

Reference:	11/00642/FUL
Ward:	Milton
Proposal:	Erect new first floor restaurant over existing restaurant to create new restaurant and ancillary takeaway (A3) in incorporate highway land to form part of amusement park, change the use of the ground floor restaurant to amusement arcade.
Address:	Adventure Island, Western Esplanade, Westcliff-On-Sea
Applicant:	Mr M Miller
Agent:	Mr S Kearney, SK Architects Ltd
Consultation Expiry:	16 th June 2011
Expiry Date:	12 th July 2011
Case Officer:	Dean Hermitage
Plan Nos:	67 -10- 10-01; 67 -10- 10-02; 67 -10- 10-03; 67 -10- 10-04; 67 -10- 10-05; 67 -10- 10-06; 67 -10- 10-07; 67 -10- 10-07; 67 -10- 10-08; 67 -10- 10-09; 67 -10- 10-10; 67 -10- 10-11.
Recommendation:	GRANT PLANNING PERMISSION



1 The Proposal

- 1.1 The application proposes to erect a first floor over the existing single storey building currently used as a pizza restaurant, arcade and ticket office. The extension would accommodate a restaurant with takeaway facility. It is proposed to increase the footprint of the existing building, to incorporate the green area at ground floor level, which lies to the north west of the site and which is currently undeveloped and landscaped. The existing ground floor restaurant would become an arcade. The restaurant is shown to have approximately 142 covers, together with an outdoor seating area. Access to the restaurant would be possible from both the surrounding street level and from within the theme park. It is proposed to change the use of the existing restaurant at ground floor (theme park level) to an arcade.
- 1.2 The proposed building would have a contemporary design including timber (cedar) and stainless steel. It is proposed to include signage projecting up from the front facade and within the fabric of the building on the side elevation. External dining areas are proposed to the south of the building, over the roof of the ground floor of the building and in the northernmost part of the new building. A takeaway facility would be included and customers would be served via a hatch. It is intended that the building would be constructed in a sustainable manner and would include a green roof, photovoltaic cells and rainwater harvesting.

The applicants have stated that customers for the restaurant would be open to customers from the wider area as well as from within the park. No parking is proposed to serve the development.

It is proposed that the restaurant be open from 0900 hrs to 0200hrs (2a.m.) 7 days a week and that the takeaway facility be open 1000hrs – 0000hrs Monday to Saturday and 1000hrs to 2300hrs Sunday.

2.0 Site and Surroundings

- 2.1 The site forms part of Adventure Island theme park, which lies on the southern side of Western Esplanade to the east of the pier. The ground level drops away between the surrounding highway and wider area and the theme park, which is located at a lower level. The roof of the existing restaurant is just visible at ground floor level. The access road to the Southend lifeboat launch area lies immediately to the west of the application site. The listed Pier structure lies to the east of the application site.
- 2.2 Adventure Island lies within the Central Seafront Area within the Borough Local Plan. It lies within the Seafront Area within the Core Strategy 2007. The site lies adjacent to Southend Pier which is a listed building, adjacent to the Clifftown Conservation Area and adjacent to a Site of Special Scientific Interest, SPA and Ramsar site (the Estuary).

3.0 Planning Considerations

- 3.1 The main issues to be considered are the principle of the development, the impact on the visual amenities of the area, the adjacent listed building and conservation area, impact on surrounding occupiers, implications for traffic and transport, the impact on the SSSI and Ramsar site, and implications in relation to flooding.

4.0 Appraisal

Background to the application

- 4.1 The applicant states that: *"The theme park acts as a catalyst for family entertainment in the central area, which has seen a growth in families remaining well into the evening. The addition of a new high quality restaurant accessed from the Esplanade as well as the theme park will further the growth in the family orientated evening economy. The additional restaurant which will be open to the general public as well as customers of Adventure Island will continue to enhance the attraction throughout the calendar year"*.

Principle

**Planning Policy: Core Strategy Policy; KP1;KP2;CP3;CP4;CP6;
Borough Local Plan Policies: L1;L2**

- 4.2 Policy KP2 of the Core Strategy states that development should "make the best use of previously developed land" and "respect, conserve and enhance the natural and historic environment".
- 4.3 This approach is reiterated in Policy CP4 which states: "Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend." This will be achieved by: "safeguarding and enhancing the historic environment, heritage and archaeological assets, including Listed Buildings, Conservation Areas and Ancient Monuments"
- 4.4 Borough Local Plan Policy L1 seeks to encourage proposals to provide new visitor attractions or improve existing tourist facilities, where they enhance the resort's ability to attract and cater for visitors, increase local employment opportunities and provide for environmental improvements.
- 4.5 Policy L2 deals specifically with the Central Seafront Area and seeks to promote new leisure facilities and seek to introduce the following measures to improve its environment for visitors. However this is qualified in that it also 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: the tidal regime of the Thames Estuary; sites of value to Nature Conservation; the availability of visitor parking facilities, public beaches and moorings; the long-term future of the Pier ; wider foreshore views; the environment of the Central Seafront Area itself; and the highway network.

- 4.6 Thus it can be seen that whilst proposals which improve existing tourist facilities will generally be supported, it is vital that the impact on the character of the Central Seafront and the wider seafront area and Estuary is protected.

Design and visual amenity

Planning Policy Statements: PPS1; PPS5: Core Strategy DPD1: KP2; KP3; CP4; Borough Local Plan Policies C2; C11; C16; L2; Design and Townscape Guide.

