

Statement of Community Involvement

Butlin's St Joseph's
December 2016

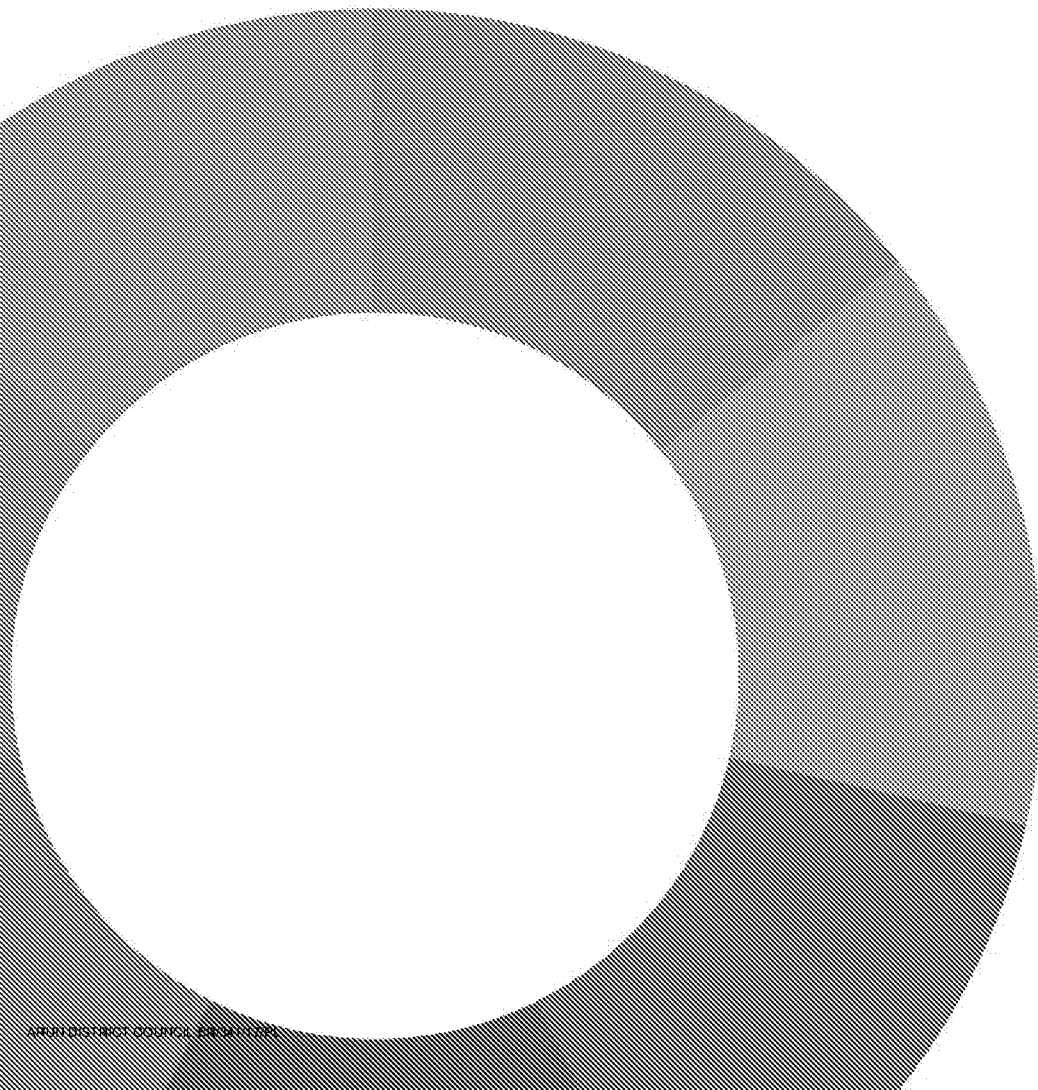


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Executive Summary

- Butlin's ('the applicant') is submitting a planning application to Arun District Council (ADC) for the change of use of St Joseph's, Essex House (1-2 Walton Road) and Blackbird Cottage ('the site') to provide accommodation for up to 90 Butlin's team members and an on-site manager.
- The proposals include 53 bedrooms with 15 kitchens and dining areas dedicated to a cluster of rooms, on-site manager accommodation, lounge areas, the provision of laundry facilities, bin storage and cycle parking spaces. There is additionally an accommodation, noise management and travel plan in place for team members who will be required to sign an accommodation agreement prior to taking residence in the premises.
- This application seeks to provide new off-site Butlin's team accommodation in order to enable the redevelopment of parts of the Butlin's Bognor Regis site. Part of this redevelopment includes application BR/240/16/PL - for the erection of a new swimming pool building, new pedestrian links, alterations to existing car parks areas; proposed decked car park; new guest reception gatehouse and alterations to the site internal road layout.
- The applicant appointed independent specialists PPS Group to undertake a programme of engagement, in line with ADC's Statement of Community Involvement (SCI) and the tenets of the Localism Act 2011. This document explains the engagement process that has been undertaken in relation to this application.
- A Community Information Event was hosted on Monday 12 December on-site at St Joseph's (Albert Road, Bognor Regis, PO21 1NJ) to provide an opportunity for the wider community to understand and discuss the proposals. Invitations (Appendix 1) were sent out to 382 households in the vicinity of the site (map – Appendix 2) and a preview session was held for local stakeholders, political representatives, and community groups (Appendix 3). Attendees of the stakeholder preview included representatives of ADC and Bognor Regis Town Council (BRTC).
- At the event, four presentations was given by the Butlin's Resort Director and relevant members of the project team including the architect, planners and transport consultant were on hand to answer any questions that attendees had. Attendees also had the chance to view a series of display boards (Appendix 4) which identified the key aspects of the proposals, including floor plan details, Butlin's team member profiles, the noise management plan, travel strategy and an accommodation management plan.
- People were also encouraged to complete a feedback form in which they could freely express their views (Appendix 5). Feedback forms consisted of a general open question seeking views on the change of use of the site. 76 people (including 9 to the stakeholder preview) attended the event and 3 feedback forms were received. Feedback at this stage showed the most common topics of interest related to access, parking and noise management.

- A representative of the applicant held a number of one to one meetings with residents that could not attend the Community Information Event. This took place with residents from Walton House, Las Arenas and Walton Walls on Friday 9 December, Monday 12 December and Thursday 15 December. Topics discussed included the noise management plan and boundary treatment between the site and the neighbouring properties.
