

STOCKVALE

PROPOSED EXTENSION TO SEA LIFE ADVENTURE:
EASTERN ESPLANADE, SOUTHEND-ON-SEA



TRANSPORT STATEMENT

REPORT REFERENCE NO. T500-01

PROJECT NO. T500

MARCH 2014

**PROPOSED EXTENSION TO SEA LIFE ADVENTURE:
EASTERN ESPLANADE, SOUTHEND-ON-SEA**

TRANSPORT STATEMENT

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DOCUMENT CONTROL SHEET

REV	ISSUE PURPOSE	AUTHOR	CHECKED	APPROVED	DATE
	1 st Draft for Review	SAF	RMA	ML	16/03/14
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EXECUTIVE SUMMARY

Stockvale has submitted a planning application for the proposed extension of Sealife Adventure at Eastern Esplanade, Southend-on-Sea, Essex.

The site is located on the Seafront and close to the town centre, within reasonable proximity to three rail stations and the bus interchange, and with 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.

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 Sealife Adventure extension 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 proposed extension to Sealife Adventure will not result in a pro-rata increase in trip attraction. It will increase the tourist offer on days of inclement weather in the Summer, lengthen visitor stay, attract additional visits in the early Spring, late Autumn and Winter months when the Seafront is not widely visited and capacities of local public transport, highways and car parks are under less stress compared with Summer months and fine weather days.

It is highly unlikely to attract a material number of additional trips when Southend, as a tourist destination, is busiest, which is on warm and sunny days during the Summer months, when outdoor attractions are more popular.

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 important step in extending the season in conjunction with the proposed new indoor fun park at Adventure Island and helping to enhance 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 extension of Sealife Adventure attraction at Eastern Esplanade, Southend-on-Sea, Essex.
- 1.2 This Transport Statement (TS) has been prepared retrospectively to support a planning application (ref. 14/00038/BC4M) for extending the existing Sealife Adventure attraction to provide additional fish tanks and enclosures, and a children's play area.
- 1.3 The planning application for the proposed redevelopment scheme was 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 0.32 ha in size and is located off Eastern Esplanade, on the Seafront of Southend-on-Sea, as shown at **Plate 1**.



Plate 1: Site Location

2.2 The site is bordered by: -

- Eastern Esplanade to the north;
- an 18-hole mini-golf course to the east;
- the Seafront pedestrian promenade to the south; and
- Fairheads Green public car park 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 includes the existing Seaside Adventure attraction and vacant land to the immediate east, which previously formed part of the mini-golf course. The entrance to the centre lies adjacent to the promenade and Fairheads Green public car park (see **Plate 3**).



Plate 3: The Site

- 2.5 Access to a pool of essential staff car park spaces is available from Eastern Esplanade via a simple priority 'T' junction, located to the rear (east) of the Sealife Adventure building.
- 2.6 The Sealife Adventure attraction is open every day except Christmas Day and Boxing Day, from between 10am and 11am until between 5pm and 8pm, with the latter depending on the time of year. Its current exhibits include marine creatures found locally in the Thames and an array of tropical fish.
- 2.7 The Sealife Adventure has a floor area measuring some 1,437m² and currently employs some 30 staff.
- 2.8 The travel patterns of existing Fun Park staff are discussed at **Section 5.0**.
- 2.9 The former mini-golf course, on which the Sealife Adventure extension is proposed, would have attracted a number of trips when in use. This is also discussed in **Section 5.0**.

Walking

- 2.10 There are excellent pedestrian facilities in the vicinity of the site, with high standard wide footways and crossing facilities on Eastern Esplanade and Marine Parade.
- 2.11 SSBC has completed a "public realm" enhancement project on Marine Parade and Western Esplanade in recent years, which has created a safer, more attractive and more permeable environment for pedestrians in the Seafront area.
- 2.12 A zebra crossing is located on Eastern Esplanade immediately north of the site (see **Plate 4**) and a staggered pelican crossing is located circa 50m west of the site (see **Plate 5**), both of which facilitates safe movement across Eastern Esplanade.



Plate 4: Zebra Crossing on Eastern Esplanade



Plate 5: Pelican Crossing on Eastern Esplanade

- 2.13 The footways on both sides of Eastern Esplanade are well lit and provide direct access to bus stops (see below).
- 2.14 The Western Esplanade connects to footpaths on Pier Hill, facilitating visitor movement to/from High Street for direct access to the town centre and rail stations (see below).
- 2.15 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

2.16 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 Eastern Esplanade and connects Southend-on-Sea with Shoeburyness.



