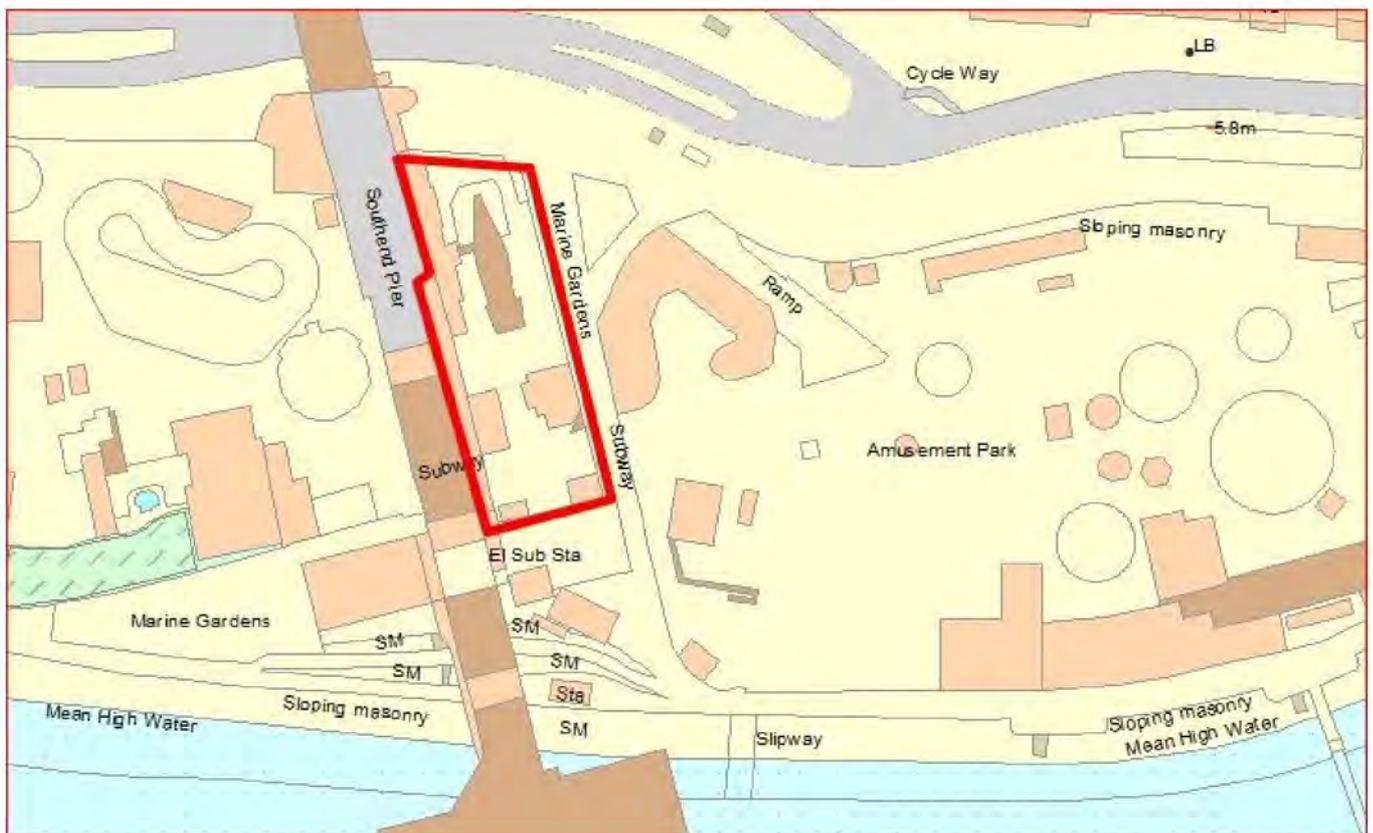


<b>Reference:</b>	14/00069/BC4M
<b>Ward:</b>	Milton
<b>Proposal:</b>	Erect building to create indoor adventure fun park to eastern side of the pier at Adventure Island
<b>Address:</b>	Adventure Island, Western Esplanade, Southend-On-Sea, Essex
<b>Applicant:</b>	Mr M Miller
<b>Agent:</b>	SK Architects
<b>Consultation Expiry:</b>	7 April 2014
<b>Expiry Date:</b>	26 May 2014
<b>Case Officer:</b>	Phillip McIntosh
<b>Plan Nos:</b>	161 P01 REV E, 161 P02 REV E, 161 P03 REV E
<b>Recommendation:</b>	<b>GRANT PLANNING PERMISSION</b>



## **1 The Proposal**

- 1.1 This application seeks planning permission to erect a building adjacent to the pier entrance within the Adventure Island theme park for the purpose of providing indoor amusements. The building will be sited on the eastern side of the pier on the land which formerly contained the 'Blackbeard' pirate ship.
- 1.2 The building would have a maximum height of 13.3m although 4.3m of the building is below street level. The building would be approximately 21m wide and would extend a depth of approximately 65m, filling the entire space of the currently vacant piece of land. The building would have a curved roof which would rise from east to west when viewed from the esplanade and would rise above the pier deck level by 6.5m. The building would have a largely glazed frontage and Rockpanel 'Chameleon' cladding. The remainder of the building would be finished in a more commercial cladding with a powder coated profiled sheet metal roof that would also contain a number of roof lights.
- 1.3 The aim of the facility is to increase the seasonality of the seafront so rides and amusements can be accessed all year round. The proposal would also result in the creation of 100 full-time equivalent jobs (FTEs).

## **2 Site and Surroundings**

- 2.1 The site consists of approximately 0.1ha of the Adventure Island theme park to the west of Southend Pier (a Grade II Listed Building). The area currently forms part of the former Blackbeard Pirate Ship ride although this has been removed. This part of Adventure Island is set some 4.3m below the ground level of Western Esplanade.
- 2.2 To the east and south of the site is the wider theme park, with amusement and related buildings and rides; many of which are little higher than the adjacent road level. To the north of the site is Western Esplanade, with the Pier Lift and gardens, Pier Hill and the locally listed Palace Hotel. Beyond this is the main shopping precinct of the High Street. To the west lies the Grade II listed Southend Pier.
- 2.3 The site is located within the Central Seafront area, as identified on the Local Plan, and in flood zone 3 (high risk). The area to the north of the site including the Palace Hotel, pier hill and gardens forms part of the Clifftown conservation area. Immediately to the south of Adventure Island lies the RNLI boat house and beyond this is the inter-tidal zone of the Thames estuary which forms part of the Southend and Benfleet Marshes SSSI, SPA and RAMSAR site.

## **3 Planning Considerations**

- 3.1 The main considerations in the determination of this application are the principle of development, design and impact on the character of the area and the listed building, ecology, flood risk and drainage, traffic and transport implications and sustainability.

## 4 Appraisal

### Principle of Development

#### **NPPF; DPD1 (Core Strategy) policies KP1, KP2, CP3 and CP4 Borough Local Plan C11, C16, L1, L2 and T11.**

- 4.1 The National Planning Policy Framework (NPPF) promotes the delivery of sustainable development and advises there are 3 dimensions to sustainable development; economic, social and environmental. These 3 roles seek to deliver new development which will build a strong responsive and competitive economy; strong, vibrant and healthy communities and contribute to protecting and enhancing our natural, built and historic environment. The NPPF calls for the planning system to ensuring land is available in the right places to support growth and innovation.
- 4.2 Policy KP1 (Spatial Strategy) recognises that appropriate regeneration and growth will be focussed in a number of areas including the seafront. New development should; *“enhance the Seafront’s role as a successful leisure and tourist attraction and place to live, and make the best use of the River Thames, subject to the safeguarding of the biodiversity importance of the foreshore and ensuring that European and international sites for nature conservation are not adversely affected by any new development.”* Policy KP2 requires new development to meet the strategic objectives of the Core Strategy which include; *“SO4 – Secure sustainable regeneration and growth focused on the urban area, SO14 – Deliver high quality, well designed and attractive urban and natural environments which are safe, people friendly and distinctive, and which respect and enhance existing character and local amenity.”* Policy CP4 requires new development; *“to contribute to the creation of a high quality, sustainable urban environment by promoting sustainable development of the highest quality and encouraging innovation and excellence in design to create places of distinction and a sense of place, safeguarding, protecting and enhancing nature and conservation sites of international, national and local importance and protecting natural resources from inappropriate development.”*
- 4.3 Policy L1 of the Local Plan support proposals for new tourist and visitor facilities, particularly where they create jobs and result in environmental improvements. Policy L2 states the Council will promote new leisure facilities within the Central Seafront Area, and that proposals south of the seafront road will be considered where, amongst other things, they have regard to sites of nature conservation, wider foreshore views and public parking. Policy C11 requires new extensions to respect the scale and character of surrounding development and should enhance public pedestrian areas and open spaces. Policy C16 is concerned with the protection of foreshore views. This policy limits development south of the seafront road outside the Central Seafront Area, but not within it. The application site is located within the Central Seafront Area and therefore, the restrictions set out in Policy C16 do not apply in this case.

- 4.4 There is also emerging policy in the form of an action plan for the town centre and central seafront. The ambition is for this area to be a prosperous and thriving regional centre. Some of the key objectives for the SCAAP are;

*“To improve and transform the economic vitality, viability and diversity of Southend Town Centre by encouraging the establishment of a wider range of homes, businesses and shops whilst providing new opportunities for culture, recreation and leisure”;*

*“To always have regard to the significant biodiversity assets and environmental quality of the Central Area, help meet obligations on carbon emissions and adopt an approach to climate change through measures that mitigate against, or adapt to change, including managing flood risk and water efficiency.” and;*

*“To encourage the establishment and expansion of all businesses in the Town Centre by identifying, promoting or by actively bringing forward suitable sites for development to meet modern user and investor requirements.”*

Policy DS6 seeks to support proposals which will enhance leisure and recreational facilities.

- 4.5 The proposal has the potential to attract visitors to the sea front out of season and has the potential to benefit other, nearby business through linked visitor trips through increased seasonality. Particularly when considered in context with other current proposals such as the lagoon (13/01411/BC4M) and extension to the sealife centre (14/00038/BC4M).
- 4.6 The benefits in terms of improving the seafront as an area for leisure, recreation and the tourism economy must be balanced against any potential impacts on the natural environment and biodiversity, in particular, the international importance of Benfleet and Southend Marshes for migratory birds and issues regarding potential flood risk. Subject to no significant impacts being identified or any impacts being satisfactorily mitigated, the principle of the development is considered acceptable. Other material considerations are discussed below.

## **Ecology and Biodiversity**

### **NPPF, Policies KP1, KP2 and CP4 of the Core Strategy**

- 4.7 The NPPF states that when determining planning applications, local planning authorities should aim to conserve and enhance biodiversity by applying the following principles:

*“if significant harm resulting from a development cannot be avoided (through locating on an alternative site with less harmful impacts), adequately mitigated, or, as a last resort, compensated for, then planning permission should be refused;*

*proposed development on land within or outside a Site of Special Scientific Interest likely to have an adverse effect on a Site of Special Scientific Interest (either individually or in combination with other developments) should not normally be permitted. Where an adverse effect on the site's notified special interest features is likely, an exception should only be made where the benefits of the development, at this site, clearly outweigh both the impacts that it is likely to have on the features of the site that make it of special scientific interest and any broader impacts on the national network of Sites of Special Scientific Interest."*

- 4.8 The area is in close proximity to the Southend and Benfleet Marshes SSSI, SPA and Ramsar site. The SPA and SSSI are afforded protection through the Conservation of Habitats and Species Regulations 2010 (as amended). Ramsar sites are afforded the same level of protection through the NPPF. The Southend and Benfleet Marshes SPA and SSSI qualifies under the Council of the European Communities Birds Directive (79/409/ECC) by supporting populations of European importance of migratory species. The area regularly supports at least 20,000 waterfowl and over winter regularly supports approximately 35,000 individual waterfowl. The directive recognises that habitat loss and degradation are the most serious threats to the conservation of wild birds. It therefore places great emphasis on the protection of habitats for endangered as well as migratory species, especially through the establishment of a coherent network of Special Protection Areas (SPAs) comprising all the most suitable territories for these species. Since 1994 all SPAs form an integral part of the NATURA 2000 ecological network (EUwide network of nature protection areas established under the 1992 Habitats Directive). The site also qualifies as a Ramsar site for assemblages of international importance and species populations of occurring at levels of international importance.
- 4.9 The Council, as the competent authority (CA) has particular duties in making the planning decision with respect to the Conservation of Habitats and Species Regulations 2010. The proposal does not relate to a project directly connected to site management therefore, the development must be screened for whether the project is *likely to have a significant effect*, alone or in combination with other plans or projects, on the qualifying features for which the SPA and Ramsar site are designated. Natural England (NE) have been consulted and their comments will be reported via a supplementary report.
- 4.10 With regard to local biodiversity the site forms part of the theme park although the ride that previously occupied the space has been removed. The majority of the site consists of a concrete base which is not considered to have any habitat value. However, there is a thin strip of land on the eastern side of the site (at street level adjacent to Marine Gardens) which contains a hedge. The hedge has the potential to containing nesting birds. All wild birds are protected by the Wildlife and Countryside Act 1981. They cannot be killed or taken except under licence. Nesting season is typically from 1<sup>st</sup> March to 31<sup>st</sup> July and therefore, it is recommended that an informative is added advising the applicant of their duty under this legislation. Other than this issue, the site is not considered to have any significant habitat value on a local scale.

Furthermore, it is not considered there is a reasonable likelihood of protected species being present on the site particularly given it has been part of the Adventure Island theme park for a considerable number of years.

### **Design and Impact on the Character of the Area**

#### **NPPF; DPD1 (Core Strategy) policies KP2 and CP4; BLP policies C2, C4, C11 and SPD1.**

- 4.11 The NPPF states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people and reinforce local character and distinctiveness. This is supported by development plan policies KP2 and CP4 of the Core Strategy and policy C11 of the Local Plan. Policies C2 and C4 of the Local Plan are concerned with impacts on the historic environment and heritage assets, ensuring new development is not detrimental to the historic or special character of such assets.
- 4.12 The pier bounds the western extent of the site, with the simple, yet noteworthy contemporary glazed form of the pier entrance (the tallest structure in the immediately vicinity) to the front, within which the development would be read in context. To the east the site is bounded by the service road of Marine Gardens, with the new pizzeria building beyond, again a contemporary structure. Immediately to the south of the site is the RNLI boathouse which is another contemporary building. The building will be sited approximately 2m from the pier and therefore, views of the pier will be obscured from street level. At present there is a consistency and cohesion to the two main buildings in this location with the slim line pier hill observation deck and light weight transparent pier entrance, neither of which dominates the longer views, particularly at street level along the esplanade.
- 4.13 The height and length of the proposed pavilion, will result in it having a significant presence at the entrance to the pier. Given the nature and scale of the proposed development there will inevitably be some visual impact, including in some longer views of the side elevation from the west and potentially enclosing some views from Pier Hill. The planning, design and access statement makes reference to the inspiration that has been drawn from surrounding development, including the pier entrance, which has resulted in part to the elliptical roof design; and a contemporary approach to the design is encouraged in this location. Certainly the building is reminiscent of a pavilion style structure that might be expected to be associated with a seafront destination. There were concerns with the initial plans which showed a blank west facing elevation. However, the plans have been amended to increase the transparency of this elevation by introducing four banks of windows (similar to those proposed in the front elevation). This will provide a more active frontage allowing views in and out of the building and will also break up the scale of this elevation. The proposed material for the front elevation and part of the east facing elevation is a Rockpanel 'chameleon' cladding (the same material proposed for the sealife centre). The cladding is available in 4 different colour palettes (light grey, grey, green and blue). The product is finished with a unique crystal layer which changes colour

depending on the angle from which it is viewed and the effect of the sunlight. The remainder of the building will be finished in a more commercial cladding. Details of materials can be agreed by condition.

Whilst the scale of the building is significant and will alter the setting of the pier and views in and out of the conservation area, on balance, the proposal is not considered to detract from these important heritage assets or the character of the area generally.

