

12 Purdeys Way, Rochford

## **Transport Statement**

Change of Use to  
Roller Skating Rink

**24 February 2011**

**Project Ref: 2011/075**

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## Transport Statement

Roller Skating, Purdeys Way, Rochford.

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## **1 Introduction**

- 1.1 LvW Highways Ltd has been commissioned by Clive Meech to prepare a Transport Statement (TS) related to the re-development of 12 Purdeys Way, Rochford for leisure use as a Roller Skating Rink.
- 1.2 The development has already been considered by the Rochford Planning Committee at a meeting held on 6 August 2010. Despite the lack of objection by officers, with regard to transport and parking issues, two objections were made to the development as shown below:

### ***Resolved***

*That the application be refused for the following reasons:-*

- 1. The information submitted with the application with respect to the mitigation of noise and vibration that would arise from the proposed development is not considered sufficient to enable the Local Planning Authority to be satisfied that the proposed use would not give rise to an unacceptable degree of noise and disturbance to the occupiers of the adjoining premises. It has not been demonstrated that the noise and vibration that would be generated by the proposed use including from the roller skating, amplified sound/music system and general activity could be satisfactorily mitigated against to ensure that the use would not have a harmful and unacceptable impact on the occupiers of the adjoining premises.*
  - 2. The level of on-site car parking proposed is considered insufficient to serve the proposed use such that it would result in on-street parking to the detriment of other users of the industrial estate and contrary to highway safety. The level of on-site parking proposed would be contrary to the Parking Standard, 'Parking Standards- Design and Good Practice' dated September 2009 (Essex County Council), as endorsed by Rochford District Council. (HPT)*
- 1.3 In relation to the second objection information was provided by the applicant to substantiate a lower parking standard than that determined by the guidance. This was accepted by the highway officers but was clearly not sufficient to persuade the Planning Committee.
- 1.4 As a Transport Statement was not provided with application 10/00238/COU the following report will examine the transport issues relating to the development, including the provision for pedestrians, cyclists and other non-car users. It aims to identify the potential parking demand of the leisure use and show that the proposed parking provision will cater for the predicted demand. Information will also be provided on a Travel Plan Strategy for the site.
- 1.5 This Transport Statement is produced in accordance with, and in recognition of, local and central government guidance and follows our understanding of the requirements set out in the 2007 DfT Guidance for Transport Assessments.
- 1.6 The remainder of this report is set out as follows;

- Section 2 of the report gives a description of the existing site and the surrounding area.
- Section 3 of the report provides a description of current movement patterns in and around the site including accessibility by different modes.
- Section 4 describes the development proposal and access arrangements.
- Finally, a summary and conclusion is provided.

1.7 LvW Highways Ltd, as independent transport planning consultants, have prepared this Transport Statement providing what we consider is a fair and unbiased appraisal of the situation.