- The applicant will continue to engage with the local community and key stakeholders in the months ahead as the application progresses through the planning process.

Background

Introduction

Butlin's is submitting a planning application to Arun District Council regarding a change of use for the buildings known as St Joseph's, Essex House (1-2 Walton Road) and Blackbird Cottage as a house in multiple occupation for the accommodation of 90 Butlin's team members and an on-site manager. The proposed use also encompasses a central courtyard area of land between Las Arenas and Blackbird Cottage; and a standalone Conservatory located to the rear of Beach Lodge.



The proposals include 53 bedrooms with 15 kitchens and dining areas dedicated to a cluster of rooms, on-site manager accommodation, lounge areas, the provision of laundry facilities, bin storage and cycle parking spaces. There is additionally an accommodation, noise management and travel plan in place for team members who will be required to sign an accommodation agreement prior to taking residence in the premises.

As previously mentioned, this application seeks to provide new off-site Butlin's team accommodation in order to enable the redevelopment of parts of the Butlin's Bognor Regis site. Part of this redevelopment includes application BR/240/16/PL - for the erection of a new swimming pool building, new pedestrian links, alterations to existing car parks areas; proposed decked car park; new guest reception gatehouse and alterations to the site internal road layout.

Purpose of engagement

Butlin's recognises the impact the change of use has on local communities and believes that local people should be involved in helping shape the environment in to which they live.

The importance of pre-application engagement is recognised in the Government's National Planning Policy Framework (NPPF), adopted in March 2012, which states that:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community." (Section 188, page 45).

In accordance with the NPPF, the applicant has undertaken a programme of early engagement with the local community, to ensure that local people have the opportunity to understand the proposals prior to the submission of a planning application. This programme is also compliant with the National Planning Policy Guidance (NPPG).

Against this background, the objectives of this engagement strategy and programme were as follows:

- To ensure that the local community, its elected representatives and key stakeholders are fully engaged in the plans at both the pre- and post-application stages; and
- To demonstrate how feedback has been incorporated in the revised proposals, and to explain why not, if it has not been.

Effective community involvement should ensure that people:

- Have access to information;
- Can put forward their own ideas and feel confident that there is a process for considering those ideas;
- Can take an active part in developing proposals and options;
- Can comment on formal proposals; and
- Get feedback and can be informed about progress and outcomes.

The applicant is committed to fulfilling these principles and engaged PPS, a specialist consultancy, to co-ordinate engagement and report back on the results.

