

Transport Assessment

*Site of Chantry Hall, Southampton
(98 Chapel Road, Southampton)*

Warburg Property Development Limited

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Castle Lane

Southampton

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Introduction:

This document has been prepared following a meeting with the council 12th February 2010, where a Transport Assessment was requested. Initial conclusion by the WPD suggests that the affect on transport by this complex would be similar to that which had already existed on the site, namely; a petrol garage, an exhaust centre and a night club. Guidance from other similar sites; whilst little data is available on standard databases, a lot has been obtained from direct discussions with existing rinks. The results are given and have been used to formulate the expected mode of transport within the new centre.

This document has been drawn up along lines given in *Guidance on transport assessment, March 2007*.

Previous Site usage:

The site known as 165 St. Mary's Street, was occupied by two commercial uses that of a petrol garage, and of an exhaust / tyre repair centre. The adjacent site known as 98 Chapel Road was occupied by Chantry Hall, initially a church hall, but more recently a Night Club known as Jolly's.

Entry was via 4 main points. For the Petrol station there was an in and out facility, the Exhaust centre allowed people to drive into their area and they were then housed for repair before returning through the same route. Entry to the Chantry Hall, we either from the centre to the North of the site or via access on Maryfield.

Proposed development:

A leisure complex has been proposed for the site. This will include a Retail store of around 350 sq. m, 6 smaller retail stores of 50 sq. m each, an International sized Ice Rink, with 220 sq. m Café area and 220 sq. m Restaurant and bar. See drawing provided for pre-meeting Appendix XIV

After considerable discussion, the pedestrian access to the site was placed at the corner of St. Mary's Street and Chapel Road, whilst the Car entry was on the far North West point of the site. This ensures that relatively quiet residential area to the South of the site remains undisturbed and would benefit from an overall reduction in traffic based on previous usage.

The exit for cars is currently still under design in conjunction with council officer input with agreement for expansion of the pavement and production of better site lines for the exit. Draft attached Appendix VI

The complex is likely to be open most of the day with closure only between 1-5am.

Initial Appraisal

This is annexed to this document (19/12/2009), appendix VII. It was submitted to the council during pre-consultation meetings in January / February 2010. Although the summary is a reduction in the traffic to the new complex from previous use, the officers felt it was pertinent that this assessment be drawn up in line with government guidelines and to show that consideration of issues had been covered in full.

This document therefore looks to address these areas and provide additional detail on the figures and percentages used in calculating the trips to the site when used as the proposed development. In addition it covers areas used to reduce the use of cars in particular to the site and encourage the use of alternative means of transport.

Assessment

A number of reports have been used in looking at the overall use of travel both historic and predicted.

The first of historic use was prepared by Ward International Consulting in July 2006, Appendix VIII. This was prepared in connection with an proposal for housing on the Western part of the site, 165 St. Mary's Street. This provides detail on the calculations used for previous usage on the site. These have been summarised and predictions for the previous use of the Eastern part of the site, 98 Chapel Road have also been added, appendix III.

In addition this report provides guidance to the expected use of the larger retail area and allows us to extrapolate this for the smaller units as well.

We have also looked at a study carried out more recently by PMPGenesis (19/1/2010), appendix IX for the proposed tenant of the Ice Rink area, in which they looked at the predicted audience for the complex.

The same report has also been used by the proposed tenant to draw up a detailed business plan for the complex, in which a breakdown of usage (appendix II) is given along with a outline timetable during the day. These figures have been used to give prediction of the number of people accessing the centre at key times of the day and therefore allow us to calculate the quantum of modes of transport used.

Initial assessment utilised the guidelines from current Southampton percentages. That is the mode of transport used on average across Southampton.

We have then taken input from a number of rinks around the UK on the percentages of modes of transport currently measured and allied this with particular issues that arise locally for them, such as locality, access to parking, cost of parking.

This has then allowed us to provide guidance on predictions of access by the main users of the complex. Appendix IV gives that when using Southampton percentages, whilst Appendix V gives the same when using Oxford percentages.