Plate 6: Local Cycle Map

2.17 Around 200m east of the site, NCN Route 16 takes the form of a segregated cycleway running parallel with the promenade.

2.18 Cycle parking is available immediately adjacent to the entrance to the Seaside Adventure, along the promenade, and at a number of other locations along the Seaside as shown at **Plate 6**.

2.19 Cycle maps for the town centre, Seafront and the whole 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, with stops located on Eastern Esplanade within a circa 80m (1-minute) walk distance of the site (eastbound stop located west of the site, and westbound stop east of the site). Southend Travel Centre (bus interchange) is located within a circa 1km (13-minute) walk distance, north-west of the site (see **Plate 7**).

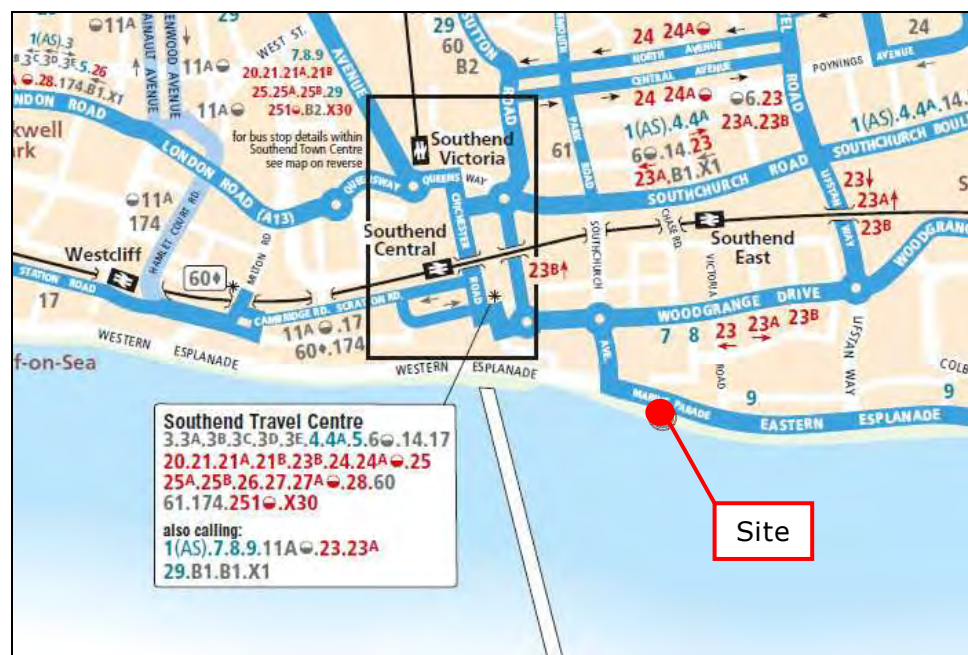


Plate 7: Local Bus Route Map

2.21 The bus stops closest to the site are served by the no. 9 route, which has a 12-minute daytime frequency and operates between Rayleigh and Shoeburyness via the Travel Centre.

2.22 Southend Travel Centre is served by an extensive network of bus routes; offering frequent services to many parts of the borough and across Essex. Frequencies of services available within a circa 500m (6-min) walk distance of the site are shown in **Table 2.1**, below, and a map showing local routes is included at **Appendix B**.

Table 2.1: Bus services within a 500m walk distance

	Service and Route	Frequency (minutes)		
		Weekdays	Weekends	
			Sat	Sun
	Southend-on-Sea Travel Centre - SOSTC			
7	Rayleigh - Hockley - Rochford - Prittlewell - SOSTC - Southchurch - Thorpe Bay - North Shoebury - Great Wakering	20	10	60
8	Hawkwell - Rochford - Prittlewell - SOSTC - Thorpe Bay - North Shoebury	30	30	60
9	Rayleigh - Eastwood - Prittlewell - Southend-on-Sea Victoria Station - SOSTC - Thorpe Bay - Shoeburyness - North Shoebury	12	12	30
23A	SOSTC - Southchurch (Loop service - morning & afternoon)	40	40	-
23B	SOSTC - Southchurch (Loop service - evening)	40	40	-
27	Canvey - South Benfleet - Hadleigh - Leigh-on-Sea - SOSTC - Southchurch	15	15	30

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.