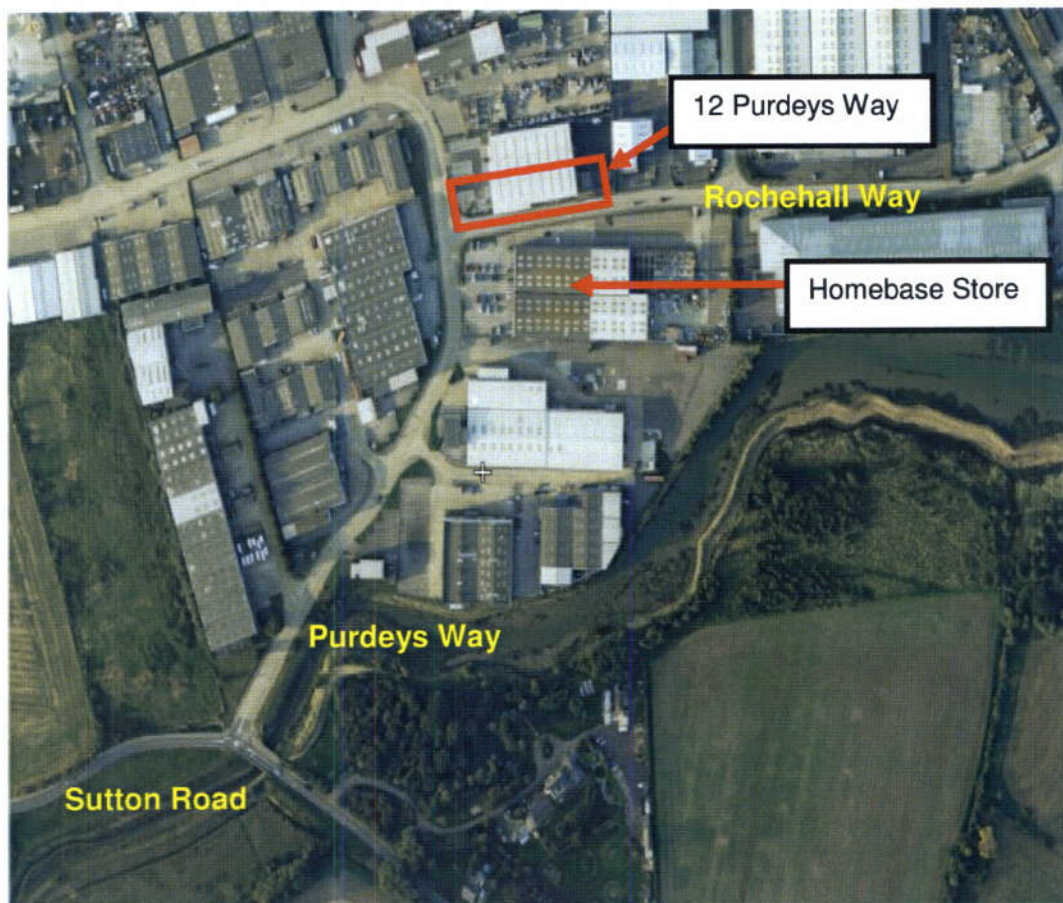
## 2 Existing Conditions

### Site Location and Surrounding Area

- 2.1 The site is located on the junction of Purdeys Way and Rochehall Way on the Purdeys Industrial Estate, Rochford. The building is presently unoccupied but has a planning consent for a Furniture Store based on application 02/00865/OUT approved in September 2003. The industrial estate contains both industrial and retail uses with a Homebase DIY store immediately opposite the site.

### Strategic Highway Network

- 2.2 The site is well located in terms of access to the strategic highway network with the A127 Prince Avenue just 2 miles to the south. **Figure 1** shows the site location and indicates the considerable residential development within close proximity of the site. **Figure 2** below shows the location of 12 Purdeys Way which is just over 300 metres from the junction with Sutton Road. The picture also shows that the industrial estate is a major employment centre for Rochford DC.