### **Traffic and Highways Issues**

#### **NPPF; DPD1 (Core Strategy) policies CP3; BLP policies T8, T11, T12, T13; EPOA Parking Standards 2001**

- 4.14 The NPPF states that; *“all developments should take into account whether the opportunities for sustainable transport models have been taken up to reduce the need for major transport infrastructure, safe and suitable access to the site can be achieved by all people and improvements can be undertaken in the transport network that cost effectively limits the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of the developments are severe.”*
- 4.15 Policy CP3 states; *“improvements to transport infrastructure and services will be sought in partnership to secure a 'step change' in provision to achieve a modern integrated transport system necessary to unlock key development sites and to secure the sustainable jobs led regeneration and growth of Southend.”*
- 4.16 The applicant has submitted a transport statement and advises no on site parking will be provided. The applicant contends that the extension will complement the existing rides and amusements within the theme park and is not a destination in its own right. It will extend the season of the Fun Park, attracting visitors in the early Spring, late Autumn and through the Winter months to make it a year-round attraction and on days of inclement weather in the Summer (i.e. when visitors are already in the town). Therefore, given the aim is to provide an attraction which will seek to increase visitors during early Spring, late Autumn and winter months (i.e. outside the busiest periods of the year), the applicant's position is that there is capacity to cater for additional traffic generation during these periods. The applicant also considers the increase in visitor numbers will be drawn from local residents and the existing 6.5 million annual visitors to the town. Therefore, in essence, these are mainly linked trips. Attempts have been made by the applicant to use the industry standard database (TRICS) to assess the potential number of additional trips by the indoor fun park. It should also be noted the site was previously used for an amusement ride as part of the theme park. However, the applicant advises there is insufficient data to carry out a sound quantitative assessment. Therefore, the applicant has relied upon a qualitative assessment.
- 4.17 The transport statement advises there is a number of pay & display public car parks within a 10 minute walk of the site. This includes The Royals (450

spaces, 3 min walk), Alexandra Street (60 spaces, 5 min walk), Seaways (615 spaces, 6 min walk), Fairheads Green (213 spaces, 7 min walk), Clarence Road (128 spaces, 7 min walk), Tylers Avenue (259 spaces, 8 min walk), Western Esplanade (496 spaces, 8 min walk), Warrior Square (398 spaces 10 min walk). With respect to Seaways, there are aspirations for redevelopment of this site although no planning application has been submitted at this point. Nevertheless, it is expected that any redevelopment of Seaways will include parking on the site. It is understood that the seafront car parks tend to be fully occupied during the day at peak season/times and that town centre car parks average 55-60% occupancy at this time. This is thought to be, at least in part, due to variable message signs (VMS) primarily directing visitors to the seafront. Other potential development in the locality also includes the Marine Plaza site opposite the Kursaal which has previously had outline planning permission for a major redevelopment. With regard to accessibility to public transport, the site is within 500m (6 min walk) of the Southend Travel Centre (bus interchange) which is served by an extensive bus network. Southend Central station is 650m (8 minute walk) and Southend Victoria is circa 1km (13 min walk) from the site. There are also good cycleway and footpath connections to the site from the town centre and along the seafront. Cycle parking is also proposed (10 spaces) as part of the development. The application is supported by a Travel Plan which will be introduced in order to encourage a reduced number of trips by car and promote more sustainable modes of transport to access the site for visitors and staff. Via its website Stockvale encourage visitors to use more sustainable forms of transport and through initiatives such as promotions for free travel on c2c by buying Adventure Island wristbands from the station ticket offices.

- 4.18 It is proposed that the number of staff will increase by approximately 100 FTE's. Whilst this is a significant number, the applicant advises the majority of employees will be locally based and use public transport particularly due to the cost of car parking. Furthermore, a number of staff are under 17 and are unable to drive.
- 4.19 The transport assessment identifies that the site is well served by existing public car parks, public transport (particularly bus routes) and cycle/footpath links. The provision of this facility must also be considered in context of the fact that the site was previously used as a feature attraction within the theme park and other rides could be provided without needing planning permission. The aim of the indoor centre is to increase the tourist offer on inclement summer days and, in particular, is intended to increase the seasonality by providing an improved attraction during early Spring, late Autumn and Winter months. The increase in visitors is expected to come from local residents and the existing pool of 6.5 million annual visitors, in essence, from linked trips. On the basis that the proposal is also to provide a Travel Plan, it is not considered the proposal will materially impact upon the free flow of traffic in the highway network subject to the provision of a Travel Plan being required by condition.

## Flood Risk and Drainage

### NPPF; DPD1 (Core Strategy) policies KP1, KP2.

- 4.20 The NPPF sets out advice to local authorities with respect to flood risk and states; *“Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk, but where development is necessary, making it safe without increasing flood risk elsewhere. Core Strategy policy KP2 is concerned with flood risk and water management. Development that increases the risk of flooding should be resisted.* The site is located within Flood Zone 3(a) which is classed as having a high probability of flooding (i.e. greater than 1 in 200 year) from tidal sources. On this basis the applicant has submitted a flood risk assessment.
- 4.21 The NPPF requires the development to meet the requirements of the sequential test (i.e. development should not be located within a high risk zone if there is land subject to less risk available). The Core Strategy identifies the seafront as an area for regeneration and growth and its formation was supported by a strategic flood risk assessment (SFRA). The site does not currently benefit from any formal tidal flood defences however the theme park is afforded a degree of protection by the boundary wall constructed along the crest of the revetment along its southern boundary. However, using the precautionary approach the crest of the revetment has been taken as the defence level which is 4.4mAOD. The SFRA also includes a simulation of the likely flood depth and flood hazard in the vicinity of the site following a breach or overtopping of the existing defences. This simulation was assessed at 3 breach locations (each 20m wide over 3 tidal cycles) in close proximity to the site. The depth of flooding at the site from a breach at any one of the three locations would be 3.5m (4.6m with climate change) in a 1 in 200 year event and 4m in a 1 in 1000 year event. The flood hazard following overtopping is ‘Extreme’ for the 1 in 200 year and ‘Extreme’ for the 1 in 1000 year event (inclusive of climate change).
- 4.22 As the proposal is to extend an existing leisure use, it is classified as a ‘Less Vulnerable’ use. Less Vulnerable uses are considered appropriate in flood zone 3(a) according the flood risk vulnerability and flood zone compatibility matrix within the NPPF technical guidance. Therefore, it is only necessary to apply the sequential test. The indoor fun park will form part of the Adventure Island theme park therefore, there are no other reasonably available sites that could support the proposal. It is therefore considered to meet the requirements of the sequential test.
- 4.23 It is acknowledged that if the site flooded it would flood quickly and to a considerable depth however, egress is available directly onto the Esplanade with higher ground beyond the area at risk of flooding within metres of the northern side of the road. The site falls within the EA’s ‘Floodline’ flood warning system. This service aims to provide a minimum 2 hour warning of an impending flood although the likely available warning period is closer to 48 hours. A flood emergency plan already exists for Adventure Island and the operator already subscribes to the floodline service as part of the flood

emergency plan. In the event of a flood alert the whole of Adventure Island would be closed immediately. The development will therefore be included within the site's existing flood emergency plan. It should also be noted no objection has been raised by the Environment Agency.

- 4.24 With respect to surface water drainage the theme park has its own internal drainage system that drains to a central sump where run off is then pumped into the River Thames. This area has already been drained to the internal drainage system and will not increase the area of hard standing. The discharge from the site is limited by the capacity of the pumps therefore, the rate at which run off is discharged to the River Thames will not increase.

## **Sustainability**

### **NPPF; DPD1 (Core Strategy) policy KP2**

- 4.25 Policy KP2 of the Core Strategy states; "*All development proposals should demonstrate how they will maximise the use of renewable and recycled energy, water and other resources*" and that "*at least 10% of the energy needs of a new development should come from on-site renewable options (and/or decentralised renewable or low carbon energy sources)*".
- 4.26 The provision of renewable energy resources should be considered at the earliest opportunity to ensure an intrinsic design in this instance. The applicant has indicated in the planning, design and access statement that photovoltaics can be provided on the roof. No calculations have been provided to demonstrate the number required to meet the 10% requirement however, given the scale of the roof, it is considered this is achievable. Therefore, it is reasonable to impose a condition requiring details to be agreed.

## **Summary and Conclusion**

- 4.27 The proposed development would improve the tourist/visitor offer of Adventure Island, particularly in early Spring, late Autumn and the Winter months and is acceptable in principle. The building would have a significant presence at the Pier entrance however, on balance, it is not considered the building would detract from the character of the area or harm the setting of the Pier or the conservation area.
- 4.28 Although no off street parking is proposed impacts on parking, subject to the implementation of a Travel Plan, would not be significant. The potential for flood risk can be managed through the existing flood emergency plan for the site. Subject to appropriate conditions, the proposal is considered to comply with the NPPF and development plan policies.

## **5 Planning Policy Summary**

- 5.1 National Planning Policy Framework (NPPF) and Technical Guidance

- 5.2 Development Plan Document 1: Core Strategy (2007) Policies KP1 (Spatial

Strategy), KP2 (Development Principles), CP3 (Transport and Accessibility); CP4 (The Environment and Urban Renaissance)

- 5.3 Borough Local Plan (1994); Policies C2 (Historic Buildings), C4 (Conservation Areas), C11 (New Buildings, Extensions and Alterations), C16 (Foreshore Views), L1 (Tourism), L2 (Central Seafront Area), T8 (Traffic Management and Highway Safety), T11 (Parking Standards), T12 (Servicing Facilities) and T13 (Cycling and Walking)
- 5.4 SPD1 Design & Townscape Guide (2009)

## **6 Representation Summary**

### **6.1 Design and Regeneration**

The proposed development would see a pavilion style structure erected on the former 'Blackbeard' site at Adventure Island, providing all-weather access to indoor amusements and rides. The site is situated within Adventure Island, immediately to the east of the Grade II listed pier. The pier bounds the western extent of the site, with the simple, yet noteworthy contemporary glazed form of the pier entrance (the tallest structure in the immediately vicinity) to the front, within which the development would be read in context. To the east the site is bounded by the service road of Marine Gardens, with the new pizzeria building beyond, again a contemporary structure.

In order to further promote the concept of a high quality, sustainable, contemporary design on the site as is being proposed therefore, and to draw further reference from the pier entrance for example, it is considered that the structure should be made more transparent. This may be achievable, for example, by further exploiting the use of glazing. Increasing the level of glazing to the western elevation would, for example, increase natural light into the building, provide more activity and views into (and indeed, out of) the building for visitors using the pier deck, thereby helping to increase the buildings transparency (particularly in views from the west). **[Officer comment: Amended plans have been submitted addressing this concern]**

The scale of the building as proposed may be a reflection of the rides/amusements internally, although it may be useful to clarify this. A reduction in scale would be welcomed. However, in regard to the roof, it is considered that if a building of this scale is required, it may be that focusing any necessary taller elements of the building to the east could, for example, have the benefit of reducing the impact of views from the west (including from the pier deck), as well as further minimising any impact on the setting of the pier. If there is a need to focus the taller elements of the building to the west, the points outlined above regarding the transparency of the building will be an important consideration. Softening the curve of the roof, and further exploiting the elliptical design from north to south, to vary the ridge line along the building's length, may also alternatively add interest, if feasible.

In regard to materials, it is noted that a coloured cladding is proposed which

should add interest to the front elevation, details of which would need to be agreed by condition. The information provided notes that this material would change to the side elevation (Marine Gardens) to a commercial cladding. It is not clear from the information provided how the rear or western elevations would be treated, but in the main it is considered that a consistent approach to the use of material across the building would be appropriate given the setting (there would be some views to the east elevation and it is not clear how these two materials would integrate, although further information could be provided in this regard, with materials agreed by condition).

## 6.2 Environment Agency

No objection.

## 6.3 Natural England

No objection. The proposal is not likely to have significant effects on the conservation objectives of the designated sites. Recommended conditions;

1. *No concrete-breaking, percussive pile-driving, or other particularly noisy demolition or construction activities are to be carried out during periods of freezing weather (ie when the ground or air temperature is at or below 0°C, or the ground is snow covered).*

*Reason: In order to minimise the risk of disturbance to over-wintering wildfowl and waders using the nearby foreshore during periods when they are already subject to additional stress due to the weather conditions.*

2. *No security or other exterior lighting shall be illuminated, unless such lights are so arranged as to prevent any light spill onto the Benfleet and Southend Marshes SSSI, and to minimise direct glare when viewed from the foreshore.*

*Reason: To minimise the risk of disturbance to wintering birds whilst feeding on the SSSI, or of disorientation of birds whilst in flight.*

## 6.4 Royal Society for the Protection of Birds (RSPB)

RSPB has no objection but would request that if planning permission is granted conditions are imposed to prevent construction work taking place during the winter period (October-March inclusive). **[Officer comment: Natural England are the statutory consultee and they have recommended a condition regarding limiting certain construction work during periods of freezing weather only rather than a blanket exclusion on construction work for 5 months of the year]**

## 6.5 Essex Wildlife Trust

To be reported.

## 6.6 Highways

The newly submitted Transport Statement does still not provide evidence of trip numbers and states that; *'The proposal is highly unlikely to attract a material number of trips additional to those already attracted by the Fun Park at its busiest times, which are warm and sunny days at weekends and during school holidays.'*

Information within the Travel Plan is required to support this statement. Monitoring of the site shall need to be undertaken and the results agreed with the Council. The monitoring shall need to be undertaken on the current site during the summer months to give a baseline, then after the new indoor fun park has been open after 3 months, then yearly for three years. If the visitor numbers increase during any of the monitoring periods by more than 25% compared to the baseline data then further evidence of the sites impacts on the highway network and the surrounding parking capacity shall need to be provided to the council.

The locations of the cycle parking and type shall need to be agreed by the Council before work begins.

### Travel Plan

Overall the Travel Plan submitted still needs to give more consideration to providing the relevant information as detailed in the attached document (also provided previously). Organisations that are expanding need to provide information regarding their current business and then this can be used for the baseline data.

The travel plan still lacks factual information regarding the numbers of visitors to the centre, age of visitors, when they travel there, from where and by what mode. There is also no clear indication of how many additional visitors they may receive. This makes it very hard to comment on the Travel Plan.

## 7 Public Consultation

- 7.1 Press notice, site notices posted and 1 neighbouring property notified by letter. The public consultation period expires on 7 April therefore, any additional representations will be reported via the supplementary report.

One (1) letter of support has been received stating that this indoor development will help to enhance the offering of Southend as a tourist destination. The ability for Adventure Island to operate rides/attractions indoors will serve to attract more tourists both in the busy season and more importantly during the winter months. This will complement the City Beach scheme. Seafront Traders Association/BID considers the proposal is vital in improving the seafront.

## **8 Relevant Planning History**

8.1 None

## **9 Recommendation**

**Members are recommended to GRANT PLANNING PERMISSION subject to the following conditions:**

- 1 The development hereby permitted shall begin not later than 3 (three) years from the date of this decision.**

**Reason: Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.**

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: 161 P01 REV E, 161 P02 REV E, 161 P03 REV E.**

**Reason: To ensure that the development is carried out in accordance with the provisions of the Development Plan.**

- 3 No development shall take place until details of the materials have been submitted to and approved by the Local Planning Authority. The development shall only be carried out in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.**

**Reason: To safeguard the character and visual amenities of the area, policies KP2 and CP4 of DPD1 (Core Strategy) and Policy C4, C11 of the Southend-on-Sea Borough Local Plan and the Design and Townscape Guide SPD1.**

- 4 Prior to first use of the development a Travel Plan shall be submitted to and agreed in writing by the local planning authority.**

**Reason: In the interests of sustainability, accessibility, highways efficiency and safety, residential amenity and general environmental quality in accordance with DPD1 (Core Strategy) 2007 policy KP2, CP3 and CP4, Borough Local Plan 1994 policies T8 and T11**

- 5 Prior to first use of the development a flood emergency plan shall be submitted to and agreed in writing by the local planning authority. The flood emergency plan shall be updated as reasonably required for the life of the development.**

**Reason: In the interests of the safety of customers and staff in the event of a flood in accordance with the NPPF and policy KP2 of the Core Strategy.**

- 6 Prior to commencement of development an energy statement demonstrating that 10% of the energy requirements of the development can be provided through on site renewable sources, shall be submitted to and agreed in writing by the local planning authority. The renewable energy shall then be implemented in accordance with the approved details.

Reason: In the interests of providing sustainable development in accordance with the NPPF and policy KP2 of the Core Strategy.

- 7 Prior to first use of the building details of cycle parking shall be submitted to and agreed by the local planning authority. The cycle parking shall only be implemented in accordance with the approved details and retained in perpetuity.

Reason; To promote sustainable modes of transport for staff and customers in accordance with the NPPF, Policy CP3 of the Core Strategy and policy T13 of the Borough Local Plan.

- 8 No concrete-breaking, percussive pile-driving, or other particularly noisy demolition or construction activities are to be carried out during periods of freezing weather (ie when the ground or air temperature is at or below 0°C, or the ground is snow covered).

Reason: In order to minimise the risk of disturbance to over-wintering wildfowl and waders using the nearby foreshore during periods when they are already subject to additional stress due to the weather conditions in accordance with the NPPF and policy CP4 of the Core Strategy.

- 9 No security or other exterior lighting shall be illuminated, unless such lights are so arranged as to prevent any light spill onto the Benfleet and Southend Marshes SSSI, and to minimise direct glare when viewed from the foreshore.

Reason: To minimise the risk of disturbance to wintering birds whilst feeding on the SSSI, or of disorientation of birds whilst in flight in accordance with the NPPF and policy CP4 of the Core Strategy.

## 1 Informative

When you carry out the work, you must avoid taking, damaging or destroying the nest of any wild bird while it is being built or used, and avoid taking or destroying the egg of any wild bird. These would be offences (with certain exceptions) under the Wildlife and Countryside Act 1981, the Habitats Regulations 1994 and the Countryside and Rights of Way Act 2000.