Rail

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



Plate 8: Rail Map

- 2.25 Southend East station is located with a circa 1.1km (14-minute) walk distance of the site and Southend Central station within a circa 1.3km (16-minute) walk distance. Both are served by c2c services operating between London Fenchurch Street (a 55/52-minute journey) and Shoeburyness (a 7/10-minute journey). Intermediate stations include West Ham, Barking, Upminster, Grays, Tilbury, Basildon, Pitsea and Leigh-on-Sea.

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

- 2.27 Southend Victoria station is located within a circa 1.8km (23-minute) walk distance of the site. Whilst such a walk distance may appear lengthy to/from a specific destination; it is important to recognise that many visitors to Southend will spend the whole day, shopping in the town centre, enjoying the central Seafront (including Adventure Island) and then walking along the Promenade to the Seaside Adventure attraction. As such, the walk effectively forms part of visitors' days out in the town, and therefore should not be viewed in isolation of this.

- 2.28 Further, the no. 9 bus service, that stops within a 1-minute walk of the site, connects the site with Southend Victoria station.
- 2.29 The station 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.
- 2.30 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.
- 2.31 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

- 2.32 The Eastern Esplanade (the B1016) is a single carriageway road subject to a 30mph speed limit. Wide footways are present on both sides of the carriageway. There are double yellow line waiting restrictions at the site frontage; this permits loading/unloading for up to 20 minutes.
- 2.33 Access to Fairheads Green public car park is taken from Eastern Esplanade via a priority 'T' junction arrangement with right-turn lane.
- 2.34 The Eastern Esplanade, Marine Parade and Western Esplanade provides a route along the Seafront between Chalkwell (to the west) and Shoeburyness (to the east); the latter via the B1016 Chalk Esplanade. The B1016 Eastern Esplanade connects with the A1160 Southchurch Avenue via a three-arm signalised junction; this in turn links to the A13 and A127; with access beyond to settlements within the borough and other parts of Essex, the M25 and London.

Car Parking

- 2.35 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:
- Fairheads Green - 213 spaces (80m - 1 min walk);
 - Seaway - 615 spaces (500m - 6 min walk);
 - The Royals - 450 spaces (780m - 10 min walk); and
 - Tylers Avenue - 259 spaces (1km - 13 min walk).
- 2.36 There is also on-street pay-and-display parking available on Eastern Esplanade within a short walk of the site. This provision extends east along Thorpe Esplanade towards Shoeburyness.
- 2.37 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.
- 2.38 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.
- 2.39 Variable Message Signs (VMS) are located on strategic routes in and around Southend; these display parking availability for the central Seafront and town centre.
- 2.40 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.

2.41 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

2.42 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, 3,000m² 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

2.43 It is clear from the above that the site is accessible by all modes of transport. Given its location on the Seafront and close to the town centre, reasonable proximity to the rail stations and bus interchange, and excellent pedestrian and cycle links, the site is well located to take advantage of sustainable travel opportunities.

2.44 As identified above, many visitors to Southend will spend the whole day, shopping in the town centre, enjoying the central Seafront (including Adventure Island) and then walking along the Promenade to the Sealife Adventure attraction. As such, a walk from local public transport nodes forms part of the visitor's day.

3.0 THE PROPOSED DEVELOPMENT

- 3.1 It is proposed to extend the existing Sealife Adventure attraction to provide additional fish tanks and enclosures, and a children's play area.
- 3.2 The Sealife Adventure is an all-weather attraction that is used throughout the year. Along with the nearby Adventure Island Fun Park, the Sealife Adventure has been a key driver for tourist economy and regeneration on the Seafront for many years. The proposed extension is considered an important step in extending the season in conjunction with the proposed new indoor fun park at Adventure Island (application ref. 14/00069/BC4M) and helping to make Southend a year-round tourist destination.
- 3.3 The extended Sealife Adventure will increase the tourist offer, lengthen visitor stay and encourage increased take-up of annual passes.
- 3.4 The proposed extension contains additional floor area measuring some 1,175m² and will generate an additional 20 jobs.
- 3.5 **Appendix C** contains an architect's site layout plan of the proposed Sealife Adventure extension.

Access

- 3.6 The existing vehicle access will be retained to serve 4 no. on-site car parking spaces for staff/servicing, with deliveries and servicing etc. taken on-street as per existing arrangements.
- 3.7 Pedestrian access to the extended Sealife Adventure building will be as existing, i.e. from the Promenade.