- 4.7 Policy CP4 of the Core Strategy states “Development proposals will be expected to contribute to the creation of a high quality, sustainable urban environment which enhances and complements the natural and built assets of Southend” and “promoting sustainable development of the highest quality and encouraging innovation and excellence in design to create places of distinction and a sense of place”
- 4.8 *General Impact of the building* – The potential for a good quality contemporary building on this site is welcomed in principle. The impact of the existing development within the theme park is reduced by the fact that it is set back from and at a lower level than the surrounding highway. The proposal is significantly larger than existing kiosks on the south side of the Esplanade road. The size of the footprint combined with the tall storey height necessary to build above the existing building and the proposed forward projection, will mean that this proposal will be a significant addition to the streetscene
- 4.9 It is therefore important to ensure that the design is not unacceptably imposing and this is especially important around the entrance which projects forward to the north west. The application as submitted shows that the part of the building which would project forward of the existing theme park over the area that is currently grassed, would be an external eating area. This is enclosed to the side and has some limited enclosure to the front. The entrance to the restaurant is located within this area, set well back from the front of the building. The seating area is covered partially by a sedum roof and partially by a slatted roof. It is considered that this design is acceptable in this location.
- 4.10 *Entrance* - The adopted Design and Townscape Guide emphasises that “the focus of any new building must be the pedestrian, not the car and it is essential that the pedestrian entrance is clearly defined and visible

from the public highway.” It goes on to say that “primary entrances are to be located on the street elevation...”

- 4.11 The proposed entrance to the restaurant is located to the rear of the outside dining area. It is not readily visible from the public highway. However the outdoor seating area acts as a suitable focus for the building and is considered acceptable in this location.
- 4.12 *Shutters* - In this public seafront location security is an important issue in the design of new building. Whilst the need for such precautions is recognised, it is necessary to ensure that security shutters become an integral part of the building shopfront design and are not harmful to the wider streetscene. This is particularly important for this development as large, publicly visible areas of glass are proposed to be protected by shutters. It is considered that details of the proposed shutters can be controlled by the use of a suitable condition.
- 4.13 *Linking the existing building to the new first floor* - Careful detailing of fenestration, materials, service connections and finishes play a key role in the successful delivery of a high quality development. In this particular case, the first floor restaurant sits above an existing structure within the theme park. The applicants have stated that at this stage it is not clear how the lower level will be arranged and consequently how this impacts upon the elevation. Details of this can be addressed by imposition of a condition.
- 4.14 *Staircase* - The application also includes a staircase link from within the park to the first floor. The applicant has stated that this stair would be “designed as a sculptural piece”. Details of this matter can be finalised by means of a condition.
- 4.15 *Roof* - Due to the various changes in level around the site, the roof of this building will be highly visible, it will be visible from the Pier and from viewpoints in Pier Hill. The roof as proposed is a mixture of materials, part sedum, part brise soleil, part photovoltaic cells, and it is considered that it would benefit from greater consistency in the use of materials. The arrangements and details of the photovoltaics could be addressed by a condition.
- 4.16 *Ventilation and extract ducting* – Given the high visibility of the building and in particular the roof, it is essential that the ventilation and extract ducting to serve the development is well designed and contained within the building as far as possible. The details of the extract ducting will be subject to a planning condition.
- 4.17 *Views of the Seafront* – The building will have a significant visual impact, however it will also be viewed against the general paraphernalia of the existing theme park. It is not therefore considered that the building will have a detrimental impact on seafront views.
- 4.18 The application also includes the change of use of the existing ground

floor restaurant to an arcade. The arcade use is characteristic of the use of the remainder of the application site as a theme park, and there is no objection to the proposed change of use.

- 4.19 *Impact on the Listed Building and Conservation Area* - Extant policy C2 of the Borough Local Plan seeks to protect listed buildings from unsympathetic development and to preserve their setting and Borough Local Plan saved Policy C4 states that features which contribute to the character of conservation areas should be protected and enhanced.
- 4.20 The site is immediately adjacent to Southend Pier which is an important listed building, and adjacent to Clifftown Conservation Area. It is considered that the proposal sits comfortably with the Pier entrance building and would not be out of keeping.

Traffic and Transport Issues

Planning Policy Statement: PPG13; East of England Plan policies: SS1, T1, T4, T9, T14; DPD1 (Core Strategy) policies: KP1, KP2, KP3; CP3: BLP Policies: T1, T8, T10, T11, T12, T13, T14, SPD2.

- 4.21 *Traffic Generation and parking* – the applicant has submitted a traffic statement in support of the application. The proposed development does not include any provision for car parking. At peak times on street parking within the vicinity of the site is often at capacity. The applicant states that the majority of visitors the site would be making linked trips. The applicant also suggests that the restaurant would be a destination in its own right. It is proposed to open the restaurant outside the hours that the theme park operates. The applicants have stated that the theme park operates its own travel plan which promotes the use of sustainable forms of transport.
- 4.22 It is accepted that many of the trips to the restaurant would be linked to trips to other town centre destinations and that the demand for car parking could potentially be absorbed into existing town centre car parks but would have limited impact on on street car parking because this is often already at or close to capacity at peak times. However it is essential that the development is supported by a robust travel plan, which would be linked to that for the main Theme Park and should include targets for the use of sustainable forms of transport and include measures to support these, procedures for annual review, and mitigation where necessary. The travel plan could be subject to a condition.
- 4.23 *Cycle parking* - During pre application discussions the applicants were advised that cycle parking should be provided in accordance with EPOA standards. No additional cycle parking is proposed as part of the application. This will be the subject of a condition.
- 4.24 *Servicing* – the applicants state that servicing and waste storage would

be linked with the existing servicing strategy and waste strategy for the park. The exact arrangements will be subject to a condition.

- 4.25 *Removal of lamp post* – a lamp post is situated within the area of raised bed that forms part of the application site. This will need to be relocated as part of the application. It is considered that this matter could be addressed through the use of a suitable. The applicant has agreed to this.

Impact on Residential Amenity

Planning Policy Statements: PPS1; PPS 23; PPG 24; East of England Plan policies: East of England Plan policies ENV7; DPD1 (Core Strategy) policies: KP2, CP3, CP4; Borough Local Plan Policies - E5, S1, U2.

- 4.26 The site is located from some distance from the nearest residential properties. Environmental Health Officers confirmed that it was not necessary to submit a noise assessment with the application. Provided plant and extract equipment is provided to an acceptable standard then it is unlikely that the development would result in unacceptable levels of odour or noise. It is also considered that the level of activity associated with the development, taking into account surrounding development, will be unlikely to result in undue noise or disturbance. Conditions are requested to address these matters, to ensure that any lighting does not intrude into residential properties, and to restrict hours of construction.