ADC's Statement of Community Involvement (SCI)

ADC's SCI was adopted in 2012 and sets minimum requirements for engagement in line with those set out in the Localism Act 2011.

The document states that:

“The Council recommends that developers adopt at least one of the consultation methods... in advance of submitting planning applications for both minor and major applications:

- *Public exhibitions – exhibitions held locally to the proposal can provide information and raise interest*
- *Town & Parish Councils – important way of raising interest locally and provides access to a network of local community groups*
- *Media – Radio and local press can enable a wide audience to be reached. Documents and processes can be explained in simple, appropriate language*
- *Specialist community involvement consultant - This should be considered in order to devise overall strategy and run specific events*
- *Notify neighbours – this can address concerns early on in the process and applications may be revised having regard to legitimate concerns raised”*

The engagement programme outlined in this report was developed to conform to this local guidance, as well as national principles and best practice in pre-application community engagement.

PPS Group and engagement

PPS Group is a leading communications company that specialises in community engagement relating to planning applications and has over 25 years of experience of working with communities up and down the country.

It was one of the first companies to promote the benefits of engagement on planning applications and is expert at developing specific programmes to ensure that our community consultations contribute positively to the planning process.

PPS Group is an accredited member of the Consultation Institute, which helps all those engaged in public or stakeholder consultation to absorb best practice. As a founder member, PPS also adheres to ethical standards as set out by the Association of Professional Political Consultants.

Community Information Event

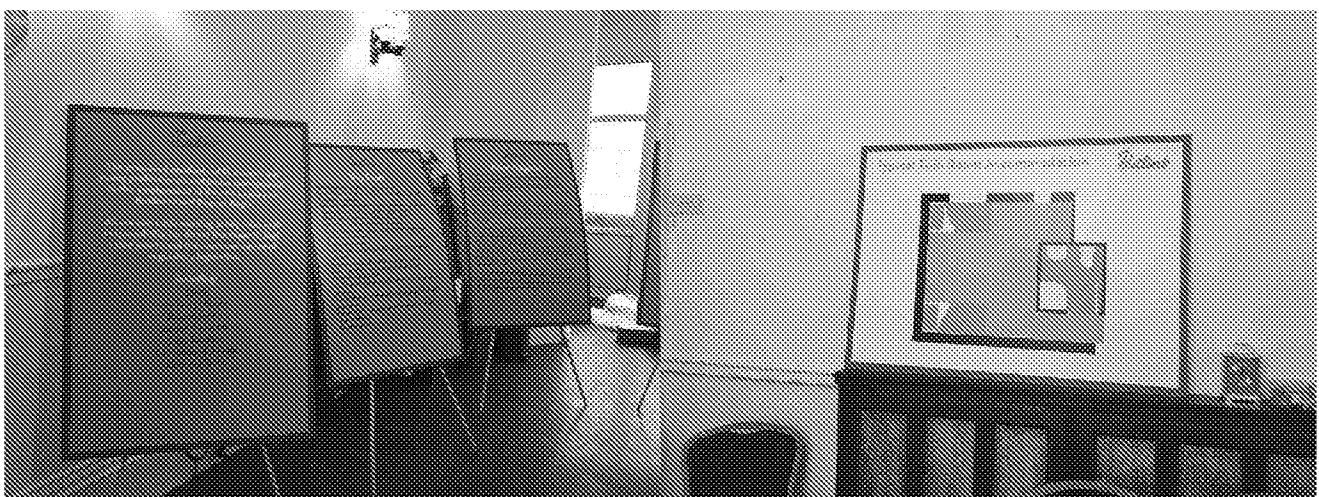
A Community Information Event was hosted on Monday 12 December on site at St Joseph's (Albert Road, Bognor Regis, PO21 1NJ) to provide an opportunity for the wider community to understand and discuss the proposals. Invitations (Appendix 1) were sent out to 382 households in the vicinity of the site (map – Appendix 2).

Letters were also extended to local stakeholders, political representatives, and community groups (Appendix 3). A dedicated preview session was held for these stakeholders and invitations went to:

- Members of BRTC
- Councillor Paul Wells (Hotham Ward, ADC)
- Councillor Stephen Reynolds (Hotham Ward, ADC)
- Councillor Gillian Brown (Leader of ADC)
- Planning representatives from ADC

Attendees included:

- Councillor Paul Wells (Hotham Ward, ADC)
- Councillor Tony Gardiner (BRTC)
- Councillor Pat Dillon (BRTC)
- Councillor Dougal Maconachie (BRTC)
- Planning representatives from ADC



In total 76 people attended the Community Information Event (including 9 for the stakeholder preview) on plans for the change of use of St Joseph's, Essex House (1-2 Walton Road) and Blackbird Cottage.