Parking

- 3.8 The existing car parking provision of 4 no. staff/servicing spaces is to be retained (see **Sections 4.0** and **5.0**). As per the existing arrangement for visitors to the Sealife Adventure, visitors by car will 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 Sealife Adventure 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 Southend Victoria station, the town centre and Seafront is now direct and safe, and encourages greater use of public transport by visitors to the Seafront.

- 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) 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 22m² 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 The 4 no. on-site car parking for staff/servicing are proposed to be retained as part of the redevelopment scheme. There is no operational need for any additional parking spaces. As per the existing arrangement for visitors to the Sealife Adventure, visitors by car will use the available Seafront and town centre public car parks. The trip attraction of the proposed extended Sealife Adventure is discussed in **Section 5.0**.
- 4.15 There is no relevant description in the ECC/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 Sealife Adventure is an all-weather attraction that is used throughout the year. Along with Adventure Island, Sealife Adventure has been a key driver for tourist economy and regeneration on the

Seafront for many years, and the proposed redevelopment scheme is considered an important step in extending 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 on the Seafront and close to the town centre, within reasonable proximity to three rail stations and the bus interchange, and with 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 Having examined survey data for comparable land uses in the TRICS database, it is evident that such information is available for only four comparable sites, as follows: -

- site ref. AB-10-A-01, Marine Life Centre, near Barcaldine, Scotland – whole week, June 1995;
- site ref. AB-10-A-02, Sea Life Centre, near Rhugarbh, Scotland – Tuesday, May 2005;
- site ref. NS-10-A-01, Aquarium, Weston-super-Mare – Sunday, October 2006; and
- site ref. TW-10-A-03, Aquarium, Tynemouth – Saturday, November 2010.

5.2 Having reviewed the available data for these four sites in TRICS, it is evident that this is insufficient to enable a sound assessment to be undertaken of the potential number of trips that could be attracted to the proposed Sealife Adventure extension by this method. This is 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. It is felt that a qualitative rather than quantitative approach is appropriate in this instance, as outlined below.

Visitors

5.3 It is important to recognise that the proposed extension to Sealife Adventure will not result in a pro-rata increase in trip attraction. Indeed, on review of survey data for TRICS site refs NS-10-A-01 and TW-10-A-03, it is evident that both attracted a similar number of trips at weekends, even though the latter site is 4 times larger in area than the former. It is our view that the increase in offer will

attract a modest number of additional visitors, which will vary by weather and season, as explained below; however, the duration of stay will be longer.

- 5.4 It is important to recognise that the Sealife Adventure is an all-weather attraction; as such, its busiest periods are during times 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. In essence, visitors to Southend on sunny days prefer to spend time at outside attractions on the Seafront, which are more attractive than indoor facilities in such weather.
- 5.5 The extended Sealife Adventure will increase the tourist offer on days of inclement weather, lengthen visitor stay, attract additional visits during early Spring, late Autumn and Winter months when the Seafront is not widely visited, and encourage increased take-up of annual passes.
- 5.6 The extended Sealife Adventure is highly unlikely to attract a material number of additional trips when Southend, as a tourist destination, is busiest, which is on sunny days at weekends and during school holidays.
- 5.7 It is also relevant to consider the extant use of the area of the site into which it is proposed to extend Sealife Adventure. The former mini-golf course, if brought back into use, would attract, in fine weather, a number of trips linked to a visit to Southend, much like the Sealife Adventure extension.
- 5.8 Sealife Adventure is not a tourist destination in its own right; it is fair to say that the main trip attraction is the seaside town of Southend-on-Sea itself and its beach, pier etc. According to SSBC

statistics, Southend-on-Sea draws some 6.5 million visitors annually.

- 5.9 There is an aspirational 30% increase in terms of business growth/visitors. It is considered that most if not all visitors to the extended Sealife Adventure will be drawn from the local residential population and the existing 6.5 million annual visitors to the town and Seafront. In essence, these will be mainly linked trips.
- 5.10 As indicated above, Stockvale anticipates growth of its business primarily as a result of a large increase in annual Pass customers given the additional draw of both the proposed Sealife Adventure extension and new all-weather fun park (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 site. Indeed, many existing visitors to Sealife Adventure are local residents.
- 5.11 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 bands/tickets for Sealife Adventure and the Adventure Island Fun Park, as well as meals/refreshments at Sands Restaurant and Three Shells café.
- 5.12 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.
- 5.13 Via its website, Stockvale actively encourages visitors to Sealife Adventure to travel by sustainable modes through promotional material. Recently Stockvale 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 (these wristbands can also be used for entry at Sealife Adventure). The take up of this offer has averaged between 11,000 and 20,000 visitors to Adventure Island and Sealife Adventure annually. Stockvale is currently negotiating a package with c2c to encourage greater use of rail travel by visitors.