Overall this re-iterative approach has provided a number of points for consideration which are covered in detail below.

Injury / Accident history

The incidents of injury and accidents has been investigated for the period of 2007 to 2009 along both Chapel Road and St. Marys Street, the results are attached.

Chapel Road

The issues along this area have been very small, indeed of the 4 incidents occurring, two are actually based on St. Mary's Street. The incidents occurred in 2007 and 2008, no incidents occurred in 2009. One incident involved a cycle the others car or car passengers.

One incident occurred adjacent to the entrance with the college and the other at the entrance of Paget Street onto Chapel Road.

It would appear that this piece of road is relatively safe.

St. Mary's Street

There were a total of 14 incidents over the period 2007-2009 (these include the two given above for Chapel Road).

There were 3 in 2007, 6 in 2008 and 5 in 2009.

6 involved pedestrians off these one was serious (at the top end of St. Mary's Street, by Tesco Express), 5 involved cyclists (none in 2008) and 3 car occupants (all in 2008).

Three of these were adjacent to the site.

This area of road (adjacent to the site) would need to be considered for some works to ensure that pedestrians, cyclists and motorists were protected.

Works suggested

The report suggests a number of changes to the area just to the north west of the site, on St. Mary's Street. These look to slow traffic down and increase safety and access by pedestrians and cyclists.

Works are also suggested to the north of the site and Chapel Road to improve the pavements and improve access and safety for pedestrians.

Reducing the need to travel, especially by car

The site is one of two locations looked at by the developer. Other sites outside the town centre were not furthered as these were seen as less viable as the number of users would decline. In addition by placing the complex in the city centre it also places it adjacent to potential users of the complex, as well as making it accessible by many other modes of transport.

Parking is proposed to be provided on site with around 75 spaces available. Of these, two have been allocated to the larger retail store. The maximum number of spaces (125/30) could have been allowed according to the local building guidelines. However, due to site restrictions and aim to reduce car travel to the site this was kept lower.

The proposal looks to have these spaces fully managed with pay on foot facility and automatic number plate recognition, as well as CCTV for security. The alternative option was for pre-payment, but this was seen as less attractive for the consumer and less secure.

Research has shown that such centres will attract visits not just from within the town, but much further out. The paper provided via PMPGenesis, looked at a limit of 20 minutes travel from the centre as the main catchment area (The average journey for Leisure in 2008 was 9 miles, with a journey time of 27 minutes – Transport Trends, 2009, Section4). However, it is known from places such as Guildford that catchment goes much further (see Appendix XI), and the consultants also took account of a 1 hour drive from the centre. This would then include visits from people from Basingstoke, Portsmouth, Gosport and Bournemouth. Basingstoke and Gosport already have rinks of their own.

Their calculation of figures did not include under 18's or adult male from the legacy of the previous ice hockey club. However, they concluded that within a 20 minute drive of the centre the catchment was sufficient to support a commercial operation on the proposed site.

This report and other research was put together to provide a full business plan for the operation of the centre, which worked on just over 240,000 attending on an annual basis. (part of this report is annexed (IX) to this document, commercially sensitive material has been withheld). The operator for the rink has taken this report into consideration and concluded that attendance would be around 260,000. It is the larger figure that we have used for our calculations.

Strategic Need for an Ice rink

The need for an ice rink - taken from *the report on Oxford rink July 2007* which concluded;

- The current level of usage i.e. 200,000 per annum, the majority recreational but a large number of elite and developing performers
- The nature of usage i.e. majority of young people, high level of use by teenage girls; provides an important opportunity for young people to take part in physical activity and sport at an age when there is a tendency to drop out.
- Feedback from existing users – majority travel 11-21 minutes and use in excess of twice a week.
- Supported by Sport England and SEEDA – regional importance of attracting people from outside the city.
- Role as major tourist attraction and generator in inward investment.