At the event, four presentations was given by the Butlin's Resort Director and relevant members of the project team including the architect, planners and transport consultant were on hand to answer any questions that attendees had. Attendees also had the chance to view a series of display boards (Appendix 4) which identified the key aspects of the proposals, including floor plan details, Butlin's team member profiles, the noise management plan, travel strategy and accommodation plan.



People were also encouraged to complete a feedback form in which they could freely express their views (Appendix 5). Feedback forms consisted of a general open question seeking views on the change of use of the site.

Through this open approach the applicant sought to understand what people thought was important in relation to the proposals on display, as well as the broader issues and concerns people had. In total, 3 feedback forms were received.

Analysis of the key themes raised by respondents

Question

‘What do you think about the St Joseph’s proposals?’

The feedback forms reflected the following topics of interest:

- Pleased that the parking provision will not impact upon existing parking arrangements
- Pleased with the noise management strategy
- Positive regarding the proposed use of the buildings
- Concern with security lights impacting surrounding buildings

Given the relatively low number of responses, it is important to take care in drawing too many conclusions, a low level of response should not be seen as opposition to the proposals, but not should it be seen as acceptance or support.

Further to this, the following amendments have been made in light of feedback from the event. This includes:

- Access to the Blackbird Cottage via Walton Avenue access would be further restricted from 7pm to 7am (restriction increased from 8pm previously)
- Access to the conservatory would be restricted between 7pm and 8am, to ensure the amenities of the neighbouring properties is safeguarded

Additionally an External Lighting Statement will be submitted as part of the application detailing the proposed security lighting and mitigation measures designed in order to safeguard the amenity of the residents of the surrounding properties.

Communication channel

Throughout the engagement programme, a community telephone number (0800 008 6769) was made available for people to contact the project team, ask questions and submit feedback.

This communication channel will remain open and available throughout the planning process should any interested parties have questions, queries or comments in the future.

Comment Samples

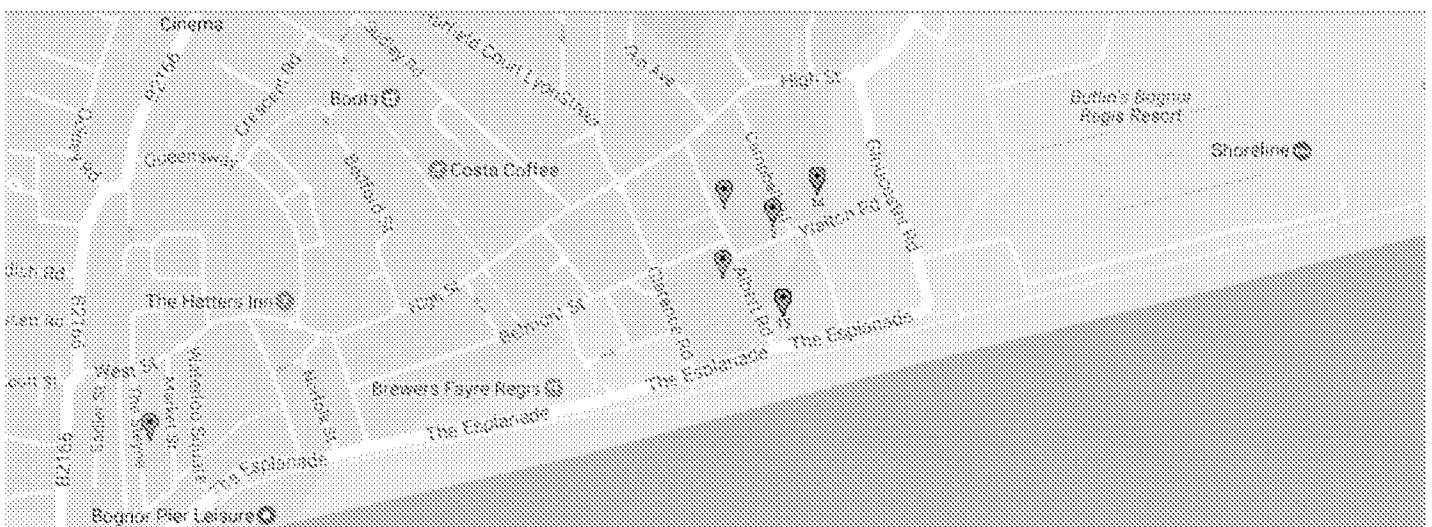
“Good use of a redundant building”

“Noise strategy plan is also supportive to residents”

“Great planned use – will be well managed”

Address Data

Shown on the map below are the postcodes of those attendees who chose to give their addresses via the sign-in books. The majority of attendees were from the immediate area that surrounds the site (in yellow), most falling within a half kilometre of the site itself.