STOCKVALE

PROPOSED INDOOR FUN PARK:  
ADVENTURE ISLAND, WESTERN ESPLANADE,  
SOUTHEND-ON-SEA



DRAFT TRAVEL PLAN

REPORT REFERENCE NO. T490-02

PROJECT NO. T490

MARCH 2014

**PROPOSED INDOOR FUN PARK:  
ADVENTURE ISLAND, WESTERN ESPLANADE, SOUTHEND-ON-SEA**

**DRAFT TRAVEL PLAN**

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PROJECT NO. T490  
MARCH 2014**

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**APPENDICES**

- A Cycle Route Map**
- B Bus Route Map**

**DOCUMENT CONTROL SHEET**

REV	ISSUE PURPOSE	AUTHOR	CHECKED	APPROVED	DATE
	1 <sup>st</sup> Draft for Review	SAF	RMA	ML	16/03/14
	Final Draft	SAF	RMA	ML	17/03/14

## 1.0 INTRODUCTION

- 1.1 Ardent Consulting Engineers (ACE) has been appointed by Stockvale to advise on highways/transport aspects of the proposed redevelopment of the former Blackbeard replica galleon site within the Adventure Island Fun Park, Western Esplanade, Southend-on-Sea, Essex.
- 1.2 This Draft Travel Plan has been prepared retrospectively to support a planning application (ref. 14/00069/BC4M), submitted to the local planning and highway authority (Southend-on-Sea Borough Council - SSBC), for a new indoor fun park, which comprises an open structure to house indoor amusement rides.
- 1.3 The scope of this Travel Plan has been prepared in accordance with: the Department for Transport (DfT) documents *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*, *Essential Guide to Travel Planning, Towards a Sustainable Transport System* and *Making Smarter Choices Work* as well as the SSBC document *Travel Plan Framework/Travel Plan Guidance*.
- 1.4 It is consistent with the objectives of the *National Planning Policy Framework* (NPPF), the *Southend Local Transport Plan* and adopted policy that forms part of the *Local Development Framework*.
- 1.5 This Travel Plan deals with both visitor and employee travel. It is a long-term management strategy and living document, which will be periodically monitored and subsequently reviewed on an annual basis, over a period of five years. Reviewing the Travel Plan will ensure that its measures and targets are reflective of visitor and employee travel demands and the local environment.
- 1.6 Its overall aim is to reduce reliance upon the private car by effecting a change in attitude to travel and increasing awareness of

alternative modes and the associated benefits of sustainable transport.

1.7 Following this introduction, the remainder of this report is structured as follows: -

- **Section 2.0** provides background policy guidance and sets out Travel Plan objectives;
- **Section 3.0** provides a description of the development;
- **Section 4.0** considers the existing travel characteristics;
- **Section 5.0** sets out the range of travel initiatives and incentives; and
- **Section 6.0** describes the process for setting targets and monitoring progress.

## 2.0 POLICY AND OBJECTIVES

### Introduction

- 2.1 A Travel Plan is an initiative which promotes smarter travel choices, with the aim of achieving a modal shift away from single occupancy car journeys towards more sustainable travel choices. It is a long-term strategy with the following aims: -
- to promote travel opportunities by environmentally-friendly modes; and
  - to introduce a package of physical and management measures that will facilitate travel by other modes.
- 2.2 A Travel Plan for leisure use typically focuses on journeys to a site made by visitors and employees.

### National Policy

- 2.3 The *National Planning Policy Framework (NPPF, March 2012)*, presumes in favour of sustainable development, with the three areas of sustainable development identified as: economic, social and environmental.
- 2.4 The *NPPF* advises that transport has a key role to play in facilitating sustainable development as well as contributing to wider sustainability and health objectives. It identifies that the transport system needs to be balanced in favour of sustainable travel modes and to maximise use; however it recognises that opportunities vary by location.
- 2.5 The *NPPF* states that: *Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people... ...A key tool to facilitate this will be a Travel Plan.*

*All developments which generate significant amounts of movement should be required to provide a Travel Plan.*

- 2.6 The Department for Transport (DfT) summarises the concept of a Travel Plan as: *a strategy for managing the travel generated by an organisation/development, with the aim of reducing its environmental impact, typically including support for walking, cycling, public transport and car sharing* (ref: DfT, *Essential Guide to Travel Planning*, 2007).
- 2.7 The DfT's document *Good Practice Guidelines: Delivering Travel Plans through the Planning Process* provides guidelines of how to make use of the planning process in ensuring the effective implementation of sustainable travel measures. The guidelines acknowledge that, for leisure sites, Travel Plans can help to promote the site and its attraction to new visitor markets and different sections of the community.

### **Local Policy**

- 2.8 The *Southend Local Transport Plan* identifies the need to focus travel planning on promoting walking for journeys up to 1.5km and cycling for all journeys less than 5km, especially around the town centre and along the east/west bus corridors; with public transport otherwise promoted as the mode of choice for journeys.
- 2.9 **Core Strategy Policy KP2 – Development Principles** identifies the need *to promote improved and sustainable modes of travel*.

### **Travel Plan Objectives**

- 2.10 The principal objectives of this Travel Plan are as follows: -

- Provide employees and visitors with greater information as to the alternative modes of travel available when travelling from within Southend and further afield;
- Promote to employees and visitors the use of alternative modes of travel other than single-occupancy car; and
- Support employees to achieve a shift in travel behaviour away from single occupancy car travel towards more sustainable forms of transport.

### **3.0 DEVELOPMENT SCHEME**

- 3.1 It is proposed to redevelop the site of the former Blackbeard galleon attraction to provide a new indoor fun park, which comprises an open structure to house indoor amusement rides.
- 3.2 The new indoor fun park will complement the existing amusements/rides at the Adventure Island Fun Park and it is not a destination in its own right.
- 3.3 By providing an all-weather attraction that can be used throughout the year, the proposal will serve to attract visitors to the Fun Park on rainy days in the Summer and in early Spring, late Autumn and through the Winter months. This will effectively 'weather-proof' a family trip to the seaside and extending the length of the season, helping to make Southend a year-round destination for tourists.
- 3.4 The new indoor fun park will generate an additional 100 jobs.

#### **Access**

- 3.5 There will be no new dedicated vehicular access to the site, with access for deliveries and servicing etc. taken as per existing arrangements for the Fun Park.
- 3.6 Pedestrian access to the new indoor fun park will be taken from the Western Esplanade and from within the Adventure Island Fun Park at the southern end of the site (from both east and west sides of the Pier via the subways). The entrances will be clearly legible and suitable for use by those who are mobility impaired.

### **Parking**

- 3.7 There is no new on-site car parking proposed. As per the existing arrangement for visitors to the Adventure Island Fun Park, visitors by car will use the available Seafront and town centre public car parks.
- 3.8 The proposed redevelopment scheme will provide an additional 10 no. cycle parking spaces.

## 4.0 EXISTING TRAVEL PATTERNS

### Site Location

- 4.1 The site located within the Adventure Island Fun Park, off Western Esplanade, in the heart of the central Seafront of Southend-on-Sea, as shown at **Plate 1**.



**Plate 1:** Site Location

- 4.2 The site is bordered by:
- Western Esplanade to the north;
  - an emergency access road to the estuary to the east, and the Adventure Island Fun Park beyond;
  - the Fun Park to the south; and
  - Southend Pier to the west.
- 4.3 An aerial view of the application site is shown at **Plate 2**.



**Plate 2:** Aerial View of Site

- 4.4 The Adventure Island Fun Park currently employs some 900 staff.
- 4.5 The Fun Park is open from 11am every weekend and in local school holidays, daily from the end of May until the first week of September, and then daily in December for Adventure Wonderland. The park closes between either 5pm and 6pm or 8pm and 10.30pm, with the latter times applicable to school holidays and most weekends.

### **Walking**

- 4.6 There are excellent pedestrian facilities in the vicinity of the site, with high standard wide footways on both sides of Western Esplanade and Marine Parade, and crossing facilities.
- 4.7 SSBC has been investing in the Pier and surrounding environs since 2002, and the area has been enhanced in recent years on completion of its public realm enhancement project, which has created a safer and more permeable environment for pedestrians in the Seafront area.

- 4.8 A puffin crossing is located immediately north of the site (see **Plate 3**), which facilitates safe movement across Western Esplanade and Pier Hill (road).



**Plate 3:** Puffin Crossing on Western Esplanade

- 4.9 A signalised crossing is also located on Western Esplanade to the immediate west of the Pier, which connects to footpaths on Pier Hill, facilitating movement to/from High Street for direct access to the town centre and rail stations (see below).
- 4.10 Footways on Western Esplanade and Marine Parade are well lit and provide direct and safe access to bus stops (see below).
- 4.11 The excellent local pedestrian facilities and available connections to the town centre, rail stations, bus stops, and local residential areas makes walking a desirable mode of travel for staff and visitors alike; either as part of a multi-modal journey (with rail or bus) or as a main mode.

### **Cycling**

- 4.12 There are a number of cycle routes in close proximity to the site, which connect to the town and borough wide network (see **Plate 4**).

National Cycle Network (NCN) Route 16 passes the site on Western Esplanade and Marine Parade, and connects Southend-on-Sea with Shoeburyness.

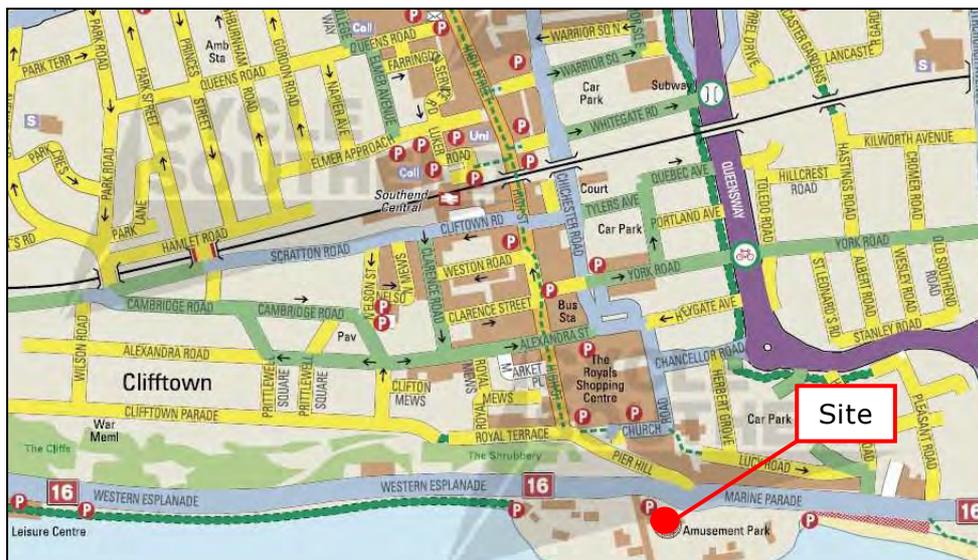


Plate 4: Local Cycle Map

- 4.13 Cycle parking is available immediately adjacent to the site and at a number of other locations along the Seafront as shown at **Plate 4**.
- 4.14 Cycle maps for the town centre, Seafront and the Borough are included at **Appendix A**. The level of available cycle connectivity makes cycling a desirable mode of travel for visitors and staff alike.

**Public Transport**

**Bus**

- 4.15 The site is highly accessible by bus given its location at the heart of the Seafront and close to the town centre (see **Plate 5**). Southend Travel Centre (bus interchange) is located within a circa 500m (6-minute) walk distance, north of the site, and stops at Eastern Esplanade are located within a circa 700m (9-minute) walk distance east of the site.



Plate 5: Local Bus Route Map

- 4.16 Southend Travel Centre is served by an extensive network of bus routes; offering frequent services to many parts of the Borough and across Essex.
- 4.17 A bus map of the local routes and a table showing Southend Travel Centre services and frequencies is included at **Appendix B**.
- 4.18 The availability of bus services that stop within a reasonable walk of the site actively encourages the use of this mode of travel for staff and visitors alike.

**Rail**

- 4.19 Southend is highly accessible by rail, with it being served by two lines; c2c services at Southend Central and Abellio Greater Anglia services at Southend Victoria (see **Plate 6**).

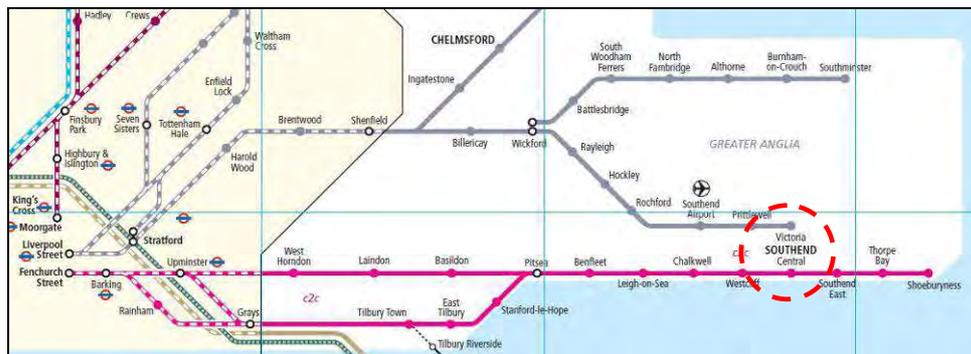


Plate 6: Rail Map

- 4.20 Southend Central station is located within a circa 650m (8-minute) walk distance of the site and is served by c2c services operating between London Fenchurch Street (a 52-minute journey) and Shoeburyness (a 10-minute journey). Intermediate stations include West Ham, Barking, Upminster, Grays, Tilbury, Basildon, Pitsea and Leigh-on-Sea.
- 4.21 On weekdays there are around six trains per hour to/from Southend Central and London Fenchurch Street and four to Shoeburyness. On Saturdays the frequency reduces slightly to five trains per hour to/from Southend Central and London Fenchurch Street. On Sundays, there are four trains per hour to/from Southend Central and London Fenchurch Street and two to Shoeburyness.
- 4.22 Southend Victoria station is located within a circa 1km (13-minute) walk distance of the site and is served by Abellio Greater Anglia services operating between London Liverpool Street (a 60-minute journey) and Southend Victoria. Intermediate stations include Stratford, Romford, Shenfield (a 35-minute journey), Billericay, Wickford, Rayleigh, Hockley, Rochford and Prittlewell.
- 4.23 On weekdays and Saturdays there are three trains per hour to/from Southend Victoria and London Liverpool Street, all calling at Shenfield, and two per hour on Sundays.

- 4.24 The availability of rail services that serve the town actively encourages the use of this mode of travel for staff and visitors alike.

### **Local Highway Network**

- 4.25 The Western Esplanade and Marine Parade are single carriageway roads subject to a 20mph speed limit. As identified earlier, these routes have been enhanced in recent years by completion of a SSBC funded public realm enhancement project, which has created a safer and more permeable environment for pedestrians and cyclists. Wide footways are present on both sides of the carriageway.
- 4.26 The Western Esplanade and Marine Parade provides a route along the Seafront between Chalkwell (to the west) and Shoeburyness (to the east); the latter via the B1016 Eastern Esplanade and Thorpe Esplanade. The B1016 links with the A1160, which in turn connects to the A13 and A127, with access beyond to settlements within the borough and other parts of Essex, the M25 and London.

### **Car Parking**

- 4.27 There are a number of public (Council run) pay & display car parks within a reasonable walking distance of the site, located both along the Seafront and within the town centre. These include:-
- The Royals - 450 spaces (270m - 3 minute walk);
  - Alexandra Street - 60 spaces (400m - 5 minute walk);
  - Seaway - 615 spaces (480m - 6 minute walk);
  - Fairheads Green - 213 spaces (560m - 7 minute walk);
  - Clarence Road - 128 spaces (580m - 7 minute walk);
  - Tylers Avenue - 259 spaces (600m - 8 minute walk);
  - Western Esplanade - 496 spaces (600m - 8 minute walk);
  - Warrior Square - 398 spaces (820m - 10 minute walk);
  - Farringdon - 550 spaces (850 - 10 minute walk); and
  - Victoria Shopping Centre - 670 spaces (1km - 13 minute walk)

- 4.28 In respect of the Seaway car park, it is understood that there is an aspiration for development on this site for leisure, cultural and tourism attractions including restaurants, digital gallery destination space and quality hotel together with new housing and re-provision of car parking. The development will result in the short-term loss of parking for the town centre and Seafront as a whole.
- 4.29 Parking tariffs vary; however, generally short-stay parking located closer to the Seafront is more expensive than that in the town centre. Long stay parking tariffs are comparable; with these generally being £10 for a 6 hour stay or over.
- 4.30 Variable Message Signs (VMS) are located on strategic routes in and around Southend; these display parking availability for the central Seafront and town centre.
- 4.31 The VMS provision appears primarily focused on directing visitors to the Seafront car parks rather than town centre car parks; congestion on routes to the Seafront can occur at peak season/times.
- 4.32 It is understood from discussions between Stockvale and officers at SSBC, that, although central Seafront car parks tend to be fully occupied during the day at peak season/times (typically in warm weather), town centre car parks average around 55-60% occupancy at this time. This is thought to be, in part, resultant from VMS primarily directing visitors to the Seafront and also a preference to park as near to the Seafront as possible.

### **Summary**

- 4.33 It is clear from the above that the site is highly accessible by all modes of transport. Given its location at the heart of the Seafront and adjacent to the town centre, close proximity to the rail stations and bus interchange, and excellent pedestrian and cycle links, the

site is ideally located to take advantage of sustainable travel opportunities.

### **Existing Travel Patterns**

- 4.34 Stockvale has confirmed that the majority of its employees working at the Fun Park reside in Southend, with others residing in neighbouring settlements; and either walk, cycle or use public transport to travel to/from work. This will be confirmed by travel surveys (see **Section 6.0**)

## 5.0 TRAVEL PLAN MEASURES

### Introduction

#### *Employees*

- 5.1 The new indoor fun park will have no car parking spaces and the daily charges of local public car parks (generally £10 for over 6 hours) effectively restrains staff from using the private car to travel to/from work. It would therefore attract very few employee car trips.
- 5.2 The majority of the Fun Park's existing employees reside in Southend, with others residing in neighbouring settlements. The site is highly accessible by all modes of transport; therefore, the majority of journeys will be undertaken by bus and rail, as well as walking and cycling.
- 5.3 In line with *Southend Local Transport Plan* objectives, the measures proposed in this Travel Plan for employees are intended to: promote walking for journeys up to 1.5km; cycling for all journeys less than 5km; and otherwise public transport as the mode of choice for journeys.