Southampton usage is historically higher than Oxford – over 343,000 attended the last rink in 1985. It also has a larger population 229,000 compared to 134,248 and like Oxford has a high number of student population. It is therefore concluded that the need in Southampton is equal or higher than that of Oxford. Equally the current Government push for increased physical activity, in particular for teenage girls would be as high in Southampton as elsewhere.

Cost of Parking

The research carried out has shown that if cheap/free parking is provided then the users will make use of the car. The usage could therefore be assumed in this case to be in line with the percentages given in current Southampton statistics with around 73% using cars. However, if the price of parking is levelled correctly, then a balance between car use and alternative modes of transports can be achieved.

In Appendix I, a summary of information from a number of rinks around the country are provided. In Oxford, where few people park due to high local charges, the children are dropped off at the rink and then the parent returns later to collect them. In this case only around 50% of cars are used in normal times and this drops to 40% during matches/Disco's etc.

The pricing of the car parking within the centre will do a lot to balance the overall use of cars to the centre.

Multi-purpose trips

In addition, it is important to dissuade users of the rink to simply drop off and return (as seen in Oxford) as this would increase carbon usage by the individual. The complimentary facilities provided in the complex offer an opportunity for more than one task to be undertaken at the same time, with either shopping at the retail stores,

visiting the hairdresser or meeting with friends at the café/bar. Overall this would therefore be good for the individual and carbon footprint, as it would save an additional journey being made during the week.

It is important in this matter to balance the cost of parking at the centre so as not to dissuade people to stay. This will need to be considered with pricing and time of day for parking.

Promotion of Multiple-occupancy in cars

Currently in Southampton a high percentage of people use cars (72.9%). However, we can see from figures taken from Oxford and Nottingham that with a balance to the parking charges / parking availability that this can be reduced dramatically. Therefore it would be suggested that parking charges at the complex reflect this.

In addition the number of spaces provided (current proposal is around 75) is known to be less than that needed at peak times, for instance at a hockey match 128-205 cars are anticipated, this will help to encourage multiple occupancy of cars or use of other forms of transport.

Provision of Cycle spaces

As part of the initial design, cycle storage was provided within the car park area. However, in consultation with the council, this has been moved onto the area to the North West of the site, along St. Mary's Street. Here it is proposed to extend the pavement and remove the current on-street parking. Around 20 cycle spaces will be provided, that will be close to the entrance and provide safety through observation from the shops in the complex as well as the CCTV currently in place to the North of the site.

The figures given in Appendix IV would indicate a maximum of 13 cycles used at any one time. However, if consideration is given to the Oxford ratios, this increases to 59. Some consideration therefore might be given to increasing this proposed number from 20 upwards.

Provision of Motor Cycle Spaces

As for cycle, some spaces will be allocated on the pavement area for Motor Bikes.

Access to Buses

The largest proportion of the people using the rink will be under 25. I understand that around 75% of those attending at Oxford rink are under 25 and 60% under 16. A high proportion will therefore be either dependant on their careers or buses to access the rink. The Oxford survey showed that around 30% of this age group used bus. Equally a large number will be students, some of whom live close by the complex.

Today good access is already provided to the site by bus from a number of areas around the city. See Appendix XII with sample timetables and routes for current local buses.

Buses come close to the site, in particular from the East and North of Southampton e.g. 8/8A from Hedge End to Lordshill and return. The service is available every 20 minutes, prices are expensive at £3 for children and £4 for adults. However, students are only charged £1). The bus stop is 86m from the site entrance. The service runs until 23:32 each day and 18:09 on Sundays.

North East and West (No. 18 from Thornhill to City centre and Millbrook to City Centre) - where the bus stop is adjacent to Red Lion on Houndwell place around 3/400m from the site, and also from North East and West of Southampton. Access to the site is via safe pedestrian route via the underpass.

Other buses close to the site would include 21 and 22 stopping at St. Mary's Place (ca. 350m from site entrance), coming from Shirley park street and Regents park and Nursling.

The city centre is also close by, with only a 4-7 minute walk from the town centre, where most buses stop from both within Southampton and from City's/Towns around. This also includes UniLink which only charges 50p for under 16's.