Neighbour one to one meetings

Representatives of the applicant held further one to one meetings with residents that could not attend the Community Information Event. A number of meetings took place with residents from Walton House, Las Arenas and Walton Walls.

These took place on:

- 09.12.16
- 12.12.16
- 15.12.16

Topics raised at these meetings include:

- Noise management plan
- Boundary treatment between the site and the neighbouring properties

Responses

The feedback received during the engagement programme has been fully considered by the project team. The table below highlights the applicant's response to the key issues:

Topic	Response
Noise Management	• An accommodation and noise management plan will be put in place for team members, who will be required to sign an accommodation agreement prior to taking residence in the premises • Detailed noise mitigation measures will be outlined in the Acoustic Assessment Report that will be submitted as part of the application
Access, traffic and parking	• Access to the Blackbird Cottage via Walton Avenue access would be further restricted from 7pm to 7am (restriction increased from 8pm previously) • Access to the conservatory would be restricted between 7pm and 8am, to ensure the amenities of the neighbouring properties is safeguarded

Conclusion

In line with local and national guidance, Butlin's has undertaken a programme of engagement with local residents, stakeholders and representatives for a planning application for the site.

The engagement programme was focused on a Community Information Event. At the event, a presentation was given by the Butlin's Resort Director and relevant members of the project team including the architect, planners and transport consultant were on hand to answer any questions that attendees had. People also had the opportunity to view a series of exhibition boards detailing the proposals which included floor plan details, Butlin's team member profiles, the noise management plan and travel strategy. Attendees were also encouraged to complete a feedback form in which they could freely express their views.

In total 76 people attended the Community Information Event (including 9 for the stakeholder preview) on plans for the change of use of St Joseph's, Essex House (1-2 Walton Road) and Blackbird Cottage. Stakeholders who attended included representatives of Arun District Council and members of Bognor Regis Town Council. Feedback at this stage showed the most common topics of interest related to access, parking and noise management.

The following amendments have been made in light of feedback from the event. This includes:

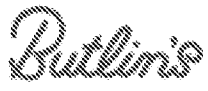
- Access to the Blackbird Cottage via Walton Avenue access would be further restricted from 7pm to 7am (restriction increased from 8pm previously)
- Access to the conservatory would be restricted between 7pm and 8am, to ensure the amenities of the neighbouring properties is safeguarded

Furthermore, a representative of the applicant held a number of one to one meetings with residents that could not attend the Community Information Event. This took place with residents from Walton House, Las Arenas and Walton Walls on Friday 9 December, Monday 12 December and Thursday 15 December. Topics discussed included the noise management plan and boundary treatment between the site and neighbouring properties.

Throughout the engagement process the applicant has offered to meet with local stakeholders, including elected politicians and representatives of community groups, and have provided individual briefings when requested. Butlin' is keen to ensure an ongoing dialogue with all stakeholders as the application goes through the planning process and as such will keep all communication channels and interested parties updated in the future.

Appendices

Appendix 1 – Resident Letter for Community Information Event



Name _____
 Address 1 _____
 Address 2 _____
 Address 3 _____
 Postcode _____

1 December 2016

Dear Resident,

St Joseph's Proposals – Community Information Event

We are writing to you in connection with Butlin's proposals to convert St Joseph's House, Essex House and Blackbird Cottage to provide accommodation for our Bognor Regis resort team members.

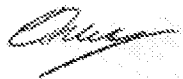
Before we submit a planning application to Arun District Council, we will be hosting a Community Information Event at which you will be able to learn more about the proposals, discuss them with our project team and provide feedback on the plans.

The information event will be held on **Monday 12th December** on site at St Joseph's (Albert Road, Bognor Regis, PO21 1N) **between 4pm and 8pm**. Entrance to the venue will be via Albert Road.

If you have any immediate questions about the proposals or will be unable to attend the information event, please call the project's community line on 0800 065 5769. If you do call, please ask for my colleague Nikhil Ramakrishnan.

We hope to see you on the 12th December.