Impact on SSSI and Ramsar Site

Planning Policy Statement: PPS9; East of England Plan ENV3; Core Strategy Policy CP4; BLP Policy L2

- 4.27 The relevant Authorities have been consulted in relation to the application with regard to its impact on the SSSI, SPA and Ramsar site and have raised no objection to the development, subject to conditions regarding when any noisy development is carried out. Officers are therefore satisfied that the development would not be detrimental to the SSSI, SPA and Ramsar site.

Flood Risk

Planning Policy Statements: PPS 25; DPD1 (Core Strategy) policies: KP1, KP2, KP3, CP4, BLP policies, U1, U2.

- 4.28 The site lies in Flood Zone 3 and a Flood risk Assessment is therefore required and was submitted with the application. The development is classified as “less vulnerable” within the classification within PPS5. The Environment Agency flood risk advice for non residential extensions of less than 250sqm (which applies to this development) states that:

“Floor levels within the proposed development will be set no lower than existing levels AND, flood proofing of the proposed development has

been incorporated where appropriate”.

- 4.29 The floor levels of the development are obviously higher than those which currently exist as the extension is at first floor. In relation to the Sequential Test, the applicants state that because the development is linked to the Theme Park use, it would be impractical to locate it elsewhere. PPS25 advises that the “Less Vulnerable” restaurant development is an appropriate use within a Zone 3 flood risk area, and the exception test is not therefore required. The applicants state that flood risk to the building will be managed by ensuring that a robust Flood Warning and Evacuation procedure is put in place. This would be based on the Environment Agency’s “Floodline” flood warning system and documented in a formal Flood Emergency Plan. It is considered that this plan should be a requirement of any permission and will be secured by an appropriate condition.

Sustainability

Planning Policy Statement: PPS1; East of England Plan policies: SS1; ENG 1 ENG1, WM6, DPD1 (Core Strategy) policies: KP1, KP2, CP4.

- 4.30 In relation to energy, the Southend-on-Sea Core Strategy provides a requirement to reduce energy consumption by 10% through decentralised or low and zero carbon technologies. The applicants have failed to submit a full Sustainability Statement with the application. However they state that the development would make use of photovoltaic cells and rainwater harvesting. In reality because of the proposed sedum roof the rainwater harvesting is likely to have limited effect. Whilst it would be preferable to have had these details prior to the Committees decision, officers are satisfied that it is likely that the development can be designed to meet the requirements of Policy KP2 and therefore suggest that matter could be addressed by the use of a suitable condition.

Other matters

- 4.31 *Signage* – the proposal includes an element of integrated signage in the form of cut out letters within the western elevation, and a sign that extends upwards on the front elevations. These signs are integral to the building and are considered to be acceptable. However it is important the other signage to the building is carefully controlled to ensure that the building does not become cluttered with signage and that it is not out of keeping with the area to the detriment of visual amenity. Therefore it is suggested that signage to the building be controlled by condition.
- 4.33 *RNLI* – the site lies adjacent to the access road to the RNLI lifeboat. The development would not intrude in to the access road and would not obstruct access to the lifeboats.

4.34 *Operation of the restaurant* – operation of the proposed restaurant and takeaway as proposed relies on making use of facilities within the existing theme park for, e.g waste storage, servicing, and cycle storage. Given the limited curtilage of the development at first floor, it is difficult to see, based on current evidence, how the restaurant could operate independently without having a detrimental impact on the surroundings. Therefore is it considered reasonable to impose a condition to the effect that the restaurant should not be operated, sold or let separately from the theme park.

4.35 **Conclusion**

A new high quality building which would enhance the tourist offer of the seafront area is welcomed in principle. Subject to suitable details being submitted the development is considered acceptable.

5.0 **Planning Policy Summary**

6.0 National Policies: 1990 Planning (Listed Buildings and Conservation Areas) Act, PPS1: Delivering Sustainable Development; PPS5: Planning for the Historic Environment; PPS 9: Biodiversity and Geological Conservation PPG13 Transport; PPS25 Planning and Flood Risk

6.1 East of England Plan - East of England Plan: SS1 Achieving sustainable development; SS3 Key Centres for Development and Change, SS5: Priority Areas for Regeneration, SS9; The Coast, E6 Tourism; T14 Parking; ENV3 Biodiversity and Earth Heritage, ENV7 Quality in the Built Environment; ENG 1 Carbon Dioxide Emissions and Energy Performance, ENG2 Renewable Energy Targets; WAT4: Flood Risk Management; ETG4: Southend on Sea Key Centre for Development and Change.

6.2 Core Strategy Policies: KP1: Spatial Strategy; KP2: Development Principles; KP3 Implementation and Resources; CP1 Employment Generating Development; CP3 Transport and Accessibility; CP4: The Environment and Urban Renaissance; CP6 Community Infrastructure.

6.3 Borough Local Plan Policies: C2: Historic Buildings; C4: Conservation Areas; C8: Advertisements; C11: New Buildings, Extensions and Alterations; Policy C14: Trees, Planted Areas And Landscaping, C16 Foreshore Views; E1: Employment Promotion; L1: Facilities for Tourism; L2: Central Seafront Area; U1: Infrastructure Provision; U2: Pollution Control; Policy T1: Priorities; T8: Traffic Management And Highway Safety; T11: Parking Standards; T12: Servicing Facilities; T13: Cycling and Walking

6.4 SPD1 Design and Townscape Guide 2009

6.5 EPOA Vehicle Parking Standards

6.6 **Representation Summary**

7.0 **Essex County Council**

This is a proposal to add an upper storey to a restaurant and amusement arcade located just to the east of the pier on the Western Esplanade. Because there is a drop in ground level, the existing building is largely invisible from the road, apart from its flat gravelled roof. It can however be seen from higher up the cliff and from the bridge over to the pier. The building is of no architectural distinction and the principle of adding a first floor is to that extent uncontroversial. However, it is situated in a cherished local scene animated by the rides and attractions of Adventure Island, and within the setting of the historic grade II listed pier. It would alter the views of these two aspects of the seafront. It would also encroach northwards on to an area of open green space which would be partially enclosed within the building itself as a sitting out area for diners, something which adds considerably to the impact of the proposal.