These buses include:

Pound Lane buses: (5-600m from site)

- 3 – Townhill Park
- 7 – Southampton General Hospital, Millbrook, Tesco
- 21/22 Nursling, Regents Park and Shirley Park Street.
- 16 Hedge End and Netley
- 4 Totton

Vincent Walk buses: (5-600m from site)

- 5 Lordshill, St. Annes School
- 8/8a West end and Hedge end
- 10 Lordshill
- 4 Romsey
- 17/17a Lordshill
- 46 Winchester (stagecoach)
- N18/19 Hedge end, Millbrook
- 11a Bitterne
- 1/1a Weston via toll bridge.

Hannover Buildings buses: (500m from site)

- 2/N2 Eastleigh, Fair Oak, Swaythling
- NS1 Chilworth, Chandlers ford, Compton, Winchester
- N6/N16 Hedge end, Hamble, Bursledon.

It is difficult to summarise pricing on this range of buses, but for example First bus charges are currently as follows:

Return - £3.00

Out of town e.g. Hedge End, Gosport, Fareham £4.60 return

OAP are free travel as are under 5's.

Children of 5-12 and 12-16 year olds with a pass receive a 33% reduction.

As expected for a city centre site, there is a comprehensive range of access to the site by bus. This is borne out by the surveys conducted and details attached as examples.

In addition to the current services it is suggested that discussions take place with the bus companies to encourage them at key times to support the complex and bring additional ease of access by this means.

The current use of buses and free capacity is also not seen to be an issue with companies indicating good capacity except at some peak periods with school times that would not coincide with peak times at the complex.

Pedestrian

The complex is to be built in the city centre. This was a deliberate decision to bring a facility with known previous following. Research looking at locations outside the town centre was not progressed as these were not seen as sustainable as this location. It is not only in the heart of the city, but close to its potential customers, in the middle of University lodging and adjacent to a college.

By its location access by foot and public transport has been encouraged. Rinks based outside the city centre would be expected to have lower number of journeys by foot.

The current location whilst good in terms of geography, would benefit from some works to make ease of access from the North of the site easier. There is likely to be a good demand from this area since it is where the City College is located, student accommodation is present and Students from Solent University are also likely to come from this direction from their campus.

A number of ideas were looked at during the pre-application process to reduce the speed of the traffic in this area, and to reduce the width of the road, and possibly also to provide some form of crossing to the North-West of the site. This will be subject to further discussions with council officers during the pre-Application stage.

In connection with the buses above, it is noted that a considerable number of potential users for the complex live adjacent to it. The halls of residence are opposite the site (along St. Mary's Street) as well as to the South of the site (Solent University Halls). In addition City College is situated just to the north of the site as is Solent University – along St. Mary's Road, with good underpasses already available. Some of these have been covered above, but equally improvement to the pavement in the vicinity of the complex would also help to make it attractive for walking. As a small aside, it is understood that the level of pavement will be raised to 4.5m AOD as a measure against potential flooding in 30 years time. Whilst this is a very small raise for the north of the site, it will add 1-150mm along the north west part of the site, before dropping away to the car entrance at around 4.0m. This will also allow level access into the shops from the pavement.

The road adjacent to the pavement is also high, allowing safe passage to the North and higher ground in case of a flood, but equally making it relatively easy to provide pavements at road level and encourage more use of the pavement and slower driving speeds around.

The introduction of a speed limit of 20 MPH is also suggested. The developer would also like to encourage the removal of road signs around the area to encourage slower driving and therefore making walking safer.

It would also be helpful to provide sign posting from within the city centre and relevant areas around the site showing walking routes to the complex. This is aided by the presence of St. Mary's Church tower which acts as a easily seen target to walk to.

The provision of storage on site for items such as hockey clothes would also allow regulars to travel 'light handed' and therefore encourage walking.

Train:

The station is around 15 minutes away by foot, whilst this can be shortened by use of the currently free bus stopping near East Street, to around 8 minutes. In Oxford a link with the train company was formed providing, Train and skate tickets. It was found that around 300 people took advantage of this facility over a 1 year period. Whilst this represents a small percentage of those expected to use the centre this option could be explored.