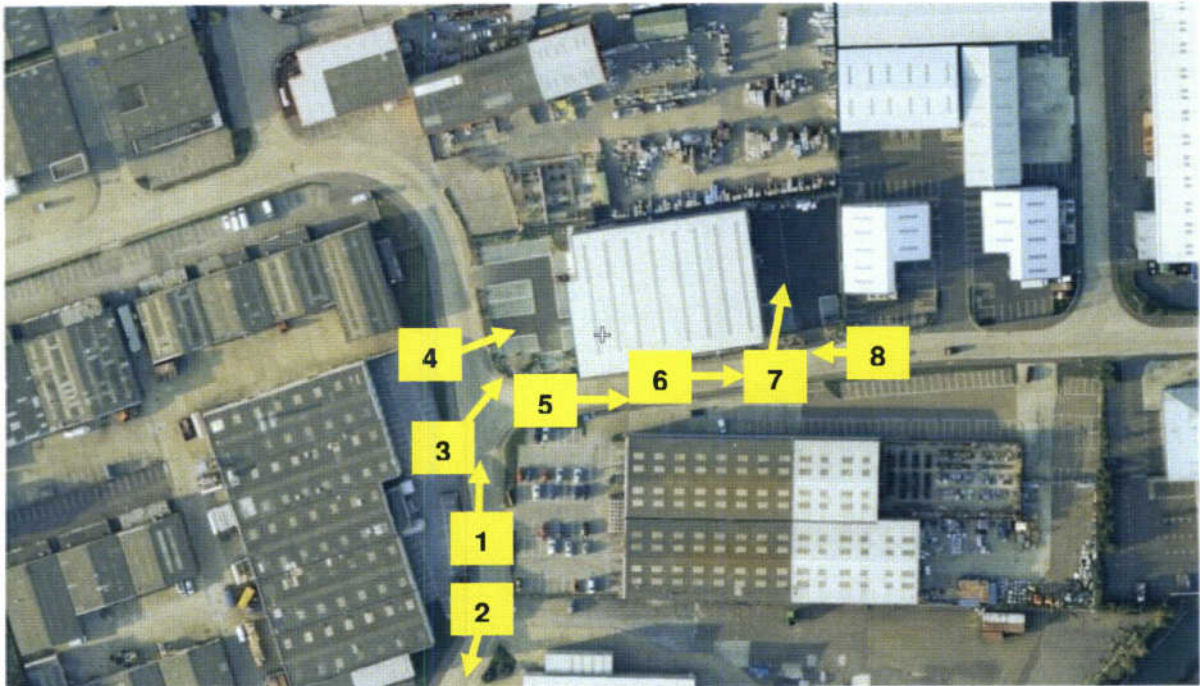


**Fig 2** Aerial View showing 12 Purdeys Way with Homebase to the south



### Local Highway Network and Catchment

- 2.3 In order to describe the character of the highway network in the vicinity of the site reference is made to photographs obtained from the Google Earth Street View program. These are briefly described as follows and are located as shown in **Figure 3**.



**Fig 3** Aerial View showing Location of Photographs

- 2.4 **Figure 4** shows the approach to the previous glass fronted store along Purdeys Way. The pictures clearly show the very adequate provision of footways and street lighting and indicates that the area is generally level, which should encourage the use of cycles. Purdeys Way is 7.3m in width and is provided with double yellow line parking restrictions which ensures an uninterrupted approach to the site.
- 2.5 **Figure 5** shows Rochehall Way, to the side of the building, which is also 7.3m in width with footways on both sides. Parking restrictions are not present and based on the photographs a burger van is positioned next to the building. This is an occasional feature and does not restrict the free flow of traffic due to the ample width of the road. With parking on one side of the road there would still be 5.3m of width available for passing traffic. As mentioned by officers in the previous application it would be possible to impose some restriction to parking along this road if on-street parking became a problem. This should only be necessary on the south side of Rochehall Way adjacent to the Homebase frontage and would be dependant on evidence of significant problems caused to passing traffic.



### 3 Present Traffic Flows and Accessibility

- 3.1 The volume of traffic on Sutton Road is affected during the peak periods by traffic using the route as a shortcut between Rochford and Southend. As a result the junction of Sutton Road and Purdeys Way, which is a small mini roundabout, has been scheduled for improvement for some time. With the present financial pressure on new construction the timing of this scheme is uncertain.
- 3.2 As the site was previously used as a furniture store the difference in evening peak flows between the store and the skating rink will have no discernable effect on the junction. In the morning peak the flows to either the furniture store or the skating rink would be negligible.
- 3.3 Flows on Purdeys Way have not been determined but will clearly be mainly related to the industrial character of the estate. Based on past experience these sites will have greater flows in the morning peak when industrial HGV traffic will be entering and leaving the industrial estate. In the evening peak HGV traffic will be much less and flows would generally be formed from light vehicle movements of staff and vans.