Yours sincerely,



Jeremy Pardey
 Resort Director
 Butlin's Bognor Regis

Appendix 2 – Distribution Area for Residents' Invitation to Community Information Event



Appendix 3 – Stakeholder Letter for Community Information Event



Name _____
 Address 1 _____
 Address 2 _____
 Address 3 _____
 Postcode _____

1 December 2016

Dear Stakeholder,

St Joseph's Proposals – Community Information Event

We are writing to you in connection with Butlin's proposals to convert St Joseph's House, Essex House and Blackbird Cottage to provide accommodation for our Bognor Regis resort team members.

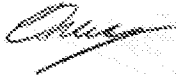
Before we submit a planning application to Arun District Council, we will be hosting a Community Information Event at which you will be able to learn more about the proposals discuss them with our project team and provide feedback on the plans.

The information event will be held on Monday 12th December on site at St Joseph's (Albert Road, Bognor Regis, PO21 1NU) between 4pm and 8pm. However, in light of your role, we would like to invite you to attend a dedicated preview session between 2.00pm and 3.00pm. Entrance to the venue will be via Albert Road.

If you have any immediate questions about the proposals or will be unable to attend the event, please call my colleague, Nikhil Ramakrishnan, on 0800 508 6769.

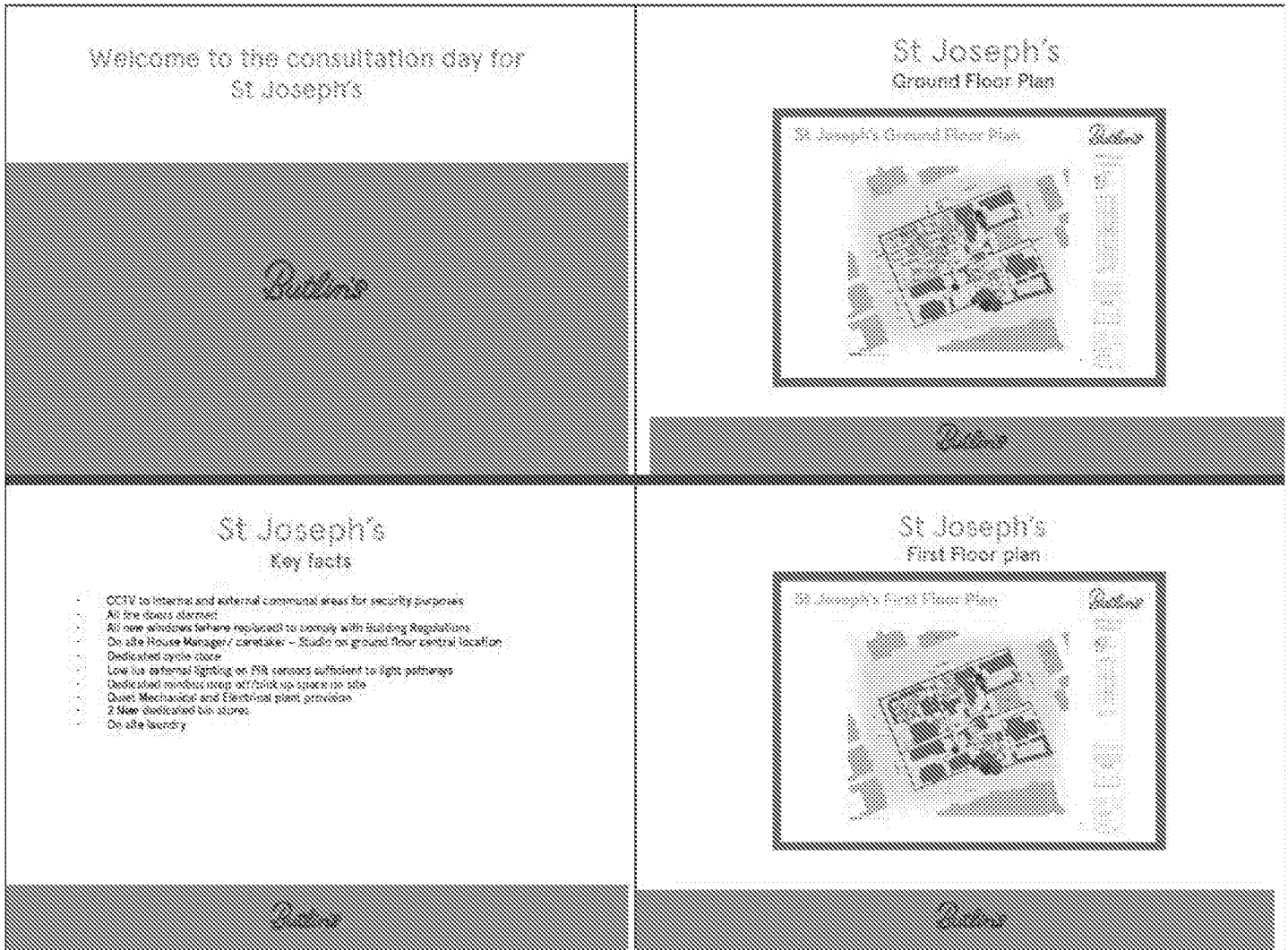
We hope to see you on 12th December.