According to current figures in Southampton no train usage would be envisaged. However, when Oxford figures are taken into account the figures suggest that upwards of 270 people a week on average might use such transport. In particular from areas such as Bournemouth, Winchester, Eastleigh, Fareham, Gosport, and Portsmouth.

It is therefore suggested that contact with the train companies prior to opening is undertaken to see if any benefit can be made in this area.

Mini-buses

The centre wishes to encourage the use of the centre by schools and include elements of curriculum covered by a visit to the complex (this is currently undertaken in Sheffield (appendix XIII) for KS2, 3 and 4. For school visits, either mini-buses or coach would be anticipated. Again in consultation with the planning department, it is suggested that the current parking to the North of the site be converted into a delivery / drop off zone. The pavement again could be adjusted (as mentioned above) to allow ease of use by disabled travellers.

Coaches

Every other week during the season matches are held at away venues. Normally, the away team will travel with supporters by coach and only one coach is anticipated as being used. As for mini-buses mentioned above, drop off would be to the north of the site. The coach would then be required to leave and find a more appropriate place to stay before returning for pickup. This area therefore becomes multiple use with early morning use by delivery vehicles and refuse and day use by coaches and mini-buses. It is not suggested that vehicle remain in this area other than for drop off and delivery.

Availability of Parking

Calculations have indicated that at peak times (fortnightly for hockey match between 5-8pm) that up to 128/205 spaces might be needed, taking account of the items above.

Parking nearby is available at Lyme Street car park on the other side of the main road (Ewan Street), with easy access through an underpass (this is around 200/250m from the site entrance), and therefore no road crossings are needed. Currently this park is underutilised. This is seen especially at a time of the week, when peak usage is anticipated (Friday, Saturday and Sunday evenings). It is seen as an alternative to the provided car parking during Ice Hockey matches.

It is suggested that an appropriate display is clearly visible above the car park entrance to show availability/or not of parking still within the complex.

St. Mary's Church has also recently added 60 spaces to the North of the church. With some agreement with the church this might be usable as overflow at peak times. However, there are difficulties with the administration of permits that would need to be overcome first.

On Street parking is also available but during this time, but is very limited. At the moment there are 5 spaces to the North-West of the site and 11 spaces to North/North-East. There are also two adjacent to Community Church. These spaces are free to park after 18:00. It is anticipated that parking within the complex will always be chargeable, as patrons will understand the added value with security that is given.

Parking in Maryfield

An issue brought up by a local resident during the consultation was that of parking in Maryfield Lane. I understand that the local Police are working to resolve this and ensure that it does not become an issue.

There is currently no parking on Maryfield available and it is not proposed to add any in this area. There are currently double yellow lines around Maryfield and it is not proposed to change this.

In addition to this there are also additional parking areas to the South of the site along Threefield lane as well as some on road parking.

Mitigation measures

The measures suggested have been made in conjunction with the council officers to improve an otherwise very wide road, and to enhance the entrance to the listed church.

Measures of introducing 20 MPH are suggested due to the speed at which drivers currently drive along this 'rat run', this will provide safety for the large number of students who currently cross the road to access the college or university.

A round-about was also proposed by the city, and work with the council will take place to assess if this is still the best method to be adopted on the road.

Widening of the pavement has been put forward by the council and adopted by the developer. This assists in providing a narrowing of the street, reducing the speed of vehicles and providing safe exit from the proposed access to the complex. It also provides safe haven for the use of casual bikes in front of the complex, as well as motor bikes. It allows for the planting of trees to help frame the avenue to the church.

In addition following a discussion with the Counter Terrorism Security Advisor, it is also suggested that planters are used to the North / North West of the site to hold the trees and other bushes/flowers and act as a protection against potential cars driving into the building – particularly at the entrance to the rink and the larger retail unit. These are looked upon favourably by the developer since it would overcome two issues; firstly with the potential for Ram raid and secondly the delicacy of issue with archaeology in this area. However, it is understood that the officers are not currently in favour of this since it has not proved sustainable in the past. The developer as part of the sustainability of the site is proposing a green wall to the South, which will be irrigated from reserves held on the site, in a similar manner the planters could be serviced and made sustainable. This matter to be resolved with further discussions.