#### Site Accessibility

- 3.4 One of the key requirements for a development site is that it should be accessible by non-car modes of transport to reduce the reliance on the use of the private car. The following section considers the accessibility of the site by walking, cycling and public transport.
- 3.5 **Figure 6** shows the local area indicating the zone within 20 minutes drive time of the skating rink, the area up to 5km and the area up to 2km. An assessment of the population has been undertaken using the MapPoint program and shows that approximately 250,000 people live within the 20 minute catchment with 21% below the age of 18. Within this area the provision of the facility will satisfy a need which at one time existed in Southend on Sea and is now only available at Rollerworld in Colchester, some 43 miles away. For those skating enthusiasts presently travelling to Colchester there will be a considerable reduction in mileage travelled. With the anticipated user profile containing a high proportion of teenagers it is expected that the use of cycles will be high and car use reduced accordingly.

#### Walking

- 3.6 **Table 3.1** is an extract from The Institution of Highways & Transportation (IHT) Guidelines '*Providing for Journeys on Foot*'. It contains suggested acceptable walking distances, for pedestrians without mobility impairment for some common facilities. It mentions that these may be used for planning and evaluation purposes.

	Town Centres (m)	Commuting/School/ Sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200



**Table 3.1 Suggested Acceptable Walking Distances**

- 3.7 Despite the industrial character of the immediate area **Figure 6** shows that there are a significant 3,000 individuals under the age of 18 within 2km of the site. Based on **Table 3.1** all of these could potentially walk to the site using the footways along Bradley Way, Southend Road, Sutton Road and Purdeys Way.

### **Cycling**

- 3.8 PPG 13 advises that cycling has the potential to substitute for short car trips, particularly those under 5km. Similarly the Institution of Highways and Transportation advises that the mean average length for cycling journeys is approximately 4km although states that journeys of up to three times these distances are not uncommon for regular commuters.
- 3.9 **Figure 6** shows a 5km radius from the centre of the site which represents a distance over which cycling could replace car journeys. There are some shared use cycle routes in the area with the closest being Sutton Road. The route then follows Southend Road towards the centre of Rochford. A significant 17,000 individuals under the age of 18 years live within the 5km radius and with the generally level nature of the surrounding area should result in many skaters using cycling as a mode of travel to the site. The Government has set targets to increase the number of people walking and cycling for both work and recreational trips. This site is ideally located to encourage both of these modes of travel.

### **Public Transport**

- 3.10 Although buses do not enter the industrial estate two routes (60 and 61) are available at stops on Sutton Road just to the west of the mini roundabout. This stop is just over 300 metres from the site and is therefore well within the 400 metres that is considered an acceptable walk distance to a public transport route. The services are shown in **Figure 7** which is an extract from the Southend Bus Network Map produced by Essex CC. The Map indicates that other routes are available on Southend Road which runs along the east side of Southend Airport. The stops on Southend Road are just over 900 metres from the site which represents a walk time of about 11 minutes. Although not ideal this distance is well within practical walk distances as shown in **Table 3.1**.

- 3.11 **Table 3.2** summarises the services:

Route No	Route	Location of Stop	Frequency
60	Paglesham-Rochford-Southend on Sea	Sutton Ford Bridge	Mon – Sat 0800 – 1800 6 per day Sun 4 per day
61	Travel Centre - Temple Farm Ind - Wellsley Hospital (Circular)	Sutton Ford Bridge	Mon – Sat 0630 - 2130 2 per hour Sun 0900 – 1600 1 per hour
7	Shoeburyness – Rayleigh	Ann Boleyn Pub	Mon – Sat approx 0600 – 2300 with at least 4 per hour Sun 0730 – 2300 with 1 per hour
8	Shoeburyness – Rayleigh	Ann Boleyn Pub	Mon – Sat approx 0630 – 1830 with 1 per hour Sun 0830 – 1830 with 1 per hour

**Table 3.2      Bus Services within 1km of Site**

- 3.12      In addition to bus services rail connections are available at Rochford and Southend Central stations.