As well as the impact on this part of the seafront, there are other aspects of the proposal that give rise to concern. When not in use, the sitting out area, and large windows and sales point on the public east and west sides would be shielded by metal shutters. There might be a 'secure by design' approach that could reduce the extent of such defensive measures. The roof as proposed is a mixture of materials, part sedum, part brise soleil, part something else which to judge from the energy statement could well be photovoltaic panels (although these are not indicated on the drawing). It could benefit from greater consistency in the use of materials. The upstanding 'pizza' signage seems unduly prominent, and could be achieved in another way. The use of cedar cladding is at present alien in the immediate context of Adventure Island.

7.1 In view of these concerns, I believe there is potential for rethinking aspects of this scheme, in particular the approach to the northern end, which could effect improvements which would make it complement its surroundings more satisfactorily.

7.2 **Natural England**

Consultation under Regulation 61 of the Habitats Regulations 2010 - The application lies close to land which forms part of the Benfleet and Southend Marshes SPA and Ramsar site. The location of the proposal in relation to this European and Ramsar site means that the application must be determined in accordance with the requirements of the Habitat Regulations in particular Regulation 61. Based on the information provided, Natural England has no objection to the proposed

development subject to the inclusion of our recommended condition and the proposal being carried out in strict accordance with the details of the application. The reason for this view is that subject to the inclusion of our recommended conditions, the proposed development, either alone or in combination with other plans or projects, would not be likely to have a significant effect on the Benfleet and Southend Marshes SPA and Ramsar site.

7.3 The condition that we recommend is:

- That no particularly noisy operations (e.g. concrete-breaking; percussive piling; use of angle-grinders) should be carried out under freezing conditions (i.e. temperature below 0°C or significant snow cover).

Reason: to avoid unnecessary disturbance to wintering wildfowl under conditions where they are already subject to severe stress.

(In practice, this condition is not particularly onerous as few contractors will want to work under such conditions; which may also raise health and safety concerns.)

7.4 Consultation under Section 28(2) of the Wildlife and Countryside Act 1981 (as amended) The conservation features under consideration for the European and Ramsar site are also among the features of interest for which the Benfleet and Southend Marshes Site of Special Scientific Interest (SSSI) is notified. As such, Natural England's advice on the European and Ramsar site also applies in relation to the SSSI.

7.5 There are also a number of additional features of interest exclusive to the SSSI. However, Natural England is satisfied that the additional interest features will also not be harmed by the proposed development.

7.6 Paragraphs 56-69 of Circular 06/2005 accompanying PPS9 provides detail on the legislative regime governing SSSIs. Section 28G of the Wildlife and Countryside Act 1981 (as amended) includes a duty on public bodies, including local planning authorities, to "take reasonable steps, consistent with the proper exercise of the authority's functions, to further conservation and enhancement of the flora, fauna or geological or physiographical features by reason of which the site is of special scientific interest".

7.7 **Environment Agency**

Development covered by our Flood Risk Standing Advice - Floor levels within the proposed development will be set no lower than existing levels AND, flood proofing of the proposed development has been incorporated where appropriate. Details of any flood proofing / resilience and resistance techniques, to be included in accordance with 'Improving the flood performance of new buildings' CLG (2007)

7.8 **Design and Regeneration**

Principle of Development - There is no objection in principle to building above the existing building in Adventure Island and this would create an opportunity for some active frontage onto the esplanade which would be welcomed.

7.9 Impact from Western Esplanade - Overall this proposal is a simple yet exciting design that responds well to the local seafront context. The subservient height of the building should ensure that this proposal does not compete in scale with the landmark status of the pier and the curved nature of the building is a positive response to the curves of the pier entrance. It is however, considered that the structure needs to appear a little more lightweight and transparent at the northern end where it is closest to the pier. A streetscene drawing / montage of this relationship should be requested to enable this relationship to be properly assessed.

7.10 The main elevation of the building is well structured and the activity both outside and inside should add vibrancy to the streetscene. However, there is some concern that the entrance doors will not fully visible from the street could have greater prominence. The feature canopy should help to provide an indication of where the entrance is located, but as discussed above, this element needs to be more lightweight and transparent. The large picture window and terrace further along the elevation will also provide some views of the dining areas but these are set back behind the ramp and railings to the park which will slightly reduce their impact from the esplanade.

The takeaway hatch will be a prominent feature and it is important to ensure that this element is not dominated by signage. The applicants have previously stated that most of the signage associated with the takeaway will be internal to the building. This approach is encouraged and should help to ensure that this element does not detract from the overall quality of the front elevation. The hatch shuttering will need to be properly integrated into the building and of high quality. Further details of this element are requested.

7.11 The increased activity in this area will also help to improve the pedestrian experience in this location and it should also enhance the entrance to the existing theme park in this location which is at present is just a ramp and a tall railing which is not considered to be attractive.

7.12 The location of terrace will help to reduce the scale of the building when descending the ramp and this is important to ensure building does not appear overbearing to pedestrians at this point.

7.13 On the west side it is pleasing to see that a window has been added and this will provide visual relief for this side which is adjacent to a public right of way. The bespoke signage on this elevation and on the roof will add another dimension to the building which should help to

make it memorable and distinct. It will be important to ensure that the impact and simplicity of this element is not diluted by other signage cluttering the elevations. This is particularly important on the north elevation closest to the pier. Indicative detail of the rest of proposed signage is therefore requested.