Summary appraisal of the impact of the proposed development

Environmental

The positioning of the complex entrance leads to a reduction in noise to the residents located to the South of the site. The proposed reduction in speed limit in the area and general slowing of traffic via road narrowing and landscape is also seen as a method to reduce noise, nuisance and carbon.

The complex will incur some issues with archaeology; these can be reduced through use of planters with officer approval. The retention of water on the site and use for planters and green wall would also be positive in this area. It will also link with the targets of the Environmental Agency for flood mitigation.

The complex will also lead to an increase in recreational activity in the city and general fitness, which is also in line with Government guidelines.

Safety

The proposed adaptation's to the local highway look to reduce current speeds in this area, reduce carriageway widths and enhance pedestrian access. Access to and from the complex provides good site lines and overall safety is anticipated to be enhanced.

Economy

The site is currently vacant, having housed a petrol station, exhaust centre and night club. The reuse of the site and provision of a community facility is along the government regeneration objectives.

In addition the location of the complex is such as to reduce travel for a good percentage of anticipated users with a sustainable number of users within 20 minutes travel time, which compares to an average 27 minutes travel time that people take for recreational activities.

Accessibility

Overall the site is already well integrated with the current transport system. Situated within the city centre access by walking and bus is high. The main trunk road, Chapel Road and St. Mary's Street give easy access. The development is roughly neutral with the amount of traffic expected from it compared to previous historic uses and the road structure is more than capable of continuing this load. Access by bicycle is not specific and this awaits further improvements overall within Southampton. The proposed changes, pavement enlargement, signage etc. should enhance the overall access to local community.

Integration

The development has been targeted by the developer specifically to help in regeneration of the area and integration of the local community. The area in the past has been one of the more deprived wards in the UK, and it is expected that such a development will bring vitality back to the area. Discussions with the community have been positive and well supported, including from the two churches adjacent to the site.

The methods suggested for all modes of transport look to utilise and enhance those already in place and gently push users towards more carbon friendly methods of transport, such as bus, walking, train and cycling. As well as good enhancement to the local road layout to increase the ambiance of the area.

Assessment Years

The figures given within the document have been for anticipated use in 2011/12. The operator has looked at use over an initial three year period with potentially a 7% growth in users per annum for general skating. However, the operator also points to a potential 'honeymoon' year which will then drop off after year 1.

The figures provided show little change on previous usage and the study has therefore not been taken further forward than to conclude that the current road network and other transport modes are more than sufficient to meet the needs of the suggested proposal.

Appendix I

Summation of figures provided from variety of rinks around the UK and also standard figures taken from Southampton.

	Car (1)	Bus	Car (1+)	Train	Walk	Cycle	Coach
Oxford**** (2009)	3%	30%	49%	6.5%	9%	2.4%	0%
Club / Ice Matches	3%	30%	40.5%	6.5%	11.6%	8.4%	0%
	3%	30%	32.5%	6.5%	11.6%	8.4%	8%
Southampton (Peak)/ Off-peak		24.3%	72.7%		3%		
		20.6%	72.7%		7%		
Other leisure* sites (1)	93.6%	0.5%			5%	0.9%	
(2)*	88.6%	0.3%			9.2%	1.9%	
(3)*	90.5%	1.2%			7.5%	0.8%	
Chelmsford**	75%	15%			8%	2%	
Nottingham***	15%	65%		10%	8%	2%	

*other facilities were for sports, but all were located outside town centre.

** Large car park adjacent to rink. Figures given by managers, no formal survey. Parking charges for 3 hours is £2.30. Evening rate is flat £1.00. Split between shared and single occupancy not available.

*** No adjacent car park, very expensive as city centre location. Figures provided by manager, no formal survey. Split between shared and single occupancy not available.