***Baseline Transport Data***

- 3.13      The current site has planning permission for A1 use and was intended to be used as a Furniture Store. As the unit has remained empty since completion there are no traffic counts available of the use of the car park
- 3.14      In order to assess the potential trip generation of the existing and proposed development reference has been made to the TRICS database. This is a database system which allows its users to establish potential levels of trip generation for a wide range of developments, and is widely used as part of the planning application process by both consultants and local authorities. This is fully described in subsequent paragraphs.



## 4 Development Proposals

### Description of current operation

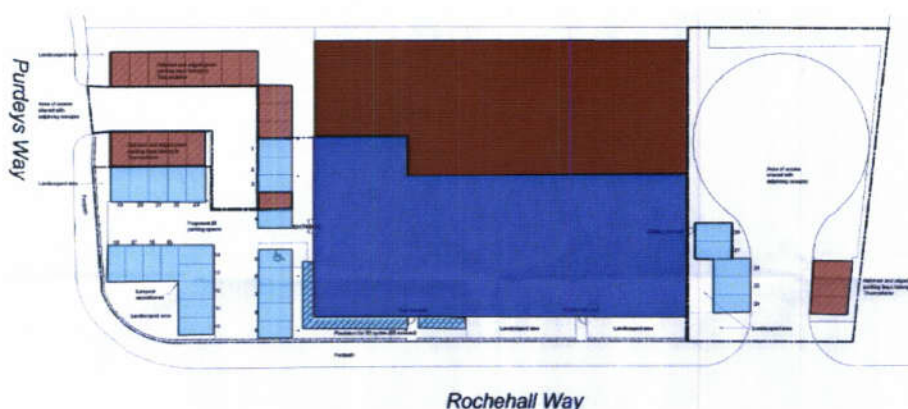
- 4.1 The description provided in the previous 6 August 2010 Committee Report is as follows:

*The original planning approvals for the building were 02/00865/OUT dated 16th September 2003 and 04/00851/REM dated 9th November 2004, for outline approval and reserved matters to construct a Class A1 furniture retail store. Application 08/00014/FUL granted permission on the 18th March 2008 was to divide the unit, then nearing completion, into two separate units contained within the area and volume of the existing approvals. One of the units (12a) was granted Class B2/B8 (general industrial, warehousing) use. This unit is now occupied by Thermo Fisher Scientific employing 48 people. The other unit with A1 use, subject of this application, has remained vacant since completion. The unit has a floorspace of 990m<sup>2</sup> and is on one level.*

### Description of proposed development

*The proposal would add a further mezzanine level at the rear of the unit with an additional floorspace of 124m<sup>2</sup>. This level will provide an office, male and female toilet facilities and a room suitable for holding private functions. The ground floor would have a skating rink with approximate dimensions of 33m x 17m. At the rear of the rink would be a DJ area, a locker area for visitors and staff facilities. Close to the entrance on the east elevation would be a reception area with a skate hires counter and a café.*

- 4.2 Slight revisions to the design have resulted in a ground floor area of 991m<sup>2</sup> and a mezzanine of 97m<sup>2</sup> resulting in a total of 1088m<sup>2</sup>. The rink area is slightly less than quoted in the previous Committee Report at 478m<sup>2</sup>. A plan of the floor layout and associated car and cycle parking is shown in Figure 8.



**Fig 8 Proposed Ground Floor showing 28 parking spaces and 32 cycle spaces**

- 4.3 The brown parking areas are allocated to Thermofisher and the blue areas to the proposed Skating Rink. The cycle parking is shown adjacent to the building.

### **Pedestrians and Cyclists**

- 4.4 Pedestrian and vehicle access to the site will be provided from the existing entrance on Purdeys Way with a separate service yard and parking area served from Rochehall Way. Cycle parking is accommodated adjacent to the building with all cycles visible through the large windows.