Yours sincerely,



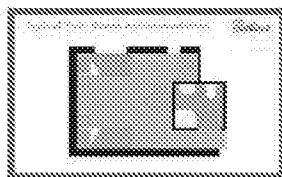
Jeremy Pardey
 Resort Director
 Butlin's Bognor Regis

Appendix 4 – Boards



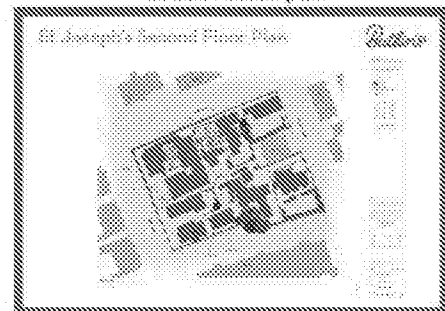
St Joseph's Key facts

- Capacity for up to 91 team members
- **53 Bedrooms** (26 at ground floor, 10 first floor, 5 second floor, 4 third floor)
- 19 of the bedrooms are en-suite with an additional 21 bathrooms / WCs
- 16 Kitchens, dedicated to clusters of rooms
- Card access control to main entrance doors, bedrooms



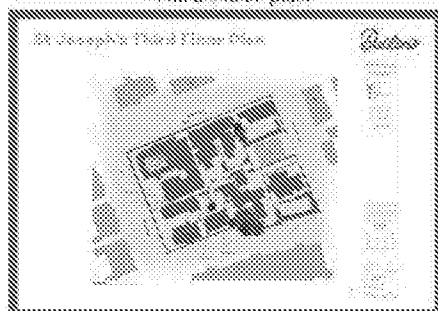
Bedrooms

St Joseph's Second Floor plan



Bedrooms

St Joseph's Third Floor plan



Bedrooms

St Joseph's Residents Profile

The residents would be team members from the 'Specialised' team that we would like to offer priority bed spaces too in St Joseph's because they have a skill set that we cannot recruit solely/3 at all from just the local area.

They are KEY roles in our business, and are of qualification roles that are considered to be exceptionally difficult to recruit across the UK. The Chef role in particular has been described as there being a 'big shortage' for Chefs. As a consequence we are very keen to ensure our Chefs stay with us and are provided for in the best possible way - this includes providing them with accommodation.

Chefs
Nursery Nurses
Resort Safety
Junior Managers
Team Leaders
Environmental Team
Catering Team

Bedrooms

St Joseph's Meet some of the Bognor Team...



Hello, I'm Jade Collingwood, I am a qualified Nursery Nurse working in the Teen Nursery on resort, and have worked here for 5 years.



Hello there - my names is James Telling and I am a Chef in our Beachcomber Restaurant and have worked at Buthins Bognor Regis for 5 years.

Buthins

St Joseph's Meet some of the Bognor Team...



Hello I'm Sedic Maheta, I work for our Resort Safety team and am an ISM Licence holder. I have worked and lived on resort for 2.5 years.



I am Holly Krupar, I am a qualified sports coach and have worked here for 5 years.

Buthins

St Joseph's Management Plan

St Joseph's will be an off site property to relocate a proportion of the current professional live-in team.

An *Accommodation Agreement* is signed by every team member of the professional live-in team, which sets out terms and conditions to ensure that harmonious relations with their residential neighbours and visiting guests are met at all times.

Team Accommodation Manager: There will be a full time manager who will reside at the property and the purpose of their role is to:

- Ensure the safety and welfare of all resident team members;
- Enforce the Accommodation Agreement;
- Enforce the House Rules;
- Ensure that internal & external communal areas are kept clean and tidy;
- Carry out repairs etc.

Buthins

St Joseph's Management Plan

House Rules

NOISE

Quiet time between 10pm - 7am.