- 7.14 It is imperative that the materials and detailing of this building is high quality to compliment its architecture. The intention to use natural materials is welcomed although it is suggested that this proposal may benefit from the use of an accent colour to add interest in key locations. As mentioned above it is important to ensure the northern end of the building is lightweight and transparent and the materials used on this element will be key. The materials also need to be robust to ensure that they can cope with the harsh marine environment in this location. Further information on this issue, especially with regard to the timber cladding is therefore requested.
- 7.15 It would also be helpful to have information on the proposed lighting scheme.
- 7.16 Impact from Theme Park - There is no objection in principle to building above the existing theme park building but the relationship with the existing building is a little unclear. For this to be a successful approach there needs to be a good integration between the old and the new so that it does not appear disjointed. Materials, signage and overall form need to be well integrated and further details are requested of this. It seems from the documentation that the ground floor will change from a pizza restaurant to an arcade and this will inevitably mean changes to the building signage and possibly the elevations although this is also unclear. The indicative signage location for the new building on this elevation also needs to be clarified.
- 7.17 In terms of the building design the large picture windows will ensure that the internal activity is visible and this should work well. It is a little unclear if the detailing of the windows are brie soleil or louvers for ventilation and further clarification is requested on this. Both solar shading and natural ventilation are considered to be important considerations for this building.
- 7.18 Shutters - No objection to shutters in principle provided they are open in style and integral to the building, which they appear to be. The colour / material will need to be agreed.
- 7.19 Loss of landscaping - Loss of existing landscaping bed regrettable but this could be mitigated by a contribution to other greening in the vicinity.
- 7.20 Plant - The roof of this building will be visible from the Pier and from viewpoints in Pier Hill and it is therefore important to ensure any plant in this area is contained in an acceptable manner. There seems to be a flue (not shown on all elevations) and a plant enclosure on the roof. It is

assumed that the air conditioning for the fridge/freezer and the extract will therefore be contained and this would be considered acceptable subject to materials. Little information has been provided for this and it is assumed that it will be a louvered metal enclosure of some sort. Further details are requested.

- 7.21 Sustainability - The scheme proposed an array of PV cells on the roof and this should meet the requirements of Policy KP2 which requires 10% of energy to be provided by renewable sources. Detailed calculations to justify this will need to be conditioned.
- 7.22 In addition to this the scheme also proposes a green roof, water harvesting, natural ventilation and high thermal insulation. These measures are also welcomed, especially the green roof which, in addition to enhancing local biodiversity, will significantly improve the visual impact of the building when seen from above.
- 7.23 It is unclear where the storage tank for the rainwater harvesting will be located as there are no groundworks associated with this proposal and even how effective this will be given that most of the rainwater will be soaked up by the green roof, however, in principle, this is welcomed.
- 7.24 **Environmental Health** - Ventilation/extraction system details and associated plant details for the proposal have not been provided. Therefore the following conditions have been attached. During the construction phase noise issues may arise which could lead to the hours of work being restricted. In order to avoid the occurrence of nuisance from lighting, appropriate measures shall be taken.

Recommended Conditions

1. With reference to BS4142, the noise rating level arising from the extraction system and associated plant should be at least 5dB(A) below the prevailing background at 3.5 metres from the ground floor façades and 1m from all other facades of the nearest property. There shall be no tonal characteristics.
2. *Ventilation Equipment Installed- Details to be approved – CMAK*
3. Construction hours restricted to 7.30am-6pm Monday to Friday, 8am – 1pm Saturday and not at all on Sundays or Bank Holidays.
4. External lighting shall be directed, sited and screened so as not to cause detrimental intrusion of light into residential property.

7.25 **Highways**

The design of the proposal does not impact on the junction of Marine Gardens and Western Esplanade visibility splays for pedestrians and vehicles remain the same. It is unlikely that proposal will generate an increase in the number of trips as most of the trips will be linked to

other visitor attractions within the seafront area. The developer will need to agree to use the Council's contractor to remove the lamp column. If the lamp column fed via an EDF connection this will need to be disconnected by EDF first and then removed by our contractor (disconnection from EDF approximately £500, £450 our contractor cost to remove lamp column). If it is a SBC fed lamp column our contractor can remove the column at a cost of £450, this cost is based on the existing bill of quantities from the new works contract.

7.26 Asset Management

No comment

7.27 Public Consultation

The application has been called into Committee by Cllr Longley

7.28 44 neighbours were consulted and a site notice displayed on site – no comments have been received.

7.29 Relevant Planning History

8.0 2011 – planning permission granted to Incorporate highway land to form part of amusement park - 11/00387/FUL

8.1 Recommendation

9.0 Members are recommended to:

GRANT PLANNING PERMISSION subject to receipt of suitably revised plans in relation to: reducing the impact of the north west part of the building, refocusing the street level entrance to the building and plans and information in relation to waste storage and collection for the development and subject to the following conditions:

01: 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.

02. Unless otherwise agreed in writing with the local planning authority, the development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plan number(s): 67 -10- 10-01; 67 -10- 10-02; 67 -10- 10-03; 67 -10- 10-04; 67 -10- 10-05; 67 -10- 10-06; 67 -10- 10-07; 67 -10- 10-07; 67 -10- 10-08; 67 -10- 10-09; 67 -10- 10-10; 67 -10- 10-11 other than as specified in conditions 16,17,18 and 22

Reasons: In the interests of visual amenity and to ensure that the

appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy C11, and SPD1 (Design and Townscape Guide). (R23DB)

03. No development shall take place until samples of the facing materials to be used, full details of glazing and details of how the materials will be protected against weathering, have been submitted to and approved in writing by the local planning authority. The works must then be carried out in accordance with the approved materials unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy C11, and SPD1 (Design and Townscape Guide). (R23DB)

04. No flues, ducts, soil stacks, soil vent pipes, or any other pipework other than rainwater pipes are allowed to be attached to the outside of the building unless they are shown on the approved drawings or unless otherwise agreed in writing by the local planning authority. (C23J)

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy C11, and SPD1 (Design and Townscape Guide). (R23DB)

05. Demolition or construction works shall not take place outside 07:30 hours to 18:00 hours Mondays to Fridays and 0800hrs – 1300hrs hours on Saturdays and at no time on Sundays or Bank Holidays. (C09A)