### **Parking**

- 4.5 Information previously provided by Steve Jackson Design Ltd in support of the previous application is relevant to the assessment of parking requirement and is shown below:

#### **Comments from SJD Ltd**

- 4.6 *The applicant's own research, carried out in part to support this planning application, but also to crystallise the business plan, strongly indicates that a large majority of roller skaters are teenagers, mainly younger than 17 years old. The requirement to provide cycle parking has not previously been raised in discussions with officers or by the highways authority comments. Unfortunately this is a significant oversight.*



- 4.7 *The building benefits from a large roof overhang at the front and part of the side elevation, due in part to the outward sloping curtain wall glazing. Photographs included here were taken on 13 July 2010 shortly after it had rained. We propose 32 (25 covered) cycle parking spaces. They are located where constant supervision can be provided, outside the glazed frontage of the building. The 2009 Essex County Highways guidelines suggest 10 cycle spaces plus 1 per 10 car spaces. This would result in only 13 cycle spaces. This is an unrealistically low number for this particular type of venue.*
- 4.8 *The original consent for the retail unit (class A1), was approved with 40 spaces (34 in the customer car park) and 6 in the staff car park within the service yard at the rear. This is despite the prevailing car parking guidelines suggesting 92 spaces (according to the officer's report, but a maximum of 93 spaces according to Essex County Highways'*



letter dated 7 May 2003). The existing car parking provision is therefore approximately 43% of the published guidelines.

- 4.9 The proposed change of use to class D2 attracts the same car parking provision criteria as class A1 (the existing use) – 1 per 20m<sup>2</sup>, according to the 2009 Essex County parking guidelines. The original consent was for 40 spaces in total for a large single unit. Thermofisher now have 20 spaces with slightly less than half the original unit. There is a small increase in size proposed for the skating rink, but an additional 8 car parking spaces are proposed (28 in total), together with 32 cycle spaces.
- 4.10 On the basis that the existing retail consent and the proposed change of use attract the same (maximum) car parking provision criteria, we see no justifiable reason to refuse the Change of Use on car parking provision grounds. Indeed, additional provision is being proposed, together with cycle parking, more attuned to the needs of the users.
- 4.11 Essex Highways' letter dated 14 June 2010 advises that there may be highway safety issues and problems for articulated lorries entering Rochehall Way if cars are parked in Rochehall Way. Photographs taken on 13 July 2010 (Tuesday) at about 11.30am show the road devoid of parked cars, apart from the (ever-present) burger van, a commercial van and two cars, that all appear to be there due to the presence of the burger van.



- 4.12 There are currently no parking restrictions in force. It is acknowledged that at other times there may be more parked cars and lorries parked up, waiting to make deliveries (or using the services of the burger van). If there are problems with highway safety surely some carefully considered restrictions would be imposed? The proposed venue will attract parents dropping off teenagers. If restrictions are deemed to be required, perhaps a waiting time limit of 20 or 30 minutes could be set, thus not causing problems for delivery vehicles or those picking-up or dropping off? Carefully considered restrictions, if deemed absolutely necessary, should not be to the detriment of other existing businesses.
- 4.13 Discussions with the highway authority during 2010 initially resulted in an objection to the application dated 14 June 2010 as shown in **Appendix A**. This stemmed from a concern that the number of parking spaces was insufficient and would lead to on-street parking along Rochehall Way "thereby narrowing the available carriageway width. This may create difficulties for large vehicles entering and leaving Rochehall Way to the detriment of road safety and highway efficiency. This proposal would therefore be contrary to the aims and objectives of Appendix G – Highway and Transportation Development Control Policies."



- 4.14 As a result of this recommendation further information was supplied to the highway authority by the applicant Clive Meech based on observations made at the Rollerworld skating rink in Colchester. The e-mail to the highway authority is shown below and indicates a maximum number of cars parked on a Saturday in April 2010 at just 22 vehicles. The Rollerworld site has a skating floor area of 1250 sqm compared to the Purdeys Way development with a floor area of 478 sqm. Based on a pure proportional calculation the proposed change of use should have a maximum parking demand below that of the Rollerworld site.