#### *Visitors*

- 5.4 The new indoor fun park will complement the existing amusements/rides at the Adventure Island Fun Park and it is not a destination in its own right. The majority of existing visitors to the Fun Park come from Southend, across the Borough and Essex.
- 5.5 The main customer base for the Fun Park is families (generally two adults and two children, travelling together); some of which from further afield will choose to drive to visit the seaside town of

Southend-on-Sea, as the main attractor, using available public car parking.

- 5.6 The short and long stay parking tariffs are reasonably priced for day-trippers, and car-borne trips are therefore only restricted by parking availability, which is plentiful when considering the Seafront and town centre parking collectively.
- 5.7 Given the above, the measures proposed in this Travel Plan for visitors primarily focus on publicity and financial incentives to promote and encourage the use of public transport, as well as walking and cycling for visitors that reside locally.

#### ***Employees and Visitors***

- 5.8 The measures combine "hard measures" such as site design and infrastructure, with "soft measures" including marketing, promotion and awareness among employees and visitors.
- 5.9 The Travel Plan measures (and targets) will be set out following an initial survey of employees and visitors, carried out within six months of opening the new indoor fun park. These surveys will be undertaken in liaison with the SSBC Travel Planning Team and will be tailored to suit.
- 5.10 Annual employee and visitor surveys will be undertaken for the five years after occupation, with this data used to monitor whether travel plan targets are being met and to formulate future travel strategies.

#### **Appointment of Travel Plan Co-ordinator**

- 5.11 To ensure the delivery and management of the Travel Plan, a Travel Plan Co-ordinator (TPC) will be identified to promote and implement

the various initiatives. The TPC role for the site is expected to be fulfilled by an employee of the Fun Park.

- 5.12 The SSBC Travel Planning Team will be notified of the name of the TPC prior to opening of the new indoor fun park.
- 5.13 The TPC will update the Travel Plan prior to opening of the new indoor fun park, and they will act as the initial point of contact for employees regarding travel to and from the site, and will also raise issues on their behalf with SSBC and local public transport operators.
- 5.14 Employees of the new indoor fun park will be trained to advise visitors on any queries regarding travel from the site.
- 5.15 The TPC will also be responsible for coordinating promotional events for promoting travel awareness campaigns such as *Cycle to Work Week* and *Walk to Work Week*. They will be supported by adequate funding to implement and monitor the Travel Plan.

#### **Measures to promote Site Accessibility**

- 5.16 The TPC will be responsible for commissioning the production of a legible and easy to use site accessibility map, highlighting how the fun park can be accessed by all transport modes (walking, cycling, bus, rail and car). The map will indicate other key local services/major attractions (such as the transport hubs, Sealife Adventure, and shops). The map will also indicate the locations of bus stops and rail stations and suggested walking routes to them, and existing cycle routes. Isochrones will be used to show access times for walking and cycling.
- 5.17 The TPC will be responsible for displaying the map in prominent locations in public areas, close to entrances of the fun park, and for

keeping this up to date by obtaining information from SSBC and local public transport operators.

### **Measures to promote Walking and Cycling**

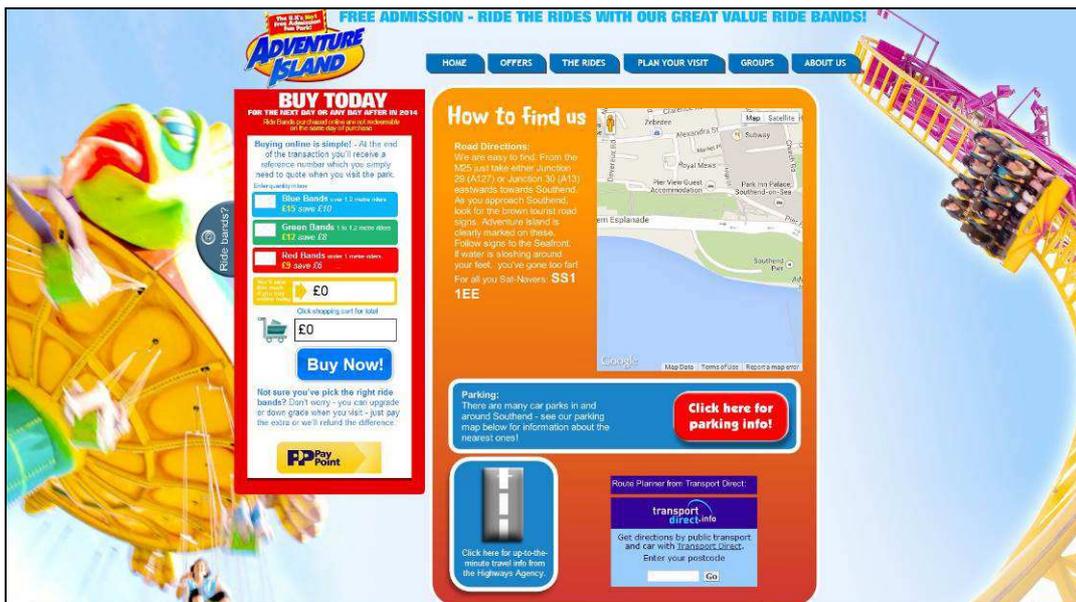
- 5.18 In addition to the local public cycle parking already available, an additional 10 no. spaces with Sheffield stands are proposed. These will be located within the existing Adventure Island Fun Park.
- 5.19 Showers, changing rooms and lockers are available at the Fun Park for use by those who cycle or walk to work.
- 5.20 The TPC will be responsible for monitoring the use of the cycle parking provision to ensure that the facilities provided are adequate. If there is high demand, the TPC will investigate the possibility of introducing additional facilities.
- 5.21 The TPC will be responsible for displaying information on walking and cycling on noticeboards in public areas, and for keeping this up to date by obtaining information from SSBC and other organisations.
- 5.22 The TPC will distribute information and advice concerning safe walking and cycling routes to and from the site to new staff.
- 5.23 The TPC will encourage the formation of a cycle user group.

### **Measure to promote Public Transport**

- 5.24 The TPC will be responsible for displaying information on local public transport on noticeboards in public areas, and for keeping this up to date by obtaining information from SSBC and local public transport operators to help promote use of buses and rail. The information displayed will include: -

- Maps showing the routes of bus services passing close to the site, the destinations they serve;
- Bus timetable and fares information; and
- Train timetables.

5.25 Stockvale, via its websites, actively encourage visitors to the Fun Park to travel by public transport (see **Plate 1** for example). Its IT team are committed to providing information on all potential modes of travel to and from the Fun Park on the Adventure Island website. This ensures that visitors are made aware of the different mode choices available to them and are able to make an informed decision as to how they are going to travel.



**Plate 1:** Travel Information on Website

5.26 The website currently includes a link to an external journey planner website (www.transportdirect.info) to enable users to plan their routes using sustainable means. It also provides a map which shows accessible town centre car parks in addition to those on the Seaford, and also a link to external Highways Agency travel information for the motorway and trunk road network.

5.27 The website will be updated to include further details, including the Site Accessibility map that will be produced for display within the site, and also other relevant external links such as:

- the National Rail journey planner website; and
- Southend's Ideas in Motion website.

5.28 The TPC is responsible for liaising with Stockvale's IT team to further enhance the travel page on the Adventure Island website.

5.29 Stockvale has recently undertaken joint promotions with c2c to incentivise rail travel, whereby it is free to travel on c2c trains from any station along the route from London Fenchurch Street to Southend Central when an Adventure Island wristband is purchased at any of the stations' ticket office. The take up of this offer has averaged between 11,000 and 20,000 visitors annually. Stockvale are currently negotiating a package with c2c to encourage greater use of rail travel by visitors. The TPC will be responsible for displaying promotional material concerning this joint initiative in public areas and for this to be promoted on the Adventure Island website (see above).

### **Car Parking Management**

5.30 The level of car parking is a key determinate of the success of the Travel Plan in respect of employee travel. The TPC will be responsible for communicating the high daily charges of local public car parks (generally £10 for over 6 hours) to staff, and promote non-car modes as the more cost effective option.

### **Car Sharing**

5.31 Should some members of staff be unable to use public transport due to where they live, car sharing could be an option. A car sharing scheme for the site as a whole will be established on a website such

as essexcarshare.com, which would allow employees to search for others with similar travel requirements. The TPC will be responsible for compiling a car sharing database, recording employees' home addresses and shift start and finish times.

## **Marketing and Promotion**

### **Welcome Packs**

5.32 Welcome Packs will be issued to all staff when they commence work from which they can make informed decisions about the travel mode they select. The packs will include details on all travel options available.

5.33 Specifically, the Welcome Packs will contain details of:

- Literature of the health benefits of walking and cycling;
- cycle routes in the vicinity of the site;
- safe pedestrian routes to the site;
- public transport routes and services (maps and timetables) along with fare information; and
- relevant journey planning web-sites to use to provide links to up-to-date and accurate information about public transport options in the area.

### **Noticeboards**

5.34 In addition to the Welcome Packs, travel information will also be displayed on public noticeboards within communal areas. This will provide details of local transport links, including cycle and walking routes as well as times of trains from the rail stations and buses from local stops. The TPC will be responsible for ensuring the information is kept up to date.

**Meetings**

5.35 Regular Travel Plan meetings will be encouraged in which transport matters can be discussed with staff and any suggested improvements implemented by the TPC. Such meetings could be more frequent during the early stages of occupation to help identify any perceived barriers to travelling by certain modes and ways to overcome such barriers at the outset. These would provide an opportunity for staff to share information, suggest improvements to services and discuss local transport issues.

**Personalised Travel Planning**

5.36 The TPC will also offer a personalised travel planning service to employees. This could involve the issue of travel diaries, identifying other modes of transport that could be used for various journeys and identifying ways to overcome any barriers to travel. This service will be advertised on staff noticeboards.

**Reducing Need for Business Travel**

5.37 Business travel for administrative staff could be reduced by encouraging video or tele-conferencing to conduct meetings where possible.

## **6.0 TRAVEL PLAN TARGETS, MONITORING AND MANAGEMENT**

### **Targets**

- 6.1 It is the aim of the Travel Plan to increase use of public transport, walking and cycling amongst employees and visitors.
- 6.2 Travel Plan targets will be determined following an initial survey of employee and visitor travel behaviour, undertaken within six months of opening the new indoor fun park. These surveys will be undertaken in liaison with the SSBC Travel Planning Team and will be tailored to suit.
- 6.3 Targets will be reviewed within three months of the initial surveys and then on an annual basis following consultation with SBCC and any other relevant stakeholders.
- 6.4 It is anticipated that a target of no more than 10% of journeys by car driver is achievable for staff travel to work. This initial target will need to be reviewed once findings of baseline travel surveys are assessed.
- 6.5 The target for visitors will be set once findings of baseline travel surveys are assessed.

### **Monitoring**

- 6.6 The appointed TPC will be responsible for the on-going monitoring of the Travel Plan.
- 6.7 The monitoring programme will take the form of a five-year cycle.
- 6.8 The initial (baseline) survey will take place within six months of occupancy. This will provide the information base for future

monitoring of the plan. Annual monitoring reports will be provided for the five years after occupation.

- 6.9 The Annual monitoring report will be submitted to SSBC, within three months of the annual surveys taking place, and SSBC will review progress against the targets and agree remedial actions and improvements to the Travel Plan with the TPC as necessary.
- 6.10 Information gathered through the monitoring process will be made available to staff on request.

### **Management**

- 6.11 The TPC will take responsibility for the development and management of the plan and ensure its delivery. If the targets are not being met, additional measures will need to be developed to address this. In this regard, it is anticipated that the Travel Plan will be a flexible and adaptable document that is continually evolving.
- 6.12 The TPC will choose the appropriate course of action for achieving the Travel Plan targets and arrange funding if required.

### **Funding**

- 6.13 The Travel Plan, including monitoring, TPC appointment and funding for identified measures, will be funded by Stockvale.

**Appendix A**  
**Cycle Route Map**

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 The representation of a track or a path way. Users of all routes shown on this map are advised to check the route for omissions or errors.  
 Southend Borough Council and CycleCity Guides  
 First published October 2010

**Road definition**

- Yellow**  
 Quiet roads with little traffic. Generally suitable for all cyclists. Non-distributor residential roads, parks. Suitable for level 2 and above.
- Green**  
 Through routes with moderate traffic. Suitable for level 2 and above.
- Blue**  
 Busy roads, including A or B roads. Design is traditional and does not encourage overtaking. Few HGVs. Road width restricted, leading to overtaking of cyclists over a long length. Suitable only for level 2 and above.
- Red**  
 Busy principal roads, perhaps with a roundabout. Road width restricted, leading to overtaking of cyclists over a long length. Road width with drivers' lack of awareness of way to cyclists. Complex junctions. Suitable for level 3 cyclists.
- Purple**  
 Fast, busy road with frequent roundabouts. Road width restricted, leading to overtaking of cyclists over a long length. Road width with drivers' lack of awareness of way to cyclists. Complex junctions. Suitable for level 3 cyclists.



	Quieter road or street (suitable for level 2 and above)		Pedestrian zone
	Quieter road with cycle lanes (suitable for level 2 and above)		Shared space opening 2011
	Moderate traffic and low speeds (suitable for level 2 and above)		Cycle parking
	Busy road (suitable for level 2 and above)		University / College / School
	Busy / fast road (suitable for level 3 cyclist)		Hospital / Post office / Library
	Very busy / fast road (suitable for level 3 cyclist)		Toucan crossing
	Paths where cycle must be walked		Railway with station and cycle parking
	Cycle track/bridleway/byway (level 1)		National Cycle Network route number
	Cycle track or path needing care (level 1)		One way street
			Take care
			Footbridge / Subway
			Recycling centre

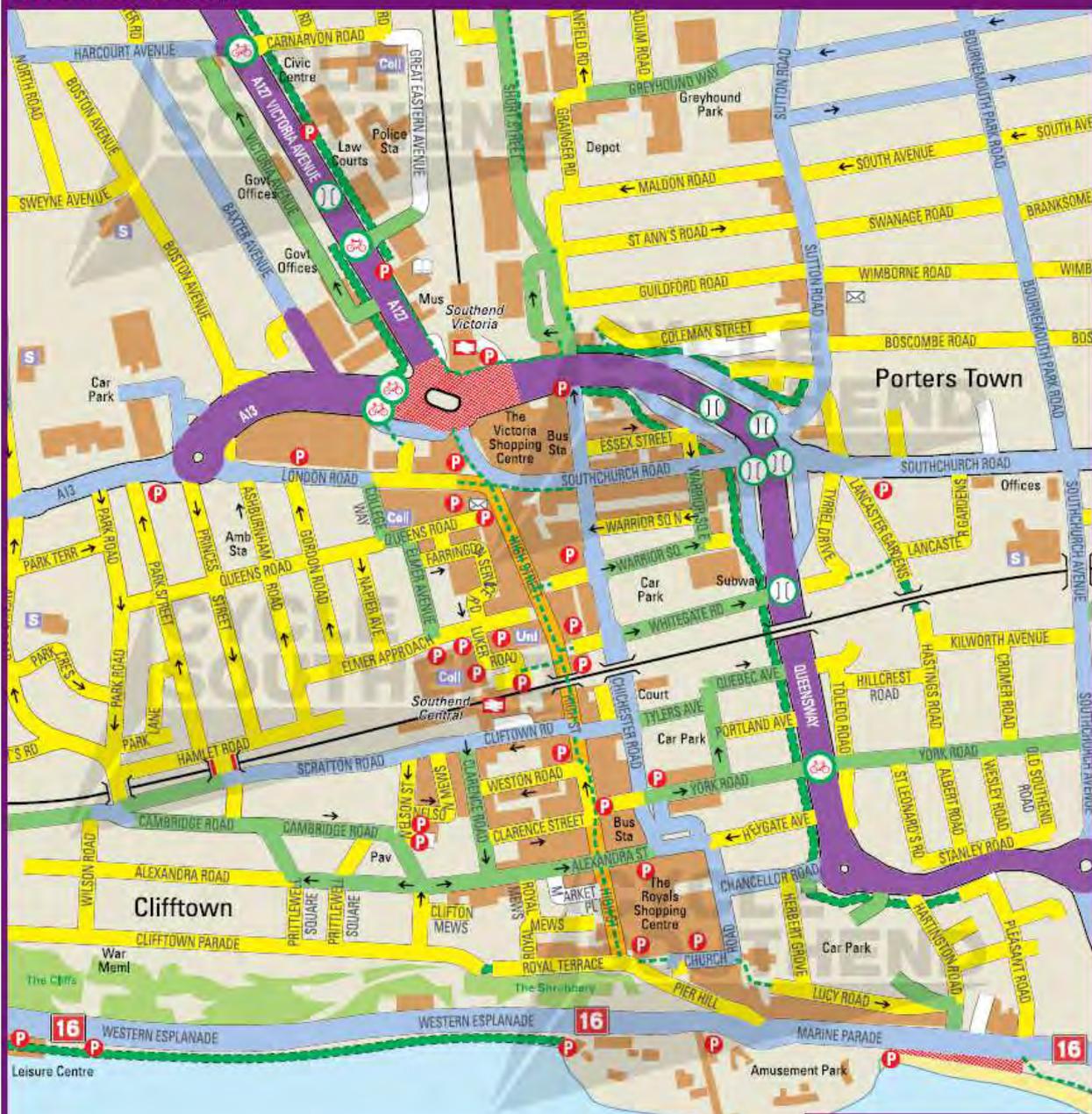
CYCLE SOUTHEND

Miles

0 0.5 1 1.5

Time in minutes based on an average 10 miles per hour or 16 kilometres per hour

## TOWN CENTRE INSET



### This map shows

- The roads and traffic-free paths that you can use to cycle in and around Southend-on-Sea.
- All roads, tracks and paths within Southend have been colour coded to show the minimum level of cycling skill you need to use them safely. The levels are shown in the key. All roads are graded at peak times.