Reason: To protect residential amenity and general environmental quality in accordance with East of England Plan 2008 policy SS1, DPD1 (Core Strategy) 2007 policy KP2 and CP4, and Borough Local Plan 1994 policy H5 and U2. (R09A)

06. The premises shall not be open for customers outside the following hours: - 0900 – 0200 Monday to Sunday.

Reason: To protect residential amenity and general environmental quality in accordance with East of England Plan 2008 policy SS1,

DPD1 (Core Strategy) 2007 policy KP2 and CP4, and Borough Local Plan 1994 policy H5, E5 and U2. (R10A)

07. Before the development hereby permitted is begun a scheme for generating at least 10% of the predicted energy requirement of the development from decentralised renewable and/or low carbon sources (as defined in the glossary of Planning Policy Statement: Planning and Climate Change (December 2007) or any subsequent version) shall be submitted to and approved in writing by the local planning authority. The approved scheme shall be implemented before the development is first occupied and shall remain operational for the lifetime of the development unless otherwise agreed in writing by the local planning authority. (C35B)

Reason: To minimise the environmental impact of the development through efficient use of resources and better use of sustainable and renewable resources in accordance with Planning Policy Statement 1 and 3, East of England Plan 2008 policy SS1, ENV7, ENG1, WAT1 and WAT4, DPD1 (Core Strategy) policy KP2 and CP4, and SPD1 (Design and Townscape Guide). (R35B)

08. Before the development hereby permitted begins, a scheme for the installation of equipment to control the emission of fumes and smell from the premises, and to ventilate the premises shall be submitted to, and approved in writing by, the local planning authority and the approved scheme shall be implemented. All equipment installed as part of the scheme shall thereafter be operated and maintained in accordance with the manufacturer's instructions, unless otherwise agreed in writing by the local planning authority. (C11D)

Reason: To protect the environment of people in neighbouring properties and general environmental quality, and in the interests of visual amenity, in accordance with Planning Policy Guidance Note 24, East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, and Borough Local Plan 1994 policy U2 and C11, and SPD1 (Design and Townscape Guide). (R11FA)

09. With reference to BS4142, the noise rating level arising from the extraction system and associated plant should be at least 5dB(A) below the prevailing background at 3.5 metres from the ground floor façades and 1m from all other façades of the nearest property. There shall be no tonal characteristics.

Reason: To protect the environment of people in neighbouring properties and general environmental quality, and in the interests of visual amenity, in accordance with Planning Policy Guidance Note 24, East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, and Borough Local Plan 1994

policy U2 and C11, and SPD1 (Design and Townscape Guide). (R11FA)

10. No development shall take place until details of how waste is to be stored on site and how materials for recycling will be stored separately have been submitted to and approved by the local planning authority. The stores for waste and materials for recycling must then be provided in line with the approved details, clearly marked and made available at all times to everyone using the restaurant and takeaway; unless otherwise agreed in writing with the local planning authority. Waste must be stored inside the property and only put outside just before it is to be collected. The stores must not be used for any other purpose. (C12A)

Reason: To protect the environment and provide suitable storage for waste and materials for recycling in accordance with East of England Plan 2008 policy SS1, DPD1 (Core Strategy) 2007 policy KP2 and CP4. (R12A)

11. Prior to first occupation of the development a Waste Management Plan for the development shall be submitted to and approved in writing by the Local Planning Authority. The plan shall detail how the development will provide for the collection of general refuse and re-usable and recyclable waste and what strategies will be in place to reduce the amount of general refuse over time. Waste management at the site shall be carried out in accordance with the approved strategy unless otherwise agreed in writing by the Local Planning Authority. (C12C)

Reason: To protect the environment and ensure adequate and appropriate storage, recycling and collection of waste resulting from the development in accordance with East of England Plan 2008 policy SS1, DPD1 (Core Strategy) 2007 policy KP2 and CP4. (R12C)

12. No part of the development shall be occupied until space has been laid out within the site or adjacent to it in for 17 bicycles to be parked in accordance with details that shall have previously been submitted to and agreed by the Local Planning Authority. The spaces shall be permanently retained for cycle parking thereafter.

Reason: To ensure that satisfactory secure off-street bicycle parking is provided in the interests of sustainability, amenity and highways efficiency and safety, in accordance with East of England Plan 2008 policy T8, DPD1 (Core Strategy) 2007 policy KP2, Borough Local Plan 1994 policy T8 and T11, and SPD1 (Design and Townscape Guide). (R18E)

13. Prior to first occupation of the restaurant and takeaway use hereby approved a Servicing Strategy shall be submitted to and agreed in writing by the local planning authority, detailing monitoring and review arrangements for the servicing of the

commercial uses within development and servicing shall take place in accordance with the strategy unless otherwise agreed in writing by the local planning authority. (C19H)

Reason: To ensure that the development does not have a detrimental impact on the surrounding highway network in accordance with East of England Plan 2008 policy T8, DPD1 (Core Strategy) 2007 policy KP2 and Borough Local Plan 1994 policy T8. (R19H)

14. No planters, tubs, tables, chairs or adverts are shall be placed on the road or footpath unless otherwise agreed in writing with the Local Planning Authority.

Reason: In the interests of public safety and to avoid blocking the highway in accordance with East of England Plan 2008 policy T8 and T9, DPD1 (Core Strategy) 2007 policy KP2 and CP4, and Borough Local Plan 1994 policy T8. (R20F)

15. No development approved by this permission shall take place until Southend Borough Council (as local planning authority and highway authority) has approved in writing a full scheme of works (including detailed designs and contract details), and the relevant highways approvals are in place, in relation to the following:- relocation of the lamppost and signage within the raised grassed area. The development and the associated highway works shall thereafter be undertaken in accordance with the approved details prior to occupation of the development hereby approved unless otherwise agreed in writing by the local planning authority. (C21C)

Reason: In the interests of sustainability, accessibility, highways management, efficiency and safety in accordance with East of England Plan 2008 policy SS1, T1, T2, T4 and T8, DPD1 (Core Strategy) 2007 policy KP2, KP3 and CP3, and Borough Local Plan 1994 policy T8. (R21C)