**E-mail to Essex Highways**

**From:** [clive meech](#)  
**To:** [dennis.everard@essex.gov.uk](mailto:dennis.everard@essex.gov.uk)  
**Sent:** Thursday, July 29, 2010 6:22 PM  
**Subject:** 12 Purdeys Way Rochford.

Dennis.

Following our earlier conversation I would like to confirm the observations found during my recent visits to RollerWorld Colchester

Date of visit.	time	cars parked	estimated occupancy
Friday 02/04/2010	20.00	17	200
Saturday 03/04/2010	14.30	22	500
Sunday 18/4/2010	12.30	16	350
Thursday 20/05/2010	18.00	14	150

I hope this is helpful.

Kind Regards Clive Meech

- 4.15 After receiving this additional information the highway authority withdrew their objection as shown in an updated recommendation dated 30 July 2010 and shown in **Appendix B**. Reference is made in Condition 1 of the letter that "*a sum of £5,000 towards the implementation of a Traffic Regulation Order (TRO) close to the junction of Rochehall Way with Purdeys Way*" should be provided prior to occupation. The applicant is willing to accept this Condition as it will allow double yellow lines to be implemented on Rochehall Way if on-street parking causes problems for passing industrial traffic.
- 4.16 In order to provide additional data on the potential parking demand an assessment has been carried out using the TRICS 2010(b) trip generation database. The calculations are provided in the following section.

### Trip Generation

- 4.17 TRICS is a database containing details of trip generations from sites across the UK and Ireland for various land uses. In determining the trip rates we have considered the relevant selection criteria for the existing and proposed development as follows:

Data excluded:

- information from Town Centre and Edge of Centre

- 4.18 As there are very few roller skating rinks in the country there is no data within the TRICS database specifically for this land use. Calculations of the maximum parking demands have therefore been undertaken for three different leisure uses, namely, ice rinks, leisure centres and swimming pools. Trip generation for ice rinks has been based on the rink area which in the case of the proposed development is 478 sqm. For leisure centre and swimming pools the calculations are based on Gross Floor Area which is 1088 sqm.

- 4.19 **Appendix C** show the results for a weekday and Saturday for the ice rink, and weekdays for the leisure centre and swimming pool. It is not possible to calculate Saturday results for the leisure centre and swimming pool due to insufficient data.

- 4.20 The peak parking accumulation for all four results are very similar

Time Range	Parking Accumulation			Swimming Pool Weekday
	Ice Rink Weekday	Ice Rink Saturday	Leisure Centre Weekday	
00:00-01:00	0	0	0	0
01:00-02:00	0	0	0	0
02:00-03:00	0	0	0	0
03:00-04:00	0	0	0	0
04:00-05:00	0	0	0	0
05:00-06:00	0	0	0	0
06:00-07:00	0	0	2	8
07:00-08:00	0	1	5	11
08:00-09:00	5	8	8	14
09:00-10:00	7	11	13	16
10:00-11:00	10	10	13	17
11:00-12:00	9	8	11	16
12:00-13:00	8	4	11	16
13:00-14:00	10	12	11	14
14:00-15:00	12	15	10	15
15:00-16:00	11	18	12	19
16:00-17:00	10	11	14	21
17:00-18:00	19	9	20	22
18:00-19:00	19	6	23	22
19:00-20:00	19	5	21	19
20:00-21:00	6	4	14	13
21:00-22:00	4	0	5	5
22:00-23:00	4	0	0	0
23:00-24:00	0	0	0	0



- 4.21 The calculations accord with the information already supplied by the applicant Clive Meech and Steve Jackson Design Ltd and indicate a maximum parking demand (for a Leisure Centre) of 23 cars which is the same as the 23 spaces that are proposed. The predictions for Ice Rinks and Swimming Pools show peak parking demands of 19 and 22 cars respectively. Any slight overspill is likely to relate to drop-off and pick-up and can be accommodated adjacent to the building on Rochehall Way. From the calculations it is clear that excess demand will only be required infrequently.