- 5.14 The main customer base for Sealife Adventure is families; generally two adults and two children, travelling together. Therefore, should families be unable to travel by sustainable modes, they car share instead.
- 5.15 Stockvale also provides information on local car parks on its Sealife Adventure 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 rather than reliance on the VMS that primarily leads visitors to the Seafront car parks.
- 5.16 The Travel Plan submitted in support of this planning application outlines Stockvale's commitments to encourage sustainable travel choice for visitors to Sealife Adventure. This includes many incentives that are already promoted to customers.

Employees

- 5.17 As identified earlier, Sealife Adventure currently employs some 30 staff. The extended Sealife Adventure will generate an additional 20 jobs, to bring total employees to 50 no.
- 5.18 Stockvale has confirmed that the majority of its existing employees reside in Southend, with others residing in neighbouring

settlements; and either walk, cycle or use public transport to travel to/from work.

- 5.19 Seaside Adventure 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.
- 5.20 The Seaside Adventure hours of operation are such that the extended facility will attract none or very few additional staff trips during the weekday morning peak period. Seaside Adventure closes at 5pm and so there will be a modest increase in staff trips using the transport network in the evening peak period.
- 5.21 The Travel Plan submitted in support of this planning application outlines Seaside Adventure's commitments to encourage sustainable travel choice among all employees. This includes many incentives that are already promoted to staff.

Summary

- 5.22 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 Seaside Adventure extension 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 proposed extension to the existing Seaside Adventure will not result in a pro-rata increase in trip attraction.

- It will increase the tourist offer on days of inclement weather in the Summer, lengthen visitor stay, attract additional visits in the early Spring, late Autumn and Winter months when the Seafront is not widely visited and capacities of local public transport, highways and car parks are under less stress compared with Summer months and fine weather days.
- It is highly unlikely to attract a material number of additional trips when Southend, as a tourist destination, is busiest, which is on warm and sunny days during the Summer months, when outdoor attractions are more popular.
- Sealife Adventure is not a tourist destination in its own right. 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. 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 Sealife Adventure 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.
- 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. 14/00038/BC4M) for the proposed extension of the Sealife Adventure attraction at Eastern Esplanade, Southend-on-Sea, Essex.
- 6.2 The proposed extension to Sealife Adventure is an important step in extending the season in conjunction with the proposed new indoor fun park at Adventure Island and helping to enhance Southend's role as a successful year-round leisure and tourist attraction.
- 6.3 The site is located on the Seafront and close to the town centre, within reasonable proximity to three rail stations and the bus interchange, and with 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.
- 6.4 The existing vehicle access will be retained to serve 4 no. on-site car parking spaces for staff/servicing. There will be no dedicated on-site parking provision, with any visitors travelling by car able to use available Seafront and town centre public car parks. Pedestrian access to the extended Sealife Adventure building will be from the Promenade, as existing.
- 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 Sealife Adventure extension 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 proposed extension to the existing Sealife Adventure will not result in a pro-rata increase in trip attraction. It will increase the tourist offer on days of inclement weather in the Summer, lengthen visitor stay, attract additional visits in the early Spring, late Autumn and Winter months when the Seafront is not widely visited and capacities of local public transport, highways and car parks are under less stress compared with Summer months and fine weather days.
- 6.7 It is highly unlikely to attract a material number of additional trips when Southend, as a tourist destination, is busiest, which is on warm and sunny days during the Summer months, when outdoor attractions are more popular.
- 6.8 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. In essence, these will be mainly linked trips.
- 6.9 The majority of Sealife Adventure's existing employees reside in Southend, with others residing in neighbouring settlements; and either walk, cycle or use public transport to travel to/from work.
- 6.10 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.
- 6.11 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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 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, including non-distributor residential roads and parks. Suitable for level 2 and above.
- Green**
 Through routes with moderate traffic and speeds. Suitable for level 2 and above.
- Blue**
 Busy roads, including A roads. Road design is traditional and does not favour cyclists. Few HGVs. Road width restricts overtaking of cyclists over long distances. Suitable only for level 2 and above.
- Red**
 Busy principal roads, perhaps with narrow lanes. Road width restricted, leading to overtaking difficulties. Road width restricts overtaking of cyclists over long distances. Suitable only for level 2 and above.
- Purple**
 Fast, busy road with frequent junctions and roundabouts. Road design is orientated towards motor vehicles, such as large roundabouts. Restricted to 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

