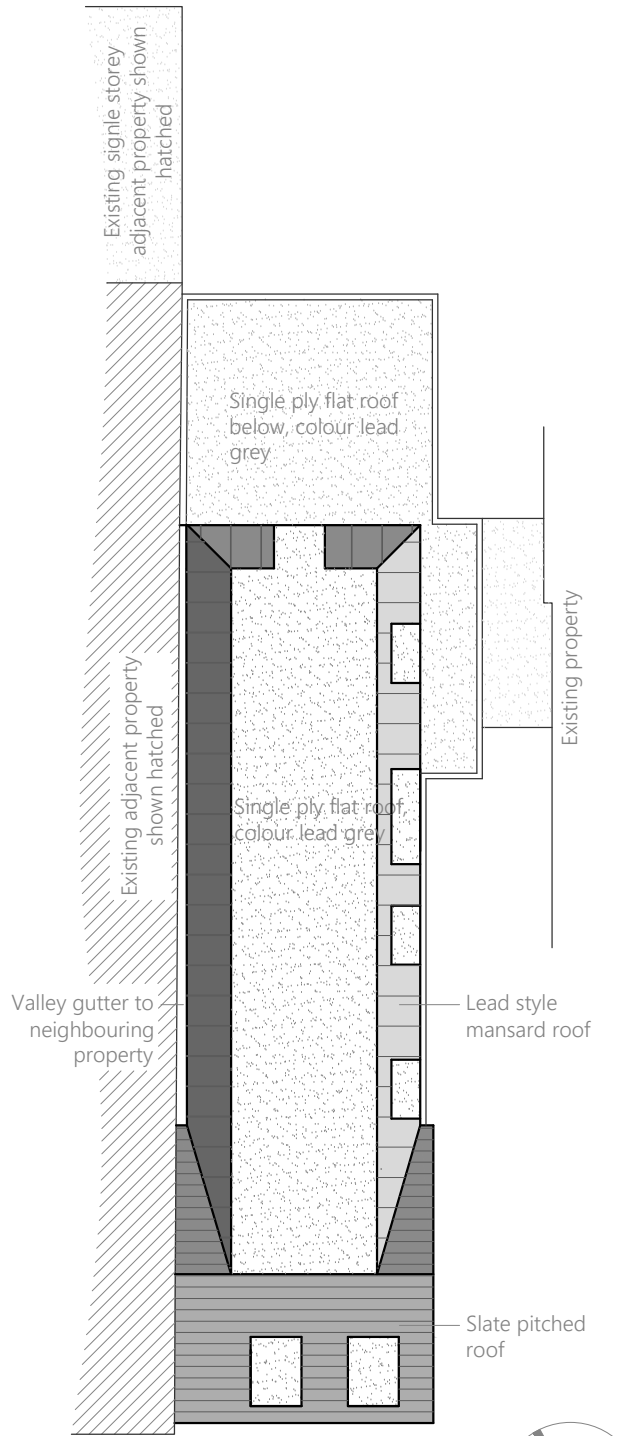
First Floor Plan

Scale 1:200



Second Floor Plan

Scale 1:200



Roof Plan

Scale 1:200

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CLIENT 120 Aldwick Rd LLP

PROJECT Ashley House - West Wing

DRAWING TITLE Proposed First, Second & Roof Plans

DWG NO. 170 / 3.102

SCALE 1:200 @ A3

REVISION 06

DATE 07.08.2018

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Ashley House, Bognor Regis

Final Report

JRSODE24

Travel Plan

07/08/2010