16. No development shall take place until full details of the rear external staircase, including materials have been submitted to and approved in writing by the local planning authority. The staircase must then be installed in accordance with the approved details unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy C11, and SPD1 (Design and Townscape Guide). (R23DB)

17. Notwithstanding the details shown on the submitted plans no development shall take place until full details of the proposed security shutters, including materials have been submitted to and approved in writing by the local planning authority. The security shutters must then be installed in accordance with the approved details unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy C11, and SPD1 (Design and Townscape Guide). (R23DB)

18. Notwithstanding the details shown on the submitted plans no development shall take place at ground floor until full details of the rear (south) elevation at ground and first floor including materials and signage have been submitted to and approved in writing by the local planning authority. The development must then be carried out in accordance with the approved details unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy H5, C11, and SPD1 (Design and Townscape Guide). R23DB

19. No external lighting shall be installed on the development unless details, including proposed hours of illumination have been submitted to and agreed in writing with the Local Planning Authority prior to installation of the lighting.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area and to protect the amenities of nearby residents. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy H5, C11, and SPD1 (Design and Townscape Guide).

20. The proposed restaurant and takeaway shall only be operated in connection with the existing theme park and shall not be operated, sold or let separately from the theme park unless otherwise agreed in writing with the Local Planning Authority.

Reason: To ensure that waste storage, cycle parking, and

servicing can be carried out in an acceptable manner in the interests of protection of the character and amenities of the area and in the interests of highway safety. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP3, CP4, Borough Local Plan 1994 policy H5, C11, T8,T13, and SPD1 (Design and Townscape Guide).

21. No development shall take place until full details of all means of enclosure have been submitted to and approved in writing by the local planning authority. The development must then be carried out in accordance with the approved details unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy H5, C11, and SPD1 (Design and Townscape Guide). R23DB.

22. Notwithstanding the details shown on the submitted plans no development shall take place until full details of the roof treatment have been submitted to and approved in writing by the local planning authority. The development must then be carried out in accordance with the approved details unless otherwise agreed in writing by the local planning authority.

Reason: In the interests of visual amenity and to ensure that the appearance of the building makes a positive contribution to the character and appearance of the area. This is as set out in East of England Plan 2008 policy ENV7, DPD1 (Core Strategy) 2007 policy KP2 and CP4, Borough Local Plan 1994 policy H5, C11, and SPD1 (Design and Townscape Guide). R23DB

23. Prior to commencement of development a travel plan to serve the development shall be submitted to and approved by the Local Planning Authority.

24. During construction of the development hereby permitted no particularly noisy operations (e.g. concrete-breaking; percussive piling; use of angle-grinders) should be carried out under freezing conditions (i.e. temperature below 0°C or significant snow cover).

Reason: to avoid unnecessary disturbance to wintering wildfowl under conditions where they are already subject to severe stress.

25. On first occupation of the development a flood plan, including a flood warning and evacuation procedure shall be put in place in accordance with details which shall have been previously submitted to and agreed in writing with the Local Planning

authority. The restaurant and takeaway shall be operated in accordance with the approved procedure.

Reason: To ensure safe operation of the development hereby permitted in accordance with the requirements of PPS 25.

Informatives:

- 01. The security shutter detail shown on the submitted plans is not considered to be acceptable.**
- 02. Plant to serve the development should be housed as far as is practicable within the proposed building and any plant which is proposed external to the building shall be screened from wider view.**
- 03 External lighting shall be directed, sited and screened so as not to cause detrimental intrusion of light into residential property.**
- 04 The Flood Emergency Plan should be based on requirements set out within PPS25 and within the Environment Agency's "Floodline" flood warning system and documented in a formal Flood Emergency Plan.**
- 05 The cycle parking provision for staff (7 spaces) should be secure and covered.**

SKARCHITECTS

ARCHITECTURE PLANNING URBAN DESIGN

Travel Plan/Statement for:

Forming new floor over existing restaurant adjacent to Marine Gardens
to create additional/new A3-A5 space
at:

Adventure Island, Western Esplanade, Southend on Sea
Essex

RIBA 



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1. Introduction

Background - The proposed new restaurant development is located on the northern boundary of the Adventure Island Theme Park as it adjoins the highway along Western Esplanade, Southend on Sea in the County of Essex.

The successful and transformational Theme Park has been a key driver for tourism and regeneration within the central seafront of Southend on Sea which is now one of the countries most visited day trip destinations.

Southend has a strong and established history as a leisure destination and watering hole for London and surrounding areas. For many years the town prospered until the seventies and eighties when cheaper air flights and greater opportunities for foreign holidays became widely available. Southend on Sea, like many English seaside towns, dramatically declined socially and economically.

Over the last two decades Adventure Island has injected new life into the tired, and once dilapidated seafront at considerable financial exposure, to re-invent this crucial seaside town as a family destination once more.

This part of Southend has fairly good links and a number of separate infrastructure routes linking both the main town centre of Southend and the district areas of Leigh, Southchurch etc as well as the broader sub-region through the Thames Gateway to London.

The Stockvale Group, who own Adventure Island, are continuously re-investing in the town and in the theme park. This latest application is to create a high quality family restaurant with access from both the park and Western Esplanade to further tourism and a high quality visitor offer.

The submission of the Planning Application follows a series of discussions with various officers within Southend on Sea Borough Council as well as a formal pre-application meeting.

As part of the pre-application discussions and guidance the Stockvale Group have been advised to include a Travel Plan as part of the planning submission.

Aim of Travel Plan

The aim of the Travel Plan is to identify the impact upon the highway network resulting from the proposed development, the available travel choices and the effective strategy for managing the travel behaviour of staff and customers.

2. Site Accessibility

Site description – The Adventure Island Theme park is located along Western Esplanade, in the heart of the central seafront, Southend on Sea, Essex. The Theme park is a nationally reputed and highly visited free admission amusement centre featuring a number of high profile and thrill seeking rides for the whole family to enjoy.

The central seafront in Southend has excellent links and a number of separate infrastructure routes linking to both the main town centre of Southend and the district areas of Leigh, Southchurch etc as well as the broader sub-region through the Thames Gateway to London.