CycleCity Guides

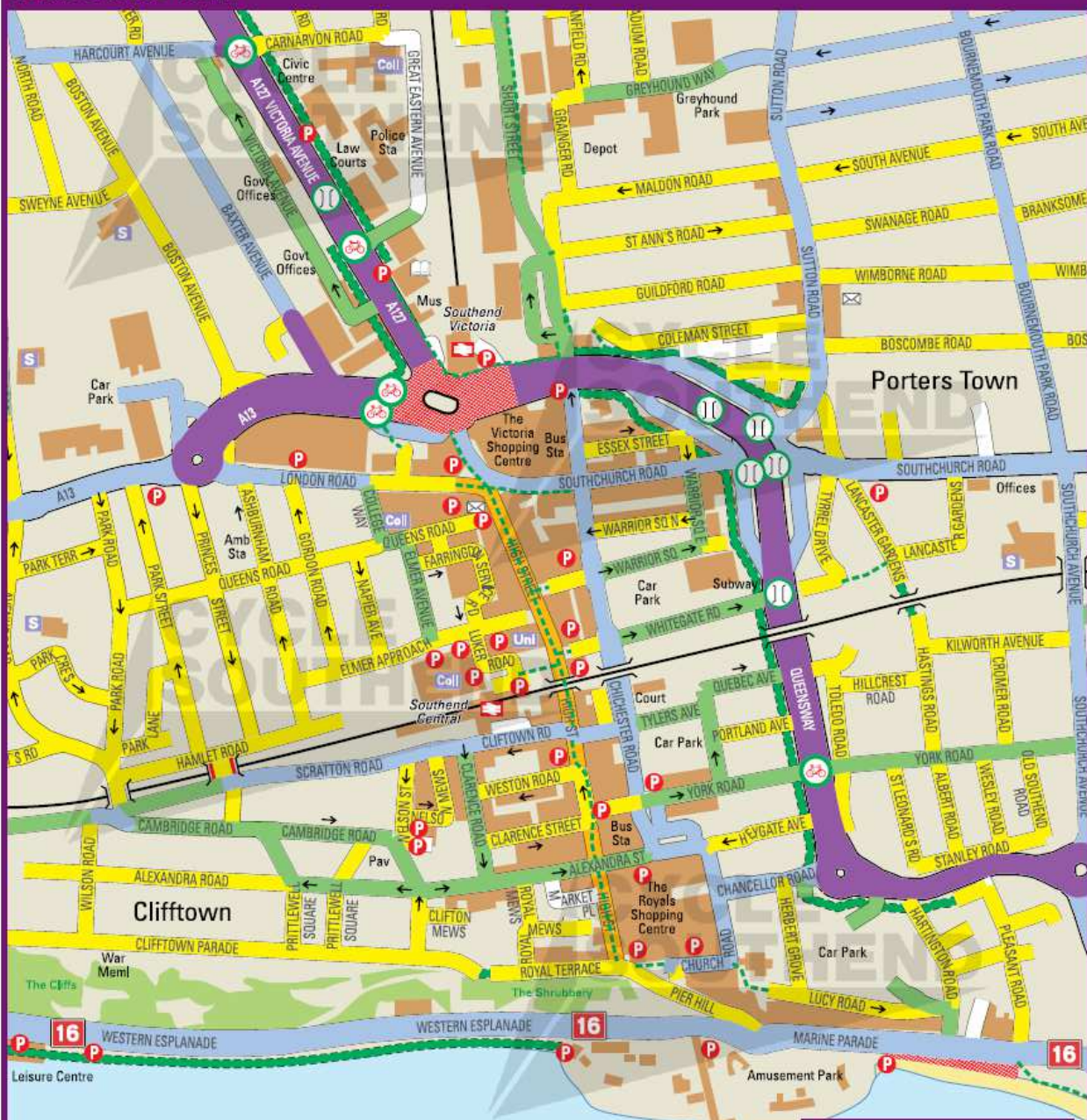
0 0.5 1 1.5 Miles

0 3 6 9 Time in minutes based on an average 10 miles per hour or 16 kilometres per hour