**** No parking on site. Adjacent car park is £5 minimum. Most cars used to drop children off and then pickup. Parents do not park.

Overall it can be seen that if a car park is available and is reasonably priced then preference is given to car. Whilst where no facility is available or prices are high (£3 or more for 3 hours parking) then fewer cars are used.

Therefore control of the amount that cars are used can be related to the availability and cost of parking. This balance will be critical to control the number of cars used verses bus or walking in order to optimise the balance between car use and use of the centre.

Current charges on street adjacent to the site is £1.70 for one hour rising to £3.00 for two hours. At the Lyme Street car park the charges are £1.20 rising to £2.40 for two hours.

Oxford survey (Strategic Leisure Limited July 2007): Consultant reports on viability of the rink and possible relocation.

60% are under 16.

75% are under 25

65% are female. (60% club, 65% general usage)

75% think city centre location is either good or very good.

67% use the rink at least weekly, with clubs at around 90%.

With the car use indicated a lot of this is people dropping their children off and not stopping, this may be due to high costs of parking at Oxford (£5-7).

Oxford rink is not located on a bus route – even so just fewer than 30% would use this method to access the rink on a 'disco' night. Around 20% of club users would access the rink by walk or cycle.

Appendix II

Proposed type of use:

The figures given are based on the summation of a 6 month investigation by the proposed operator of the rink. The figures which they have determined after consideration of attendance at other rinks around the country and their consultants report (PMPGenesis). Overall the figures give an annual attendance to the rink of between 240-260,000.

A full analysis of the use of the rink has been prepared through exhaustive research of a number of rinks around the UK including; Guildford, Sheffield, Basingstoke, Bradford, Oxford as well as historical information from the previous rink at Southampton. This work has resulted in the following figures being put forward for use of the rink:

PMP report – 240,000. Rink operator proposal – 260,000. See breakdown below:

Please see attached **potential time table** for the rink (this is for guide only and subject to change according to the needs seen by the operator).

Every day:

Schools – 70 per day / 3 days per week.

Courses – between 20-60 per course, weekly

Patch / Club – up to 20/40 per hour, regular users.

Parties – up to 30, with 100 per annum.

Professional Rental – for individual or class teaching.

Disco's: up to 3 per week, 8-10/11pm, 300/350 on average per session.

Ice Hockey Matches: 2 per **fortnight**, 5-9pm (Saturday/Sunday). 700 per session. (There would appear to be no clash with football matches occurring at the stadium nearby).

Events (annually only): e.g. Christmas show for parents of the children taking part in courses. Here you might expect around 100 children involved and 4-500 parents as spectators.

Appendix III

Calculations used for the analysis of the numbers using the centre and how they might arrive at the centre.

Previous Usage:

Data has been taken from work carried out by Ward International (July 2006). This work was used to provide previous use of the site and predicted use of the residential units. Other details have been worked out along similar lines for the use with the night club* and pro-rata figures given for the other stores proposed based on the larger retail store (there will be overlap between some of these figures).

Type	Customer	Staff	Other	Delivery	Cust/ Staff	Customer Return	Trips
Mode	Car	Car	Car	Vehicle	Public Transport	Foot	Per week to site only
Garage Trips	49	21	14	7		28	119
Retail Fuel	2400	14	2	105		70	2591
Night* Club	1872	28	2	25		673	2600
Proposed:							
Retail Store	1677	Incl.		6	554	69	2306
Other stores	1425	Incl.		5	471	59	1960

*The night club assumed a maximum of 800 attending Friday/Saturday with 200 on other nights. Giving a total per week of 2600.

Summary - previous use on both sites:

Garage Services 119

Retail Fuel 2591

Night Club 2600

= 5310 trips one way or 10,620 trips to and from site per week.

This equates to 552,240 per annum.

Of this 4,402 represent trips by cars per week.

The retail stores are estimated to generate around 3,102 trips by car per week.

Ice Use:

Data has been put together on the basis of the operators forecast, with 260,000 admissions per annum, broken down into different types of use.