The application site is located on the northern edge of the park adjoining Western Esplanade and 30meters to the west of Southend's Iconic Pleasure Pier. The proposed restaurant is to abut and adjoin the highway which serves as a coastal road running east to west alongside the Thames Estuary.

Walking to the proposed development is a highly accessible option via a number of alternative routes. The promenade running along the seafront links up to Southchurch, Thorpe Bay and Shoeburyness to the east and Westcliff and Leigh on to the east. The town centre is less than a five minute walk away and has the key public transport nodes , namely two railway stations, (Central Southend and Southend Victorian) and the fairly new Travel Centre (bus station). Access to and from the public transport interchanges is provided north to south along the pedestrianised High Street and through Pier Hill to the site. At Pier Hill the vertical access down to the esplanade is through the meandering landscaped gardens, down Pier Hill or via the 2No scenic lifts.

The site has excellent routes and accessibility for customers and staff wishing to travel by cycle with the Sustrans National Cycle Route 16 which is clearly defined and runs alongside the east to west coastal road as well as the cycle route running up Pier Hill into the centre of town.

Public Transport to the central seafront area as noted above is via the C2C railway line into Southend Central linking the east and west of Southend and further west into the wider county of Essex, East London of the broader City of London, the Liverpool Street Line into Southend Victoria to the north of the Town Centre again linking through East London into the City, (this line also connects through to the north of the county and eastern region through Shenfield) and the Local Bus Network linking the various districts of Southend as well as Stansted Airport terminating at the travel Centre in the heart of the Town Centre. There is also the coastal bus route No.9 linking Thorpe Bay and Shoeburyness to the Kursaal in the central seafront.

Access by Car is facilitated locally with the costal road linking up with the A13 and A127 which in turn link to the A130 and A12 beyond and the M25. There are numerous public car parks both in the centre of town and along the seafront within easy walking distance of the application site.

A number of Public Car Parking Spaces within the town centre and central seafront accommodate for disabled parking with fully accessible routes thereafter.

Travel Information is provided by the Stockvale Group for all staff, existing and future customers in a wide range of mediums. Stockvale work with all the Public Transport providers to publish travel information relating to times, routes, etc and readily display this information within their premises as well as on the transport network. The use of Public Transport is further encouraged and heavily publicised by offering discounted joint travel and Adventure Island tickets. Public Transport is also promoted through Southend Radio and the other radio stations owned and operated by the Stockvale Group which cover a broad geography.

3. Existing Travel Situation

Visitors to the Central Seafront and Adventure Island theme park come from far and wide. Many of the customers of the Theme Park already utilise public transport and a large number of those journeys benefit from the discounted tickets offered as a result of the joint working between the Stockvale group and network providers.

Adventure Island has an excellent working relationship with C2C Rail and National Express East Anglia.

As noted in section 2 Site Accessibility Southend On Sea benefits from having two rail lines, which are company utilised to provide an easy and comfortable journey into the town, reduce road congestion and increase visitor numbers. The Stockvale Group through Adventure Island encourages visitors to use the train by providing a compelling offer of FREE travel when purchasing your wristband at the station. This offer is hugely promoted within London Stations and along both train lines.

Intensive marketing is in place through advertising in local and national press and radio to raise awareness of this offer which does encourage visitors to leave their car at home.

Adventure Island also encourages the large number of employees to join the 'car share' scheme. Posters are displayed in each staff area, noting names of employees who have agreed to participate. This has proven greatly successful over the years, reducing the number of vehicles used and also reducing staffs carbon footprint.

Bike racks are provided within staffing areas, once again to encourage employees to use their bike and not drive.

4. Objectives and Targets

The Objectives of the accompanying the Travel Plan is to widen the monitoring of the travel choices of existing and future customers and further encourage the use of alternative modes of transport.

These targets and objectives will have an effect across three identified journeys to the theme park and new restaurant.

1. Staff- All staff are currently encouraged to use alternative modes of transport in their journey to work. This includes, cycling, walking and car sharing.
2. Local residents – Local residents are encouraged to use the highly accessible pedestrian promenade that runs along Western and Eastern Esplanade and the national cycle route 16 that provides a segregated and safe cycle route alongside the coastal road.
3. Daytrip Visitors – There is already a strong working relationship with the rail providers with joint tickets for the park being sold at stations along the C2C route into Fenchurch Street London and the national Express East Anglia route into Liverpool Street London.

In continuing to develop the Travel Plan objectives the Stockvale Group have appointed a Travel Plan Co-ordinator to take forward the monitoring and review of travel choices of staff and visitors and implement further strategies to positively encourage alternative modes of transport.

5. Travel Plan Strategy and Measures

As the park has extremely limited access and parking facilities for the private motor vehicle it has been an integral part of the Adventure Island management and business plan to encourage staff journeys by means of walking, cycling, use of public transport and car sharing.

Promotional literature has been produced for a number of years promoting the use of the rail network. This has been and will continue to be heavily incentivised with the joint ticket purchase whereby customers of the park travel for free.

Most residents and staff have easy access to the pedestrian and cycle route along the seafront and promotional literature by a number of mediums will be utilised within the new restaurant as well as the park.

Where staff and local residents have to travel by car they will be highlighted to the benefits of car sharing. Such benefits include saving money on fuel and public car park costs, improvements to the environment and reducing your carbon footprint, improving road safety and reducing congestion and parking problems. This will be promoted to staff and on display boards and literature in and around Adventure Island the Sealife Adventure and the new Pizza/Pasta restaurant and take away.

7. Monitoring and Review

Monitoring and review of the effectiveness of promotional activities and media promotions to impact and alter travel choices towards a more sustainable and healthier mode will be undertaken by the appointed Travel Co-ordinator.

This will form part of Adventure Island's customer care and reviews systems that are already in place.

Through customer surveys and customer profiling the level and extent of further promotion and incentivising alternate travel choices will become evident with an action plan for improvement, if necessary, developed by the Travel Co-ordinator.