Section 4.9 of the Accommodation Agreement: "Not to create any nuisance or annoyance to other occupants of accommodation" will be adhered to.

ACCESS

Card controlled access only through the main front entrance.

GUESTS

No visitors to stay overnight (Section 4.6 of the Accommodation Agreement).

Rooms on the resort can be booked at a discount rate for family and friends of team members - there will be no consent given for overnight visitors in this case.

Visitors to St Joseph's must be pre-authorized by the Team Accommodation Manager and they will be signed in/out.

Buthins

St Joseph's Management Plan

House Rules

CONDUCT

There will be a 3 strikes rule within the Accommodation Agreement. If this is breached the agreement will be terminated and the team member will be asked to leave their accommodation.

DELIVERIES

No deliveries are permitted to team accommodation; all deliveries are coordinated through the main post room at the resort. St Joseph's residents will come to collect any goods from the main resort.

RESORT SAFETY OFFICERS

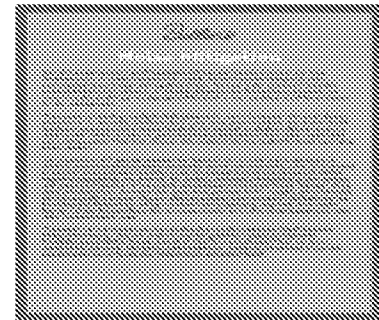
The resort safety team operate 24/7 cover at the main resort. Teams are able contact them at any time with any security concerns or complaints.

This will continue at St Joseph's and a resort safety officer will be able to visit the property if required in the event that the resident team accommodation manager is not available.

Estimated response time would be under 10 minutes.

Bulfinch

St Joseph's Noise Management



Bulfinch

St Joseph's Travel Strategy

ACCESSIBILITY

The development site is located to the east of Poplar Road to West Sussex approximately 150m from the Bulfinch resort. It is accessed by Poplar Road to the north, Station Avenue to the east, Alton Road to the west and a potential development access to the south which runs over the greenfield.

The site is approximately 500m from Brighton Regis Station, connecting Brighton to London Victoria and all associated stations. Brighton Regis train station is just 550m to the south, where numerous buses and services are available to residents including a Direct Express and Mountain.

The development site has excellent links to the Esplanade road and the Bulfinch Resort, being less than 150m from these locations. The nearest bus stop to the site is located 100m to the south of the site on Regis Street and serves routes 87, 802, 17 and the 1000 bus route.

The main pedestrian entrance will be from Albert Road, though access can also be gained from Station Road and Station Avenue depending on the location of the resident's room.

Bulfinch

St Joseph's Travel Strategy

CAR PARKING

There will be a reduction in car parking at the site compared to existing 3 spaces. The car parking is being terminated and reduced with only two car parking spaces including one disabled space.

There is no provision for car parking for Bulfinch staff on site. Buses are either on parking at the resort if required, however existing staff car ownership levels are extremely low at 0.26 vehicles per staff member so it is not expected that there will be any significant demand for this.

CYCLE PARKING

Provision will be made for 25 secure, covered cycle parking spaces on site.

A further 42 existing cycle parking spaces are available on the Bulfinch Resort, which are rarely full at present. The use of these spaces will be monitored and Bulfinch will cover any demand changes as required through a travel plan.

Bulfinch

St Joseph's Travel Strategy

SHUTTLE BUS

A hybrid mini bus will be operating between the development site and the Bulfinch Resort to transport team members, who require it, to work. This will be exclusively available to team members residing at off-site accommodation provided and run by Bulfinch, and will run between 07:00-16:00 and 16:00-23:30. An online booking system will be in place to ensure no unnecessary trips are made; shuttle bus trips will be monitored and adjusted as required.

This is not expected to be a heavily used transport option considering the site is less than 200m from the Bulfinch resort; however, the availability will ensure those working late/early morning shifts and those with mobility issues are transported to and from the site safely. A dedicated car able drop off/pick up space will be provided.

SUSTAINABLE TRANSPORT

A Travel Plan will be implemented at the site and managed by Bulfinch to provide welcome packs to local residents and educate residents on the sustainable travel options available and encourage and monitor the implementation and use of these measures.

Bulfinch

Bulfinch

Butlin's

Contact details

Name: _____

Address: _____

Phone: _____

Email: _____

If you would like to post-in your feedback, please take a copy and send it to our freepost address:

Butlin's
FREEPOST, ref: RTRB-LUJ-AGBY
c/o PPS Group
Sky Light City Tower
55 Basinghall Street
London
EC2V 5DE