The calculations are taken on the basis of current Southampton percentages. In addition calculations are also provided on the basis of adoption of the policies given above and therefore bring the percentages closer to those seen in Oxford and Nottingham.

Survey's – these have covered peak flow of traffic along Chapel Road between 8 and 9am.

Summary:

The results suggest little change will be made from the previous site use to the suggested site use. In particular the number of cars accessing the complex could be reduced once the suggested measures are put in place.

Appendix IV

Number of vehicles/people per event based on current Southampton averages

Number per week / event given	Attendances	Car 3%	Public Transport (24.1%)	Car* + 1 or more 69.9%	Train	Foot 1.1%	Cycle 1.9%	Coach
Fri/Sat Evenings	600 x 51 = 61200	18	145	174		7	11	
Sunday Evening	350 x 51 = 17850	11	85	102		4	7	
Sat/Sun Day time	200 x 4 x 51 = 40800	6	48	58		2	4	
M-F Day time, term time	10 x 75 x 41 = 30750	2	18	22		1	1	
M-F Date Time Holidays	10 x 250 x 10 = 25000	8	60	73		3	5	
M-F Tea time	3 x 50 x 51 = 7650	2	12	15		1	1	
Tue/Thur Evenings	2 x 175 x 51 = 17850	5	42	51		2	3	
Schools	35 x 100 = 3500							35 (2)
Parties	100 x 30 = 3000	3	24	29		1	2	
Courses	9 x 50 x 46 = 20700	2	12	15		1	1	
Clubs	6 x 30 x 51 = 9180	1	7	9		1	1	
Ice Hockey	700 x 20 = 14000	19	154	186		7	12	60 (1)
Non-Event spectators	5100							
Shows	700 x 6 = 4200	21	169	204		8	13	
TOTAL	260,780							

*Assume average of 2.4 per car (Transport Trends (2009 Edition)) Adjusted for age of anticipated users.

Appendix V

Number of vehicles / people per event based on current Oxford averages.

Number per week / event given	Attendances	Car 3%	Public Transport (30%)	Car* + 1 or more 40.5% / 32.5%	Train 6.5%	Foot 11.6%	Cycle 8.4%	Coach 0%/ 8%
Fri/Sat Evenings	600 x 51 = 61200	18	180	101	39	70	50	0
Sunday Evening	350 x 51 = 17850	11	105	51	23	41	29	0
Sat/Sun Day time	200 x 4 x 51 = 40800	6	60	34	13	23	17	0
M-F Day time, term time	10 x 75 x 41 = 30750	2	23	13	5	9	6	0
M-F Date Time Holidays	10 x 250 x 10 = 25000	8	75	42	16	29	21	0
M-F Tea time	3 x 50 x 51 = 7650	2	15	8	3	6	4	0
Tue/Thur Evenings	2 x 175 x 51 = 17850	5	53	71	11	20	15	0
Schools	35 x 100 = 3500							35(2)
Parties	100 x 30 = 3000	3	30	17	7	12	8	0
Courses	9 x 50 x 46 = 20700	2	15	9	4	6	4	0
Clubs	6 x 30 x 51 = 9180	1	9	5	2	3	3	0
Ice Hockey	700 x 20 = 14000	19	193	109	42	75	54	56 (1)
Non-Event spectators	5100							0
Shows	700 x 6 = 4200	21	210	118	46	81	59	0
TOTAL	260,780							

Anticipated number of trips by car:

Southampton percentages:- 1,490 per week (average). Peak – 1,988

Oxford percentages:- 1,015 per week (average). Peak – 1,374

Peak is taken as during hockey season and half term.

In total between stores and ice facility the number of car trips per week would be:

Southampton percentages:- 4,592

Oxford percentages:- 4,117

This compares to previous car usage at around 4,402.

It is assumed that the usage for restaurant/Bar and café will be linked to the users of the rink, therefore these do not add to the overall footfall in the complex.

The initial proposed use to the South of the complex for a gym has been removed.