The skill levels are based on the three levels of Bikeability, the National Cycle Training Standard. Cyclists who have completed Bikeability should be able to do the following at each level:

#### Level 1 - Beginner (Training usually before the age of 10-11)

Cyclists with the skills to make a trip and undertake activities safely in a motor-free environment.

#### Level 2 - Intermediate (Training usually at age 10-11)

Cyclists with the skills to make a trip safely on quieter roads to school, work, other destinations or for leisure.

#### Level 3 - Advanced (Training usually after age 11 or as an adult)

Cyclists with the skills to make a trip safely on busy roads and using complex junctions and road features, to school, work, other destinations, or for leisure.

### KEY

- Quieter road or street (suitable for level 2 and above)
- Quieter road with cycle lanes (suitable for level 2 and above)
- Moderate traffic and low speeds (suitable for level 2 and above)
- Busy road (suitable for level 2 and above)
- Busy / fast road (suitable for level 3 cyclist)
- Very busy / fast road (suitable for level 3 cyclist)
- Paths where cycle must be walked
- Cycle track/bikeway/bway (level 1)
- Cycle track or path heading cars (level 1)
- Pedestrian zone
- Shared space opening 2011
- Cycle parking
- University / College / School
- Post office / Library
- Toucan crossing
- Railway with station and cycle parking
- National Cycle Network route number
- One way street
- Take care
- Footbridge / Subway

**Appendix B**  
**Bus Service Details**

## Appendix A Table: Bus services within 500m of Site

	Service and Route Southend-on-Sea Travel Centre - <b>SOSTC</b>	Frequency (minutes)		
		Weekdays	Weekends	
			Sat	Sun
1	North Shoebury - Thorpe Bay - Southchurch - <b>SOSTC</b> - Southend-on-Sea Victoria Station - Westcliff-on-Sea - Leigh-on-Sea - Hadleigh - Benfleet - Rayleigh - Hullbridge	10	12-20	30
3/A/B /C/D/ E	Oxney Green - Chelmsford - Howe Green - Rettendon - Battlesbridge - Rayleigh - Thundersley - Hadleigh - Leigh-on-Sea - Westcliff-on-Sea - Southend-on-Sea Victoria Station - <b>SOSTC</b>	60	120	-
4/4A	<b>SOSTC</b> - Southchurch - North Shoebury - Great Wakering - Shoeburyness	30	30	60
5	<b>SOSTC</b> - Southend-on-Sea Victoria Station - Westcliff-on-Sea - Leigh-on-Sea - Hadleigh - South Benfleet - Pitsea - Basildon	30	30	-
6	<b>SOSTC</b> - Southchurch	-	-	5 per day
7	Rayleigh - Hockley - Rochford - Prittlewell - <b>SOSTC</b> - Southchurch - Thorpe Bay - North Shoebury - Great Wakering	20	10	60
8	Hawkwell - Rochford - Prittlewell - <b>SOSTC</b> - Thorpe Bay - North Shoebury	30	30	60
9	Rayleigh - Eastwood - Prittlewell - Southend-on-Sea Victoria Station - <b>SOSTC</b> - Thorpe Bay - Shoeburyness - North Shoebury	12	12	30
11A	Chelmsford - Great Baddow - Rettendon - Battlesbridge - Rawreth - Rayleigh - Eastwood - Leigh-on-Sea - Prittlewell - Westcliff-on-Sea - <b>SOSTC</b> - Southchurch	-	-	120
14	Shoeburyness - Foulness - Great Wakering - Barling - Bournes Green - Southchurch - <b>SOSTC</b>	90	7 per day	-
17	<b>SOSTC</b> - Westcliff - Chalkwell - Leigh-on-Sea	6 per day	-	-
20	Hullbridge - Rayleigh - Eastwood - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	15	30	-
21/A/ B	Canvey - South Benfleet - Thundersley - Hadleigh - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	30	30	60
23	<b>SOSTC</b> - Southchurch (Loop service)	30	40	-
23A	<b>SOSTC</b> - Southchurch (Loop service - morning & afternoon)	40	40	-
23B	<b>SOSTC</b> - Southchurch (Loop service - evening)	40	40	-
24	<b>SOSTC</b> - Southchurch (Loop service)	20	20	60
24A	<b>SOSTC</b> - Southchurch (Loop service)	-	-	60
25/A	Basildon - Wickford - Rayleigh - Eastwood - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	30	30	60
25B	Hadleigh - South Benfleet - Thundersley - Rayleigh - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	2 per day	-	-
26	Hadleigh - Leigh-on-Sea - Westcliff-on-Sea - <b>SOSTC</b>	30	30	-
27	Canvey - South Benfleet - Hadleigh - Leigh-on-Sea - <b>SOSTC</b> - Southchurch	15	15	30
28	Basildon - Pitsea - South Benfleet - Hadleigh - Leigh-on-Sea - Westcliff-on-Sea - <b>SOSTC</b>	15	15	30
29	Belfairs - Leigh-on-Sea - Prittlewell - Southend-on-Sea Victoria Station - <b>SOSTC</b> - Southchurch	20	20	60
60	<b>SOSTC</b> - Southchurch - Rochford - Great Stourbridge	120	4 per day	-
61	<b>SOSTC</b> - Southchurch - Rochford (loop service)	30	30	60
174	<b>SOSTC</b> - Prittlewell - Rochford - Lower Hockley - Canewdon	2 per day	2 per day	-
251	<b>SOSTC</b> - Prittlewell - Leigh-on-Sea - Eastwood - Rayleigh - Shotgate - Wickford - Great Burstead - Billericay - Hutton - Shenfield - Brentwood - Warley	-	-	120
X30	Stansted Airport - Barnston - Chelmsford - Rayleigh - Leigh-on-Sea - Prittlewell - Southend Airport - Southend-on-Sea Victoria Station - <b>SOSTC</b>	60	60	60

Note: Other services calling at SOSTC 814 & B2 are school only services

# Southend and District Bus Network



**Southend Travel Centre**  
 3.3A, 3B, 3C, 3D, 3E, 4.4A, 5.6, 14.17  
 20, 21, 21A, 21B, 23B, 24, 24A, 25  
 25A, 25B, 26, 27, 27A, 28, 60  
 61, 174, 251, X30  
 also calling:  
 1(AS), 7, 8, 9, 11A, 23, 23A  
 29, B1, B1.X1

**Key**

- Road served at least 5 days per week
- Road served less than 5 days per week
- 4 Arriva bus route number
- 20 First bus route number
- 14 Buses run by other operators
- 251 Route terminus
- ◆◆ Certain journeys only
- ⊙ Sundays only
- ← Bus operates in direction of arrow shown
- (AS) Arriva Southend
- (RB) Regal Busways
- Rail line and station

STOCKVALE

PROPOSED INDOOR FUN PARK:  
ADVENTURE ISLAND, WESTERN ESPLANADE,  
SOUTHEND-ON-SEA



TRANSPORT STATEMENT

REPORT REFERENCE NO. T490-01  
PROJECT NO. T490  
MARCH 2014

**PROPOSED INDOOR FUN PARK:  
ADVENTURE ISLAND, WESTERN ESPLANADE, SOUTHEND-ON-SEA**

**TRANSPORT STATEMENT**

**Ardent Consulting Engineers  
Suite 207  
One Alie Street  
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Fax: 020 7488 3736  
enquiries@ardent-ce.co.uk**

**REPORT REFERENCE NO. T490-01  
PROJECT NO. T490  
MARCH 2014**

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**APPENDICES**

- A Cycle Route Map**
- B Bus Route Map**
- C Site Layout Plan**

**DOCUMENT CONTROL SHEET**

REV	ISSUE PURPOSE	AUTHOR	CHECKED	APPROVED	DATE
	1 <sup>st</sup> Draft for Review	SAF	RMA	ML	16/03/14
	2 <sup>nd</sup> Draft for Review	SAF	RMA	ML	17/03/14
	Final Draft	SAF	RMA	ML	18/03/14

## **EXECUTIVE SUMMARY**

Stockvale has submitted a planning application for a new indoor fun park, on the site of the former Blackbeard replica galleon site at Adventure Island Fun Park, Western Esplanade, Southend-on-Sea, Essex.

The site is located at the heart of the Seafront and adjacent to the town centre, within close proximity to two rail stations and a bus interchange, and excellent pedestrian and cycle links. As such, it is clear that the site is well located to take advantage of sustainable travel opportunities for visitors and staff alike.

There is insufficient TRICS data to enable a sound assessment to be undertaken of the potential number of trips that could be attracted to the proposed indoor fun park by this method; due to variations due to different site locations influencing travel modes, the age of the data, the days of the week surveyed, weather conditions on the day(s) surveyed and seasonality factors. A qualitative rather than quantitative approach has therefore been adopted.

The new indoor fun park will complement the existing amusements/rides at the Fun Park and it is not a destination in its own right. It will extend the season of the Fun Park, attracting visitors in the early Spring, late Autumn and through the Winter months to make it a year-round attraction and on days of inclement weather in the Summer, when the capacities of local public transport, highways and car parks are under less stress compared with warm and sunny days during the Summer months.

The proposal is highly unlikely to attract a material number of trips additional to those already attracted by the Fun Park at its busiest times, which are warm and sunny days at weekends and during school holidays.

Most if not all new visitors, particularly in the Summer months, will be drawn from the local residential population and the existing pool of 6.5 million annual visitors to the town and Seafront.

The application proposals represent an exciting opportunity to deliver an all-weather attraction for the Seafront and extend the length of the season, thereby enhancing Southend's role as a successful year-round leisure and tourist attraction.

## 1.0 INTRODUCTION

- 1.1 Ardent Consulting Engineers (ACE) has been appointed by Stockvale to advise on highways/transport aspects of the proposed redevelopment of the former Blackbeard replica galleon site within the Adventure Island Fun Park, Western Esplanade, Southend-on-Sea, Essex.
- 1.2 This Transport Statement (TS) has been prepared retrospectively to support a planning application (ref. 14/00069/BC4M) for a new indoor fun park, which comprises an open structure to house indoor amusement rides.
- 1.3 The planning application for the proposed redevelopment scheme is submitted to Southend-on-Sea Borough Council (SSBC) as local planning and highway authority.
- 1.4 This TS has been prepared in accordance with guidance on the preparation of such documents published by the Departments for Transport and Communities & Local Government in March 2007.
- 1.5 Following this introduction, the remainder of the report is structured as follows: -
- **Section 2.0** describes existing conditions;
  - **Section 3.0** outlines the proposed redevelopment scheme;
  - **Section 4.0** considers the transport and land use planning policy context;
  - **Section 5.0** considers the potential trip attraction associated with both the extant and proposed uses of the site; and
  - **Section 6.0** provides a summary and conclusions.

## 2.0 EXISTING CONDITIONS

### The Site

#### Location

2.1 The site is 0.15 ha in size and is located within the Adventure Island Fun Park, off Western Esplanade, in the heart of the central Seafront of Southend-on-Sea, as shown at **Plate 1**.



**Plate 1:** Site Location

2.2 The site is bordered by:

- Western Esplanade to the north;
- an emergency access road to the estuary to the east, and the Adventure Island Fun Park beyond;
- the Fun Park to the south; and
- Southend Pier to the west.

2.3 An aerial view of the application site is shown at **Plate 2**.



**Plate 2:** Aerial View of Site

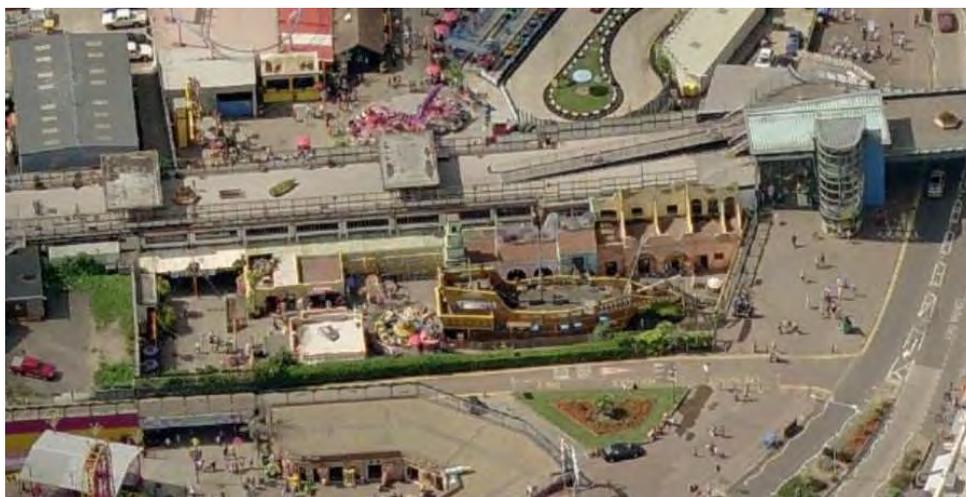
### ***Extant Site Use***

- 2.4 The application site is sunken, with single storey retaining walls in its north, east and west sides (see **Plate 3**). It is open to the Fun Park to the south, with pedestrian subways under the emergency access road and Pier to the immediate east and west respectively connecting the Fun Park either side of the Pier.



**Plate 3:** The Site

- 2.5 It is the site of the former Blackbeard replica galleon attraction, which was recently removed (see **Plate 4**).



**Plate 4:** The Blackbeard replica galleon attraction (prior to removal)

- 2.6 The application site has 'Permitted Development' rights for the provision of Fun Park rides/amusements; therefore, new attractions could be provided at the site, albeit these would be open to all weather.
- 2.7 The former Blackbeard galleon would have attracted visitors to the Park, as would any potential new attraction(s) under the extant consent. This is discussed further in **Section 5.0**.
- 2.8 The Adventure Island Fun Park currently employs some 900 staff.
- 2.9 The Fun Park is open from 11am every weekend and in local school holidays, daily from the end of May until the first week of September, and then daily in December for Adventure Wonderland. The park closes between either 5pm and 6pm or 8pm and 10.30pm, with the latter times applicable to school holidays and most weekends.
- 2.10 The travel patterns of existing Fun Park staff are discussed at **Section 5.0**.

## Walking

- 2.11 There are excellent pedestrian facilities in the vicinity of the site, with high standard wide footways on both sides of Western Esplanade and Marine Parade, and crossing facilities.
- 2.12 SSBC has been investing in the Pier and surrounding environs since 2002, and the area has been enhanced in recent years on completion of its public realm enhancement project, which has created a safer and more permeable environment for pedestrians in the Seafront area.
- 2.13 A puffin crossing is located immediately north of the site (see **Plate 5**), which facilitates safe movement across Western Esplanade and Pier Hill (road).



**Plate 5:** Puffin Crossing on Western Esplanade

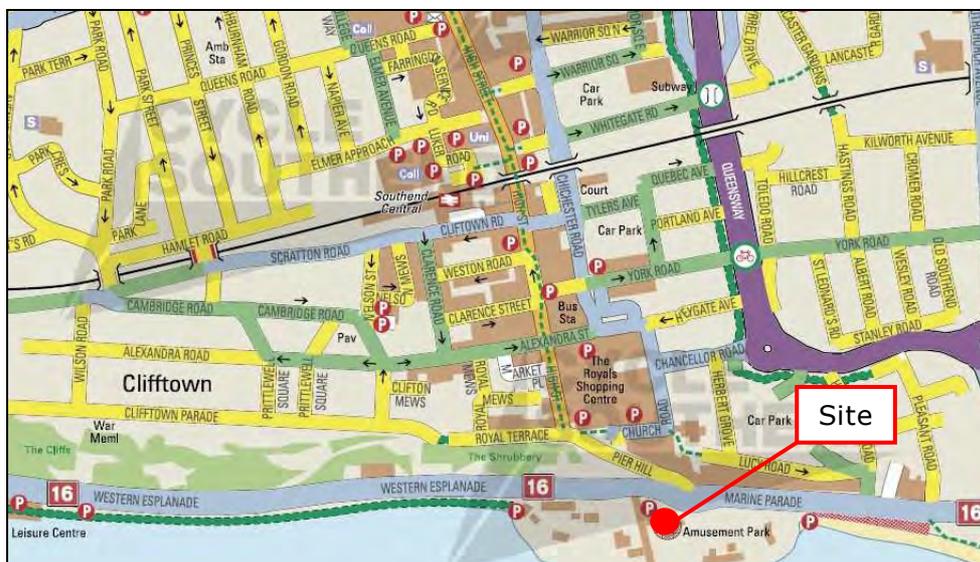
- 2.14 A signalised crossing is also located on Western Esplanade to the immediate west of the Pier, which connects to footpaths on Pier Hill, facilitating movement to/from High Street for direct access to the town centre and rail stations (see below).

2.15 Footways on Western Esplanade and Marine Parade are well lit and provide direct and safe access to bus stops (see below).

2.16 The excellent local pedestrian facilities and available connections to the town centre, rail stations, bus stops, and local residential areas makes walking a desirable mode of travel for staff and visitors alike; either as part of a multi-modal journey (with rail or bus) or as a main mode.

**Cycling**

2.17 There are a number of cycle routes in close proximity to the site, which connect to the town and borough wide network (see **Plate 6**). National Cycle Network (NCN) Route 16 passes the site on Western Esplanade and Marine Parade, and connects Southend-on-Sea with Shoeburyness.



**Plate 6:** Local Cycle Map

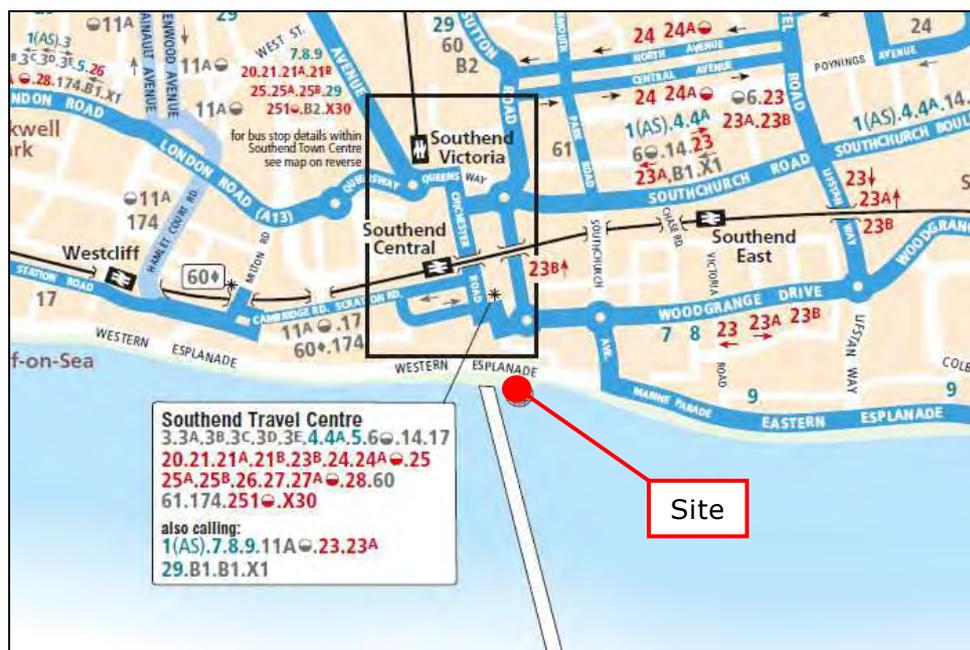
2.18 Cycle parking is available immediately adjacent to the site and at a number of other locations along the Seafront as shown at **Plate 6**.

2.19 Cycle maps for the town centre, Seafont and the borough are included at **Appendix A**. The level of available cycle connectivity makes cycling a desirable mode of travel for visitors and staff alike.

**Public Transport**

**Bus**

2.20 The site is highly accessible by bus given its location at the heart of the Seafont and close to the town centre (see **Plate 7**). Southend Travel Centre (bus interchange) is located within a circa 500m (6-minute) walk distance, north of the site, and stops at Eastern Esplanade are located within a circa 700m (9-minute) walk distance east of the site.



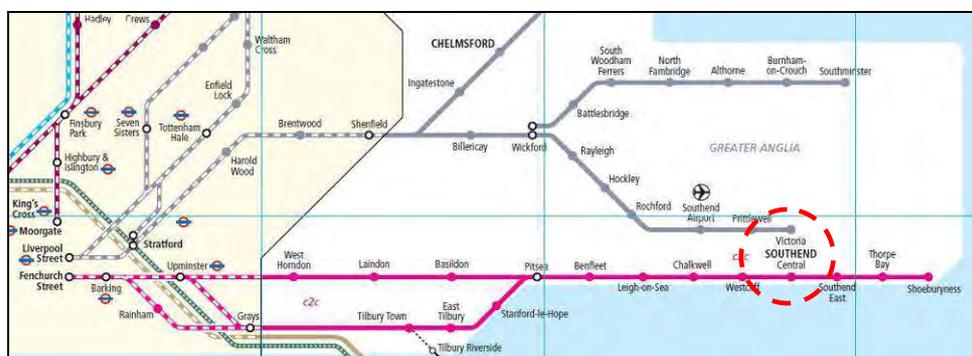
**Plate 7:** Local Bus Route Map

2.21 Southend Travel Centre is served by an extensive network of bus routes; offering frequent services to many parts of the borough and across Essex.

- 2.22 A bus map of the local routes and a table showing Southend Travel Centre services and frequencies is included at **Appendix B**.
- 2.23 The availability of bus services that stop within a reasonable walk of the site actively encourages the use of this mode of travel for staff and visitors alike.
- 2.24 The availability of bus services that stop within a reasonable walk of the site actively encourages the use of this mode of travel for staff and visitors alike.

**Rail**

- 2.25 Southend is highly accessible by rail, with it being served by two lines; c2c services at Southend Central and Abellio Greater Anglia services at Southend Victoria (see **Plate 8**).



**Plate 8:** Rail Map

- 2.26 Southend Central station is located within a circa 650m (8-minute) walk distance of the site and is served by c2c services operating between London Fenchurch Street (a 52-minute journey) and Shoeburyness (a 10-minute journey). Intermediate stations include West Ham, Barking, Upminster, Grays, Tilbury, Basildon, Pitsea and Leigh-on-Sea.
- 2.27 On weekdays there are around six trains per hour to/from Southend Central and London Fenchurch Street, and four to Shoeburyness. On

Saturdays the frequency reduces slightly to five trains per hour to/from Southend Central and London Fenchurch Street. On Sundays, there are four trains per hour to/from Southend Central and London Fenchurch Street and two to Shoeburyness.

- 2.28 Southend Victoria station is located within a circa 1km (13-minute) walk distance of the site and is served by Abellio Greater Anglia services operating between London Liverpool Street (a 60-minute journey) and Southend Victoria. Intermediate stations include Stratford, Romford, Shenfield (a 35-minute journey), Billericay, Wickford, Rayleigh, Hockley, Rochford and Prittlewell.
- 2.29 On weekdays and Saturdays there are three trains per hour to/from Southend Victoria and London Liverpool Street, all calling at Shenfield, and two per hour on Sundays.
- 2.30 The availability of rail services that serve the town actively encourages the use of this mode of travel for staff and visitors alike.

### **Local Highway Network**

- 2.31 The Western Esplanade and Marine Parade are single carriageway roads subject to a 20mph speed limit. As identified earlier, these routes have been enhanced in recent years by completion of a SSBC funded public realm enhancement project, which has created a safer and more permeable environment for pedestrians and cyclists. Wide footways are present on both sides of the carriageway.
- 2.32 The Western Esplanade and Marine Parade provides a route along the Seafront between Chalkwell (to the west) and Shoeburyness (to the east); the latter via the B1016 Eastern Esplanade and Thorpe Esplanade. The B1016 links with the A1160, which in turn connects to the A13 and A127; with access beyond to settlements within the borough and other parts of Essex, the M25 and London.

### **Car Parking**

- 2.33 There are a number of public (Council-run) pay & display car parks within a reasonable walking distance of the site, located both along the Seafront and within the town centre. These include:
- The Royals - 450 spaces (270m - 3 min walk);
  - Alexandra Street - 60 spaces (400m - 5 min walk);
  - Seaway - 615 spaces (480m - 6 min walk);
  - Fairheads Green - 213 spaces (560m - 7 min walk);
  - Clarence Road - 128 spaces (580m - 7 min walk);
  - Tylers Avenue - 259 spaces (600m - 8 min walk);
  - Western Esplanade - 496 spaces (600m - 8 min walk);
  - Warrior Square - 398 spaces (820m - 10 min walk);
  - Farringdon - 550 spaces (850 - 10 min walk); and
  - Victoria Shopping Centre - 670 spaces (1km - 13 min walk)
- 2.34 In respect of the Seaway car park, it is understood that there is an aspiration for development on this site for leisure, cultural and tourism attractions including restaurants, digital gallery destination space and quality hotel, together with new housing and re-provision of car parking. The development will result in the short-term loss of parking for the town centre and sea front as a whole.
- 2.35 Parking tariffs vary; however, generally short-stay parking located closer to the Seafront is more expensive than that in the town centre. Long stay parking tariffs are comparable; with these generally being £10 for a 6-hour stay or over.
- 2.36 Variable Message Signs (VMS) are located on strategic routes in and around Southend; these display parking availability for the central Seafront and town centre.
- 2.37 The VMS provision appears primarily focused on directing visitors to the Seafront car parks rather than town centre car parks; and

congestion on routes to the Seafront can occur at peak season/times.

- 2.38 It is understood from discussions between Stockvale and officers at SSBC, that, although central Seafront car parks tend to be fully occupied during the day at peak season/times (typically in warm weather), town centre car parks average around 55-60% occupancy at this time. This is thought to be, in part, resultant from VMS primarily directing visitors to the Seafront and also a preference to park as near to the Seafront as possible.

#### **Other Potential Development**

- 2.39 A request for an Environmental Impact Assessment (EIA) screening opinion has been made (ref. 14/00097/RSO) in respect of a proposed development scheme at Marine Plaza, located opposite the Kursal and north of Marine Parade, comprising 290 residential units, 3,000m<sup>2</sup> of commercial floor space comprising shops (A1) financial services (A2), restaurants/cafe (A3), drinking establishment (A4), offices (B1), leisure (D2) and amusement arcade (*sui-generis*), layout cycle and car parking spaces and landscaping. No planning application for this scheme appears to have been submitted to date.

#### **Summary**

- 2.40 It is clear from the above that the site is highly accessible by all modes of transport. Given its location at the heart of the Seafront and adjacent to the town centre, close proximity to the rail stations and bus interchange, and excellent pedestrian and cycle links, the site is ideally located to take advantage of sustainable travel opportunities.

### 3.0 THE PROPOSED DEVELOPMENT

- 3.1 It is proposed to redevelop the site of the former Blackbeard galleon attraction to provide a new indoor fun park, which comprises an open structure to house indoor amusement rides.
- 3.2 The new indoor fun park will complement the existing amusements/rides at the Adventure Island Fun Park and will not be a destination in its own right.
- 3.3 By providing an all-weather attraction that can be used throughout the year, the proposal will serve to attract visitors to the Fun Park on rainy days in the Summer, and in early Spring, late Autumn and through the Winter months; effectively 'weather-proofing' a family trip to the seaside.
- 3.4 The Fun Park, along with nearby Sealife Adventure, has been a key driver for tourist economy and regeneration on the Seafront for many years, and the proposed new indoor fun park is considered an important step in extending the length of the season and making Southend a year-round tourist destination.
- 3.5 **Appendix C** contains an architect's site layout plan of the proposed new indoor fun park.

#### **Access**

- 3.6 There will be no dedicated vehicular access to the site, with access for deliveries and servicing etc. taken as per existing arrangements for the Fun Park.
- 3.7 Pedestrian access to the new indoor fun park will be taken from the Western Esplanade and from within the Fun Park at the southern end of the site (from both east and west sides of the Pier via the

subways). The entrances will be clearly legible and suitable for use by those who are mobility impaired.

### **Parking**

- 3.8 No new on-site provision for car parking is proposed (see **Sections 4.0** and **5.0**). As per the existing arrangement for any visitors travelling to Southend and the Adventure Island Fun Park, these will be able to use the available Seafront and town centre public car parks.
- 3.9 The proposed redevelopment scheme will provide an additional 10 no. cycle parking spaces.

### **Travel Plan**

- 3.10 In accordance with SSBC requirements, the planning application is also supported by a Travel Plan, which considers travel to the new indoor fun park for both employees and visitors.
- 3.11 The aim of the Travel Plan is to reduce reliance on car use by promoting, and thereby encouraging the use of, alternative modes of travel to the private car; namely walking, cycling and public transport.

## 4.0 POLICY CONTEXT

### Framework

4.1 Relevant policy guidance on transport and land use planning relating to new development is set out in the following documents: -

- *The National Planning Policy Framework (NPPF, March 2012)*;
- *Southend-on-Sea Core Strategy Development Plan Document (DPD, December 2007)*; and
- *Southend-on-Sea Local Plan Saved Policies (September 2007)*

### **National Planning Policy Framework**

4.2 The *NPPF* states, at para 29, that: *Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.*

4.3 Para 30 goes on to state that: *Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport.*

4.4 At para 32, the *NPPF* states that: *All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. 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 suitable access to the site can be achieved for all people; and*
- *improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.*

### **Southend-on-Sea Core Strategy DPD**

- 4.5 Core Strategy **Policy KP1 – Spatial Strategy** states that: *The primary focus of regeneration and growth within Southend will be in:*
- ...Seafront – to enhance the Seafront’s role as a successful leisure and tourist attraction...*
- 4.6 **Policy CP3 – Transport and Accessibility** states that: *Improvements to transport infrastructure and services will be sought in partnership to secure a 'step change' in provision to achieve a modern integrated transport system necessary to unlock key development sites and to secure the sustainable jobs led regeneration and growth of Southend.*
- 4.7 It is recognised that SSBC has made significant investment in local infrastructure in recent years; including highway improvements at Progress Road and the Cuckoo Corner junction to address the high levels of visitors travelling by car to/from Southend at peak times. Victoria Avenue has seen significant improvement with the Victoria Gateway giving pedestrian focus to Southend Victoria station. The pedestrian link between Victoria station, the town centre and Seafront is now direct and safe, and encourages greater use of public transport by visitors to Southend.

- 4.8 These measures are in addition to the public realm enhancements along Western Esplanade and Marine Parade, which has created a safer and more permeable environment for pedestrians and cyclists in the Seafront area.

#### ***Southend-on-Sea Local Plan Saved Policies***

- 4.9 Local Plan **Saved Policy L1 – Facilities for Tourism** states that: *Proposals to provide new visitor attractions or improve existing tourist facilities will be encouraged where they enhance the resort's ability to attract and cater for visitors, increase local employment opportunities and provide for environmental improvements.*
- 4.10 **Saved Policy L2 – Central Seafront Area** states that: *Development proposals south of the Seafront road will be considered where they are predominantly visitor orientated and contribute to the leisure and tourism facilities of the town, having regard in particular to their impact, if any, on the following:*
- (iii) the availability of visitor parking facilities...*
  - (vii) the highway network.*
- 4.11 **Saved Policy T1 – Priorities** states that: *...all proposals for development will be required to have due regard to road safety and the capacity of the highway network...*
- 4.12 **Saved Policy T11 – Parking Standards** identifies that its adopted parking standards are contained at Appendix 8 of the Local Plan. However, it is understood that the Essex County Council (ECC)/Essex Planning Officers' Association (EPOA) 2001 Vehicle Parking standards were subsequently adopted by the Borough Council as Interim Planning Guidance in 2001. The more recent 2009 ECC/EPOA Vehicle Parking Standards have not been adopted by SSBC.

- 4.13 Under use class D2 Assembly & Leisure, for 'other uses' a maximum standard of 1 space per 22m<sup>2</sup> applies. It is relevant to note that the superseded standards (Appendix 8 of the Local Plan, which are aligned with Southend's tourist offer) states under Leisure and Tourism - Public Entertainment Buildings, that: *Many buildings in this category will be in urban centres where existing public car parks may be available and a specific car parking provision will not therefore be necessary.*
- 4.14 No on-site car parking is proposed as part of the redevelopment scheme, which is consistent with the former Blackbeard Galleon attraction. As per the existing arrangement for visitors to the Fun Park, visitors by car will use the available Seafront and town centre public car parks. The trip attraction of the proposed indoor fun park is discussed in **Section 5.0**.
- 4.15 There is no relevant description in the EPOA standards for the proposed specific land use for cycle parking. It is proposed to provide an additional 10 no. cycle parking spaces.
- 4.16 **Saved Policy T12 – Servicing Facilities** states that: *All new non-residential development proposals will be required to provide adequate off-street servicing facilities... ..in the interests of highway safety and the amenities of adjoining residential areas.*
- 4.17 **Saved Policy T13 – Cycling and Walking** states that: *In accordance with the aims of the Council's Charter for the Environment the Council will seek to introduce a programme of measures to improve facilities for cyclists within the Borough...*

### **Compliance**

- 4.18 The proposed new indoor fun park will provide an all-weather attraction for the Seafront and extend the length of the season, thereby enhancing Southend's role as a successful year-round leisure and tourist attraction.

4.19 The site is located at the heart of the Seafront and adjacent to the town centre, within close proximity to two rail stations and a bus interchange, and excellent pedestrian and cycle links. As such, it is clear that the application site is well located to take advantage of sustainable travel opportunities for visitors and staff alike.

4.20 In view of the above, we consider that the principle of the proposed development on this site is fully compliant with policy guidance on transport and land use planning at national and local levels.

## 5.0 TRIP ATTRACTION AND MODAL SHARE

5.1 There is insufficient data available on the TRICS database to enable a sound assessment to be undertaken of the potential number of trips that could be attracted by the proposed indoor fun park by this method, particularly given variations due to different site locations influencing travel modes, survey days, weather and seasonality. It is felt that a qualitative rather than quantitative approach is appropriate in this instance, as outlined below.

### Visitors

5.2 At the outset, it is important to recognise that the proposed new all-weather attraction will complement the existing amusements/rides at the Adventure Island Fun Park and it is not a destination in its own right.

5.3 The proposal will extend the length of season of the Fun Park, attracting visitors during early Spring, late Autumn and through the Winter months, making it a year-round destination, and on days of inclement weather in the Summer. On such days, the capacities of local public transport, highways and car parks are under less stress compared with fine weather days as fewer visitors travel to Southend for leisure purposes.

5.4 In our view, the proposed indoor fun park is unlikely to attract a material number of trips additional to those already attracted by the Fun Park at its busiest times, which are fine weather days at weekends and during school holidays. An indoor facility is unlikely to be popular on warm, sunny days when outdoor features are more attractive. Indeed, it could be said that use of the extant consent to re-provide outside amusements/rides, open to the sunshine, would result in increasing the pull of the Fun Park at such times; adding stress to local public car parks and highways infrastructure.

- 5.5 It is fair to say that the main trip attraction is the seaside town of Southend-on-Sea itself, including its beach and pier etc. According to SSBC statistics, Southend-on-Sea draws some 6.5 million visitors annually. We consider that most, if not all, visitors to the new indoor fun park, particularly in the Summer months, will be drawn from the local residential population and the existing 6.5 million annual visitors to the town and Seafront. In essence, these are mainly linked trips.
- 5.6 Stockvale anticipates growth of its business primarily as a result of a large increase in annual pass customers given the draw of the new all-weather attraction and proposed extension of Sealife Adventure attraction (which is the subject of a separate planning application). Such passes are primarily taken up by residents of the town, and as such, many are able to walk, cycle or use public transport for the short trip from home to the Fun Park.
- 5.7 The annual pass is heavily marketed and reinforced through various social media sites, websites and local radio stations. The primary benefit to annual pass customers is that a 20% discount is given to the cost of wrist bands/tickets for the Fun Park and Sealife Adventure attraction, as well as meals/refreshments at Sands Restaurant and Three Shells café.
- 5.8 The excellent provision for walking and cycling along the Seafront and connections to the town's frequent and wide-ranging public transport services (as described earlier) make the use of sustainable travel a realistic alternative to car use.
- 5.9 Via its website, Stockvale actively encourages visitors to the Fun Park to travel by sustainable modes, through promotional material. Recently it has undertaken joint promotions with c2c, whereby it is free to travel on c2c trains from any station along the route from London Fenchurch Street to Southend Central when an Adventure

Island wristband is purchased at any of the stations' ticket office. The take up of this offer has averaged between 11,000 and 20,000 visitors annually. Stockvale is currently negotiating a package with c2c to encourage greater use of rail travel by visitors.

- 5.10 The main customer base for the Fun Park is families; generally two adults and two children travelling together. Therefore, should families be unable to travel by sustainable modes, they car share instead.
- 5.11 Stockvale also provides information on local car parks on its Adventure Island website to enable visitors to plan their journey in advance, and local radio stations broadcast real-time information details on where there is available car parking at the height of the season. This is to make visitors aware of town centre car park provision (within walking distance of the Fun Park), rather than reliance on the VMS that primarily leads visitors to the Seafront car parks.
- 5.12 The Travel Plan submitted in support of this planning application outlines Stockvale's commitments to encourage sustainable travel choice for visitors to the Fun Park. This includes many incentives that are already promoted to customers.

### **Employees**

- 5.13 As identified earlier, the Adventure Island Fun Park currently employs some 900 staff. The new indoor fun park will generate an additional 100 jobs.
- 5.14 Stockvale has confirmed that the majority of its employees working at the Fun Park reside in Southend, with others residing in neighbouring settlements; and either walk, cycle or use public transport to travel to/from work.

- 5.15 The Fun Park has very few essential on-site parking spaces and the daily charges of local public car parks (generally £10 for over 6 hours) effectively restrains staff from using the private car to travel to/from work.
- 5.16 Further, a proportion of seasonal Summer employees are under 17 and therefore unable to drive.
- 5.17 The Fun Park hours of operation are such that the proposed indoor fun park will attract none or very few staff trips during the weekday morning peak period. It is also relevant to note that the Fun Park currently closes between 5pm and 6pm on about 18% of weekdays during the year. Therefore staff trips are mainly outside the times of weekday peak use of the transport network.
- 5.18 The Travel Plan submitted in support of this planning application outlines Stockvale's commitments to encourage sustainable travel choice among all employees. This includes many incentives that are already promoted to staff.

### **Summary**

- 5.19 In summary: -
- There is insufficient TRICS data to enable a sound assessment to be undertaken of the potential number of trips that could be attracted to the proposed indoor fun park by this method; due to variations due to different site locations influencing travel modes, the age of the data, the days of the week surveyed, weather conditions on the day(s) surveyed and seasonality factors. A qualitative rather than quantitative approach has therefore been adopted.

- The new all-weather attraction will complement the existing amusements/rides at the Fun Park and it is not a destination in its own right.
- It will extend the season of the Fun Park, attracting visitors in the early Spring, late Autumn and through the Winter months to make it a year-round attraction and on days of inclement weather in the Summer, when the capacities of local public transport, highways and car parks are under less stress compared with warm and sunny days during the Summer months.
- The proposal is highly unlikely to attract a material number of trips additional to those already attracted by the Fun Park at its busiest times, which are warm and sunny days at weekends and during school holidays.
- Use of the Fun Park's 'Permitted Development' rights to re-provide outside amusements/rides, open to the sunshine, could result in increasing the pull of the Fun Park at such times, adding stress to local public car parks and highways infrastructure.
- Most, if not all, visitors to the new indoor fun park, particularly in the Summer months, will be drawn from the local residential population and the existing pool of 6.5 million annual visitors to the town and Seafront. In essence, these will be mainly linked trips.
- The excellent provision for walking and cycling along the Seafront and connections to the town's frequent and wide ranging public transport services make the use of sustainable travel a realistic alternative to car use.

- Stockvale actively encourages visitors to the Fun Park to travel by sustainable modes, via its website, through promotional material and through promotions with c2c.
- the majority of its employees reside in Southend, with others residing in neighbouring settlements; and either walk, cycle or use public transport to travel to/from work.
- The daily charges of local public car parks effectively restrains staff from using the private car to travel to/from work.
- Due to the Fun Park's hours of operation, staff trips to and from work are mainly made outside the times of weekday peak use of the transport network.
- A Travel Plan is submitted in support of this planning application and outlines Stockvale's commitments to encourage sustainable travel choice among visitors and employees.

## **6.0 SUMMARY AND CONCLUSIONS**

- 6.1 This Transport Statement has been prepared retrospectively to support a planning application (ref. 14/00069/BC4M) for a new indoor fun park, on the site of the former Blackbeard replica galleon site at Adventure Island Fun Park, Western Esplanade, Southend-on-Sea, Essex.
- 6.2 The proposed new indoor fun park will provide an all-weather attraction for the Seafront and extend the length of the season, thereby enhancing Southend's role as a successful year-round leisure and tourist attraction.
- 6.3 The site is located at the heart of the Seafront and adjacent to the town centre, within close proximity to two rail stations and a bus interchange, and excellent pedestrian and cycle links. As such, it is clear that the site is well located to take advantage of sustainable travel opportunities for visitors and staff alike.
- 6.4 There will be no dedicated vehicular access or on-site parking provision, with any visitors travelling by car able to use available Seafront and town centre public car parks. Pedestrian access, suitable for all, will be taken from the Western Esplanade and from within the Fun Park, with clearly legible entrances.
- 6.5 There is insufficient TRICS data to enable a sound assessment to be undertaken of the potential number of trips that could be attracted to the proposed indoor fun park by this method; due to variations due to different site locations influencing travel modes, the age of the data, the days of the week surveyed, weather conditions on the day(s) surveyed and seasonality factors. A qualitative rather than quantitative approach has therefore been adopted.

- 6.6 The new indoor fun park will complement the existing amusements/rides at the Fun Park and it is not a destination in its own right.
- 6.7 It will extend the season of the Fun Park, attracting visitors in the early Spring, late Autumn and through the Winter months to make it a year-round attraction and on days of inclement weather in the Summer, when the capacities of local public transport, highways and car parks are under less stress compared with warm and sunny days during the Summer months.
- 6.8 The proposal is highly unlikely to attract a material number of trips additional to those already attracted by the Fun Park at its busiest times, which are warm and sunny days at weekends and during school holidays.
- 6.9 Most, if not all, visitors, particularly in the Summer months, will be drawn from the local residential population and the existing pool of 6.5 million annual visitors to the town and Seafront. In essence, these will be mainly linked trips.
- 6.10 The majority of the Fun Park's employees reside in Southend, with others residing in neighbouring settlements; and either walk, cycle or use public transport to travel to/from work.
- 6.11 A Travel Plan is submitted in support of this planning application and outlines Stockvale's commitments to encourage sustainable travel choice among all employees.
- 6.12 Having fully considered highways/transport matters, we consider that planning permission for the redevelopment scheme should be granted.

**Appendix A**  
**Cycle Route Map**

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 www.cyclecityguides.co.uk  
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 This map is based upon Ordnance Survey data and is reproduced by permission of the Ordnance Survey on behalf of the Crown. All rights reserved. Unauthorised copying and reuse of this information may lead to prosecution under the Copyright, Designs and Patents Act 1988.  
 The representation of a track or a path way. Users of all routes shown on this map are advised to check the route for omissions or errors.  
 Southend Borough Council and CycleCity Guides  
 First published October 2010

**Road definition**

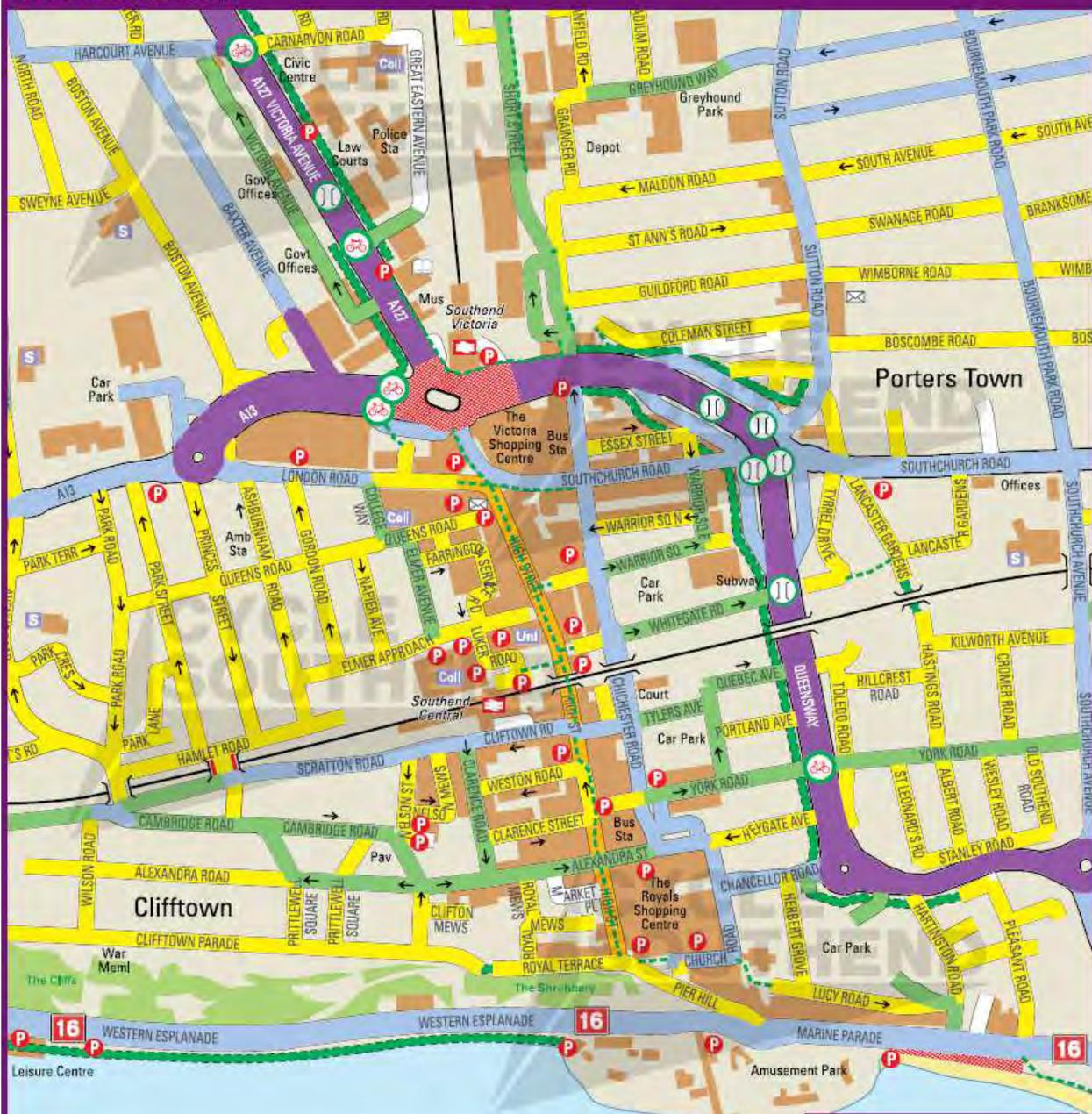
- Yellow**  
 Quiet roads with little traffic. Generally suitable for all cyclists. Non-distributor residential roads, parks. Suitable for level 2 and above.
- Green**  
 Through routes with moderate traffic. Suitable for level 2 and above.
- Blue**  
 Busy roads, including A or B roads. Road design is traditional and does not have a cycle lane. Few HGVs. Road width restricted. Overtaking of cyclists over a long length. Suitable only for level 2 and above.
- Red**  
 Busy principal roads, perhaps with a cycle lane. Road width restricted, leading to overtaking vehicles. Road width with drivers less than 10m of way to cyclists. Complex junctions. Suitable for level 3 cyclists.
- Purple**  
 Fast, busy road with frequent junctions. Road design is orientated towards motor vehicles, such as large roundabouts. Restricted overtaking. Suitable for level 3 cyclists.



	Quieter road or street (suitable for level 2 and above)		Pedestrian zone
	Quieter road with cycle lanes (suitable for level 2 and above)		Shared space opening 2011
	Moderate traffic and low speeds (suitable for level 2 and above)		Cycle parking
	Busy road (suitable for level 2 and above)		University / College / School
	Busy / fast road (suitable for level 3 cyclist)		Hospital / Post office / Library
	Very busy / fast road (suitable for level 3 cyclist)		Toucan crossing
	Paths where cycle must be walked		Railway with station and cycle parking
	Cycle track/bridleway/byway (level 1)		National Cycle Network route number
	Cycle track or path needing care (level 1)		One way street
			Take care
			Footbridge / Subway
			Recycling centre

Miles 0 0.5 1 1.5  
 Time in minutes based on an average 10 miles per hour or 16 kilometres per hour

## TOWN CENTRE INSET



### This map shows

- The roads and traffic-free paths that you can use to cycle in and around Southend-on-Sea.
- All roads, tracks and paths within Southend have been colour coded to show the minimum level of cycling skill you need to use them safely. The levels are shown in the key. All roads are graded at peak times.

The skill levels are based on the three levels of Bikeability, the National Cycle Training Standard. Cyclists who have completed Bikeability should be able to do the following at each level:

#### Level 1 - Beginner (Training usually before the age of 10-11)

Cyclists with the skills to make a trip and undertake activities safely in a motor-free environment.

#### Level 2 - Intermediate (Training usually at age 10-11)

Cyclists with the skills to make a trip safely on quieter roads to school, work, other destinations or for leisure.

#### Level 3 - Advanced (Training usually after age 11 or as an adult)

Cyclists with the skills to make a trip safely on busy roads and using complex junctions and road features, to school, work, other destinations, or for leisure.

### KEY

- Quieter road or street (suitable for level 2 and above)
- Quieter road with cycle lanes (suitable for level 2 and above)
- Moderate traffic and low speeds (suitable for level 2 and above)
- Busy road (suitable for level 2 and above)
- Busy / fast road (suitable for level 3 cyclist)
- Very busy / fast road (suitable for level 3 cyclist)
- Paths where cycle must be walked
- Cycle track/bikeway/bway (level 1)
- Cycle track or path heading cars (level 1)
- Pedestrian zone
- Shared space opening 2011
- Cycle parking
- University / College / School
- Post office / Library
- Toucan crossing
- Railway with station and cycle parking
- National Cycle Network route number
- One way street
- Take care
- Footbridge / Subway

**Appendix B**  
**Bus Service Details**

## Appendix A Table: Bus services within 500m of Site

	Service and Route Southend-on-Sea Travel Centre - <b>SOSTC</b>	Frequency (minutes)		
		Weekdays	Weekends	
			Sat	Sun
1	North Shoebury - Thorpe Bay - Southchurch - <b>SOSTC</b> - Southend-on-Sea Victoria Station - Westcliff-on-Sea - Leigh-on-Sea - Hadleigh - Benfleet - Rayleigh - Hullbridge	10	12-20	30
3/A/B /C/D/ E	Oxney Green - Chelmsford - Howe Green - Rettendon - Battlesbridge - Rayleigh - Thundersley - Hadleigh - Leigh-on-Sea - Westcliff-on-Sea - Southend-on-Sea Victoria Station - <b>SOSTC</b>	60	120	-
4/4A	<b>SOSTC</b> - Southchurch - North Shoebury - Great Wakering - Shoeburyness	30	30	60
5	<b>SOSTC</b> - Southend-on-Sea Victoria Station - Westcliff-on-Sea - Leigh-on-Sea - Hadleigh - South Benfleet - Pitsea - Basildon	30	30	-
6	<b>SOSTC</b> - Southchurch	-	-	5 per day
7	Rayleigh - Hockley - Rochford - Prittlewell - <b>SOSTC</b> - Southchurch - Thorpe Bay - North Shoebury - Great Wakering	20	10	60
8	Hawkwell - Rochford - Prittlewell - <b>SOSTC</b> - Thorpe Bay - North Shoebury	30	30	60
9	Rayleigh - Eastwood - Prittlewell - Southend-on-Sea Victoria Station - <b>SOSTC</b> - Thorpe Bay - Shoeburyness - North Shoebury	12	12	30
11A	Chelmsford - Great Baddow - Rettendon - Battlesbridge - Rawreth - Rayleigh - Eastwood - Leigh-on-Sea - Prittlewell - Westcliff-on-Sea - <b>SOSTC</b> - Southchurch	-	-	120
14	Shoeburyness - Foulness - Great Wakering - Barling - Bournes Green - Southchurch - <b>SOSTC</b>	90	7 per day	-
17	<b>SOSTC</b> - Westcliff - Chalkwell - Leigh-on-Sea	6 per day	-	-
20	Hullbridge - Rayleigh - Eastwood - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	15	30	-
21/A/ B	Canvey - South Benfleet - Thundersley - Hadleigh - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	30	30	60
23	<b>SOSTC</b> - Southchurch (Loop service)	30	40	-
23A	<b>SOSTC</b> - Southchurch (Loop service - morning & afternoon)	40	40	-
23B	<b>SOSTC</b> - Southchurch (Loop service - evening)	40	40	-
24	<b>SOSTC</b> - Southchurch (Loop service)	20	20	60
24A	<b>SOSTC</b> - Southchurch (Loop service)	-	-	60
25/A	Basildon - Wickford - Rayleigh - Eastwood - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	30	30	60
25B	Hadleigh - South Benfleet - Thundersley - Rayleigh - Leigh-on-Sea - Prittlewell - <b>SOSTC</b>	2 per day	-	-
26	Hadleigh - Leigh-on-Sea - Westcliff-on-Sea - <b>SOSTC</b>	30	30	-
27	Canvey - South Benfleet - Hadleigh - Leigh-on-Sea - <b>SOSTC</b> - Southchurch	15	15	30
28	Basildon - Pitsea - South Benfleet - Hadleigh - Leigh-on-Sea - Westcliff-on-Sea - <b>SOSTC</b>	15	15	30
29	Belfairs - Leigh-on-Sea - Prittlewell - Southend-on-Sea Victoria Station - <b>SOSTC</b> - Southchurch	20	20	60
60	<b>SOSTC</b> - Southchurch - Rochford - Great Stourbridge	120	4 per day	-
61	<b>SOSTC</b> - Southchurch - Rochford (loop service)	30	30	60
174	<b>SOSTC</b> - Prittlewell - Rochford - Lower Hockley - Canewdon	2 per day	2 per day	-
251	<b>SOSTC</b> - Prittlewell - Leigh-on-Sea - Eastwood - Rayleigh - Shotgate - Wickford - Great Burstead - Billericay - Hutton - Shenfield - Brentwood - Warley	-	-	120
X30	Stansted Airport - Barnston - Chelmsford - Rayleigh - Leigh-on-Sea - Prittlewell - Southend Airport - Southend-on-Sea Victoria Station - <b>SOSTC</b>	60	60	60

Note: Other services calling at SOSTC 814 & B2 are school only services

# Southend and District Bus Network



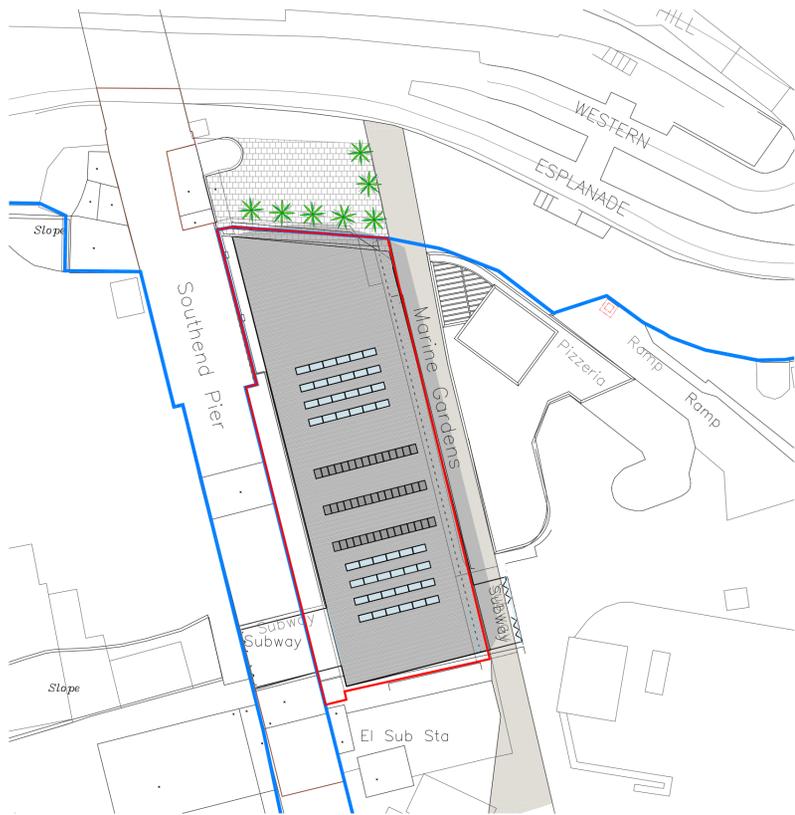
**Southend Travel Centre**  
 3.3A, 3B, 3C, 3D, 3E, 4.4A, 5.6, 14.17  
 20, 21, 21A, 21B, 23B, 24, 24A, 25  
 25A, 25B, 26, 27, 27A, 28, 60  
 61, 174, 251, X30  
 also calling:  
 1(AS), 7, 8, 9, 11A, 23, 23A  
 29, B1, B1.X1

**Key**

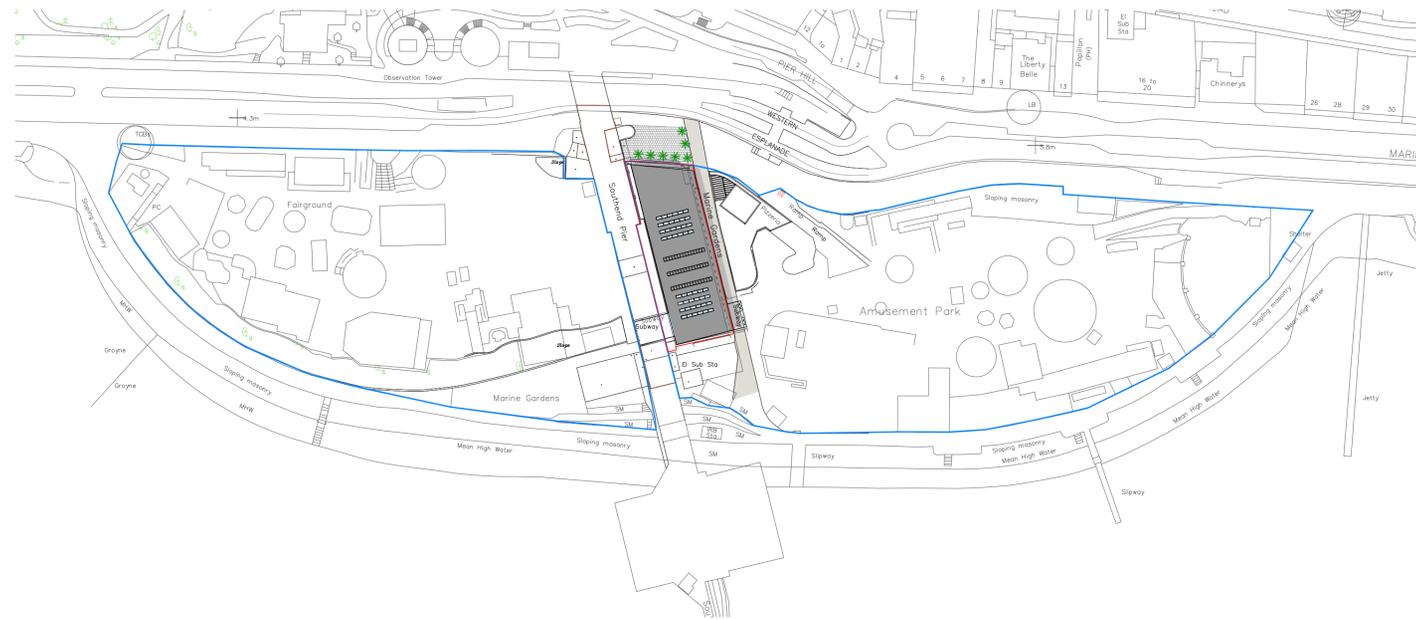
- Road served at least 5 days per week
- Road served less than 5 days per week
- 4 Arriva bus route number
- 20 First bus route number
- 14 Buses run by other operators
- 251 Route terminus
- ◆◆ Certain journeys only
- ⊙ Sundays only
- ← Bus operates in direction of arrow shown
- (AS) Arriva Southend
- (RB) Regal Busways
- Rail line and station

## **Appendix C**

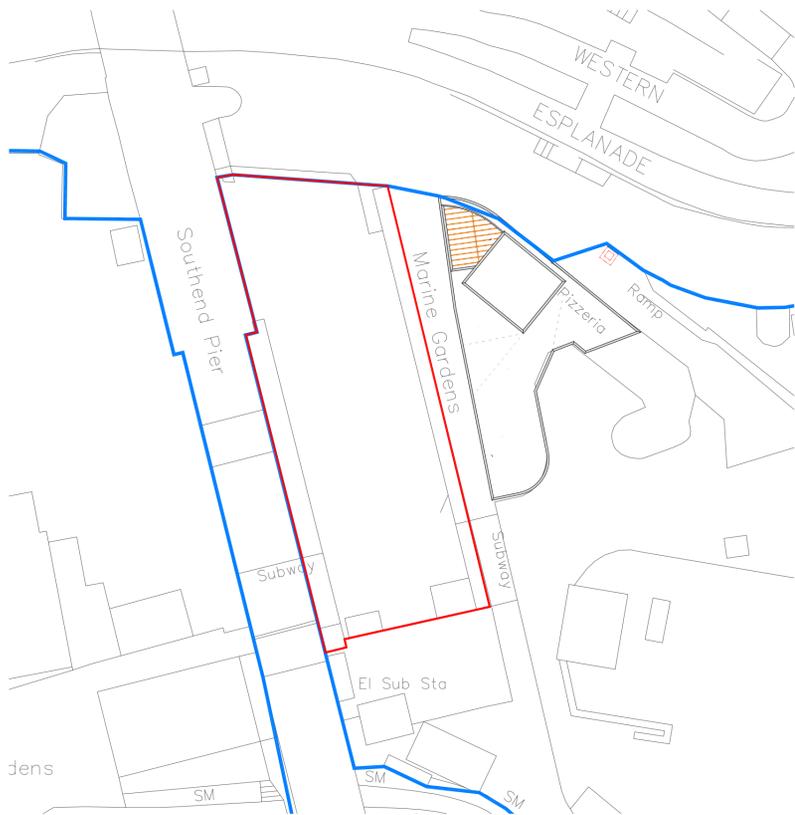
### **Site Layout**



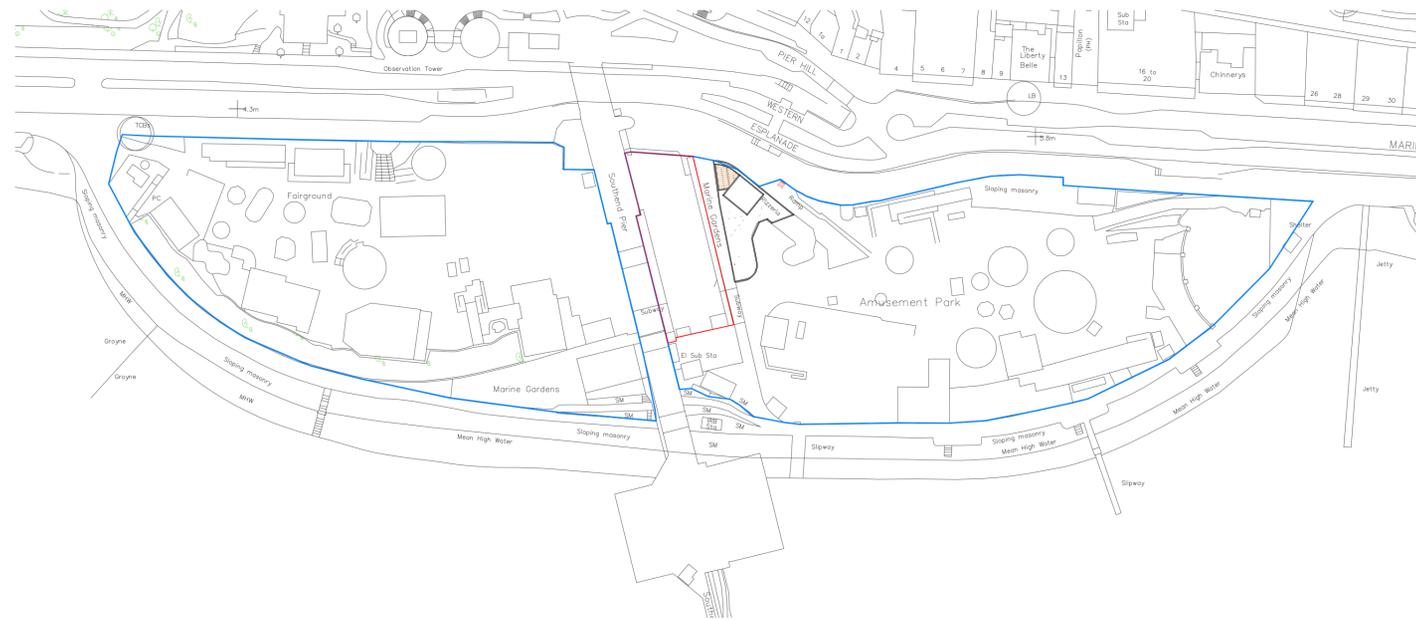
Proposed Block Plan - 1:500



Proposed Location Plan - 1:1250



Existing Block Plan - 1:500



Existing Location Plan - 1:1250



REV.	AMENDMENT:	DATE:
-	Production of Initial Drawings	23.09.2013
A	Provisional Layout Drawings	04.10.2013
B	Roof Curve Revision	10.12.2013
C	Plan Revision	11.12.2013
D	Plan Revision	19.12.2013
E	Planning Drawings	10.01.2014

**STATUS: AWAITING APPROVAL**

PROJECT STAGE: S1 - Preliminary	DRAWN BY: WS + ABG	CHKED BY: <input type="checkbox"/>
CLIENT: Stockvale		
PROJECT: Blackbeard		
PROJECT NO: 161-04-13	PAGE NO: P01	REVISION: E
DRAWING: Proposed and Existing Site and Block Plans		

SCALES:  
1:500 and 1:1250 on A1

**BUILDER INFORMATION:**  
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IT IS THE RESPONSIBILITY OF THE BUILDER TO CONTACT THE ARCHITECT TO PROCEED WITH THE RIGHT DRAWING PACKAGE ON SITE. PLEASE BE ADVISED THAT ALL DRAWING PACKAGES WILL ALSO HAVE STRUCTURAL ENGINEERING WORKS ATTACHED. DO NOT BUILD WITHOUT ALL PAPERWORK.

**DRAWING NOTES:**  
ALL ITEMS, NOTES, DIMENSIONS AND GENERAL DESIGN CONTAINED IN THIS DRAWING ARE FOR GUIDANCE PURPOSES ONLY. NOMINATED BUILDER AND PERSON RESPONSIBLE FOR THE PROJECT SHOULD MAKE A THOROUGH CHECK PRIOR TO COMMENCEMENT OF WORKS AGAINST SITE, DRAINAGE SERVICE DRAWINGS, CURRENT BUILDING REGULATIONS, BRITISH STANDARDS AND CODES OF PRACTICE. FAILURE TO DO SO WILL BE AT THE LIABILITY OF THE BUILDER/CONTRACTOR NOT THE ARCHITECT.

THE CONTRACTOR IS TO ALLOW WITHIN THEIR PRICE FOR ALL ITEMS NOT LISTED BUT THAT WILL BE REQUIRED TO COMPLETE THE WORK IN ACCORDANCE WITH ALL CURRENT LEGISLATION.

**SKARCHITECTSLTD**

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