### **Travel Plan**

- 4.22 To ensure that potential visitors to the skating rink are informed about the options for sustainable travel a display outlining the available travel options will be available in the entrance area. Information will also be incorporated into the web site that will be used to advertise the development. Discussions will take place with the Travel Plan officers at Essex CC to determine the most effective means of encouraging reduced car use.
- 4.23 For those cars that are used it is anticipated that the majority will be families (especially those with young children). Most of those driving will do so outside of peak commuting hours as confirmed by the parking accumulation assessment.
- 4.24 There are 23 parking spaces for the development at the front of the building and 5 spaces for staff in the rear service yard. The car parking area at the front of the building has a further 20 spaces allocated to Thermofisher as shown on **Figure 8**. In order to prevent use of the Thermofisher spaces by customers the spaces allocated for the skating rink will be specifically marked and there will be management of the parking area to ensure enforcement of use of only the allocated spaces. The operators will work with Thermofisher to ensure an operational plan, acceptable to all parties, is put into place to ensure parking is regulated accordingly.

### **Booking Method**

- 4.25 Booking for the sessions will be recommended and available online and by phone. Should the session be fully booked, it will be made clear on the website. This will deter visitors from making unnecessary journeys. At peak times visitors will be asked not to arrive at the venue until 15 minutes before their booked session, which will allow all vehicles from the previous session time to vacate the car park. At all other times there is not expected to be any requirement to manage traffic flow or parking as it is anticipated that the traffic flow to and from the venue will be spread throughout the day.

### **Promotion of Sustainable Travel**

- 4.26 The management of the skating rink will promote walking, cycling and the use of public transport for access to the venue by both staff and visitors. The most appropriate promotional methods will be agreed with the Council prior to implementation and will include both paper based material and information on the venues web site.
- 4.27 The following information is likely to be included:
- Timetables and route maps for public transport, particularly buses;
  - Contact numbers and web details for local bus and rail companies;



- Local taxi company details;
- Cycling and walking maps for the local area; and
- Web details for any community travel sites and community forum sites.

- 4.28 The visitors that travel to the skating rink will be parents with children, teenagers and young adults. It is anticipated that teenagers and young adults will not tend to drive to the venue, but instead will use alternative means of transport or be dropped off by car. Once the venue has become established, and parents get into the habit of coming to particular weekly sessions, it should be possible to encourage the use of car sharing. Skaters will tend to make new friends and it will be possible to pair up some groups so that friends come in one car rather than two or three. More formal car sharing arrangements will be considered, based on advice from the Council, but may require the application of CRB checks.
- 4.29 By the careful and sustained application of Travel Plan initiatives it will be possible to minimise the use of the car and fully encourage the practical alternatives of car share and cycling. Public transport can also be used (based on a maximum walk distance of 0.9 km) and walking for a catchment of approximately 3,000 young people who live within 2km of the site.

## **5 Summary & Conclusion**

- 5.1 This document is in support of an application for the change of use of 12 Purdeys Way from a class A1 Furniture Store to class D2 Skating Rink.

### **Existing Conditions**

- 5.2 The site is located on the junction of Purdeys Way and Rochehall Way on the Purdeys Industrial Estate, Rochford. The industrial estate contains both industrial and retail uses with a Homebase DIY store immediately opposite the site.

### **Proposed Development**

- 5.3 It is proposed to change the use of the unit, which has remained empty since construction, to a skating rink. This will provide a facility which at one time existed in Southend on Sea and is now only provided at Colchester some 43 miles away.
- 5.4 Access to the facility will be encouraged by the use of 'Green Travel' initiatives with a substantial cycle parking area visible from inside the building and by the encouragement of car share. The development is within 300 metres of bus routes