W N E S



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/bride/way/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

Southend and District Bus Network

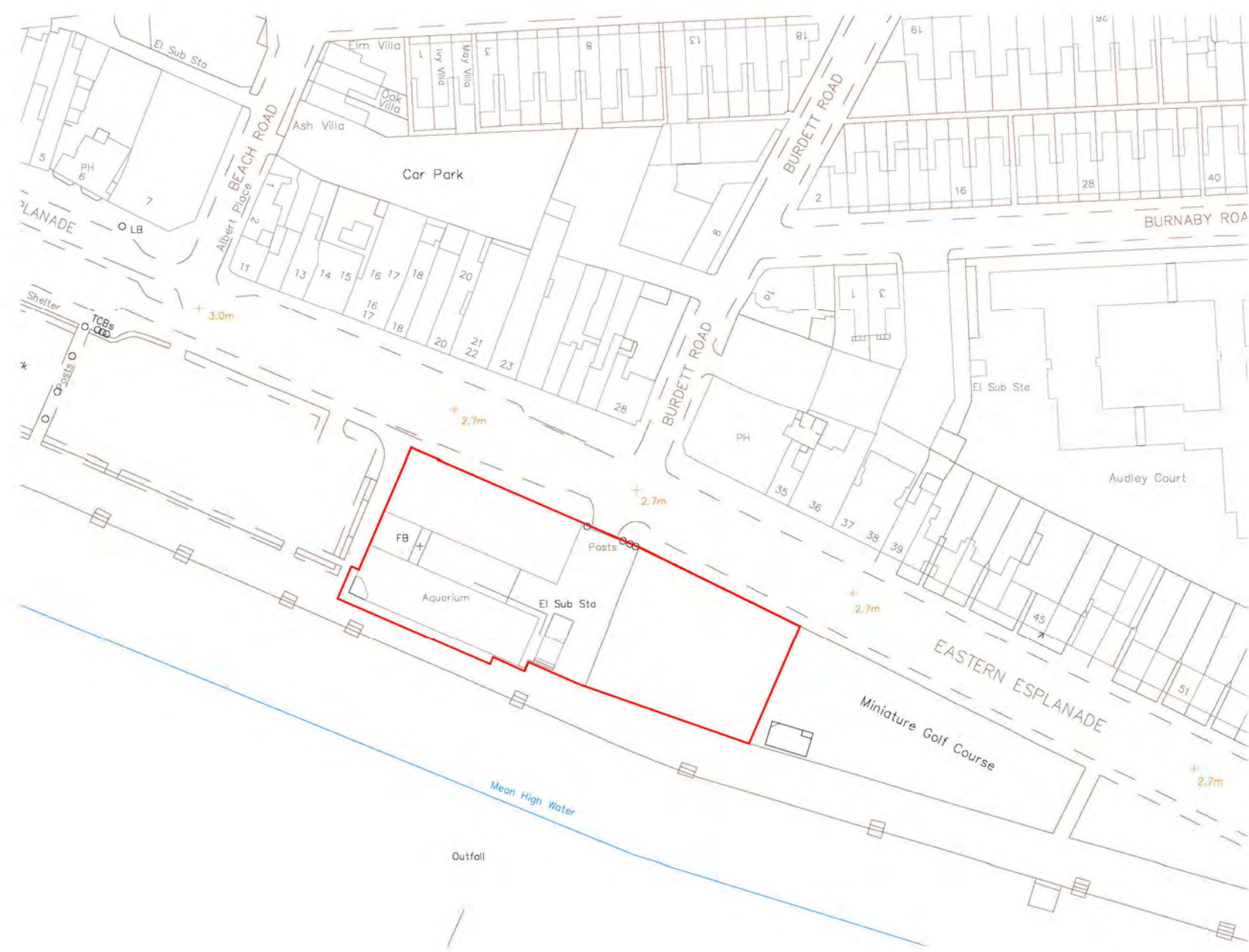


Southend Travel Centre
 3.3A, 3B, 3C, 3D, 3E, 4.4A, 5.6, 14.17
 20, 21, 21A, 21B, 23B, 24, 24A, 25
 25A, 25B, 26, 27, 27A, 28, 60
 61, 174, 251, X30
 also calling:
 1(AS), 7, 8, 9, 11A, 23, 23A
 29, B1, B1.X1

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



Existing Location Plans 1:1250

North



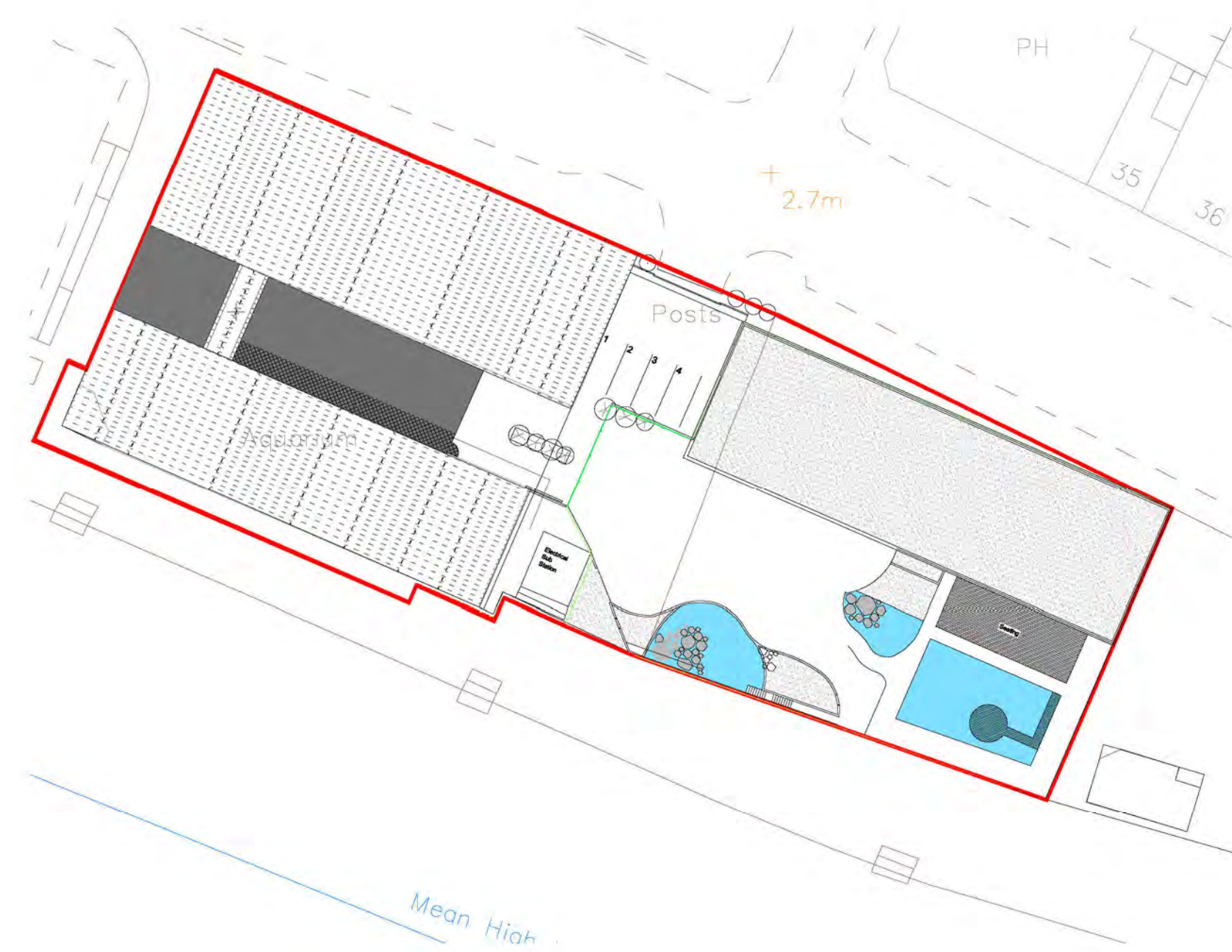
Proposed Location Plans 1:1250

North



Existing Block Plans 1:500

North



Proposed Block Plans 1:500

North

STATUS: AWAITING APPROVAL

PROJECT STAGE: S2 - Planning DRAWN BY: RJS + WS CHKD BY: _____
 CLIENT: Stockvale
 PROJECT: Seafife Extension
 PROJECT NO: 162-04-13 PAGE NO: P01 REVISION: _____
 DRAWING: Existing and Proposed Block and Site Plans

SCALE: 1:500, 1:1250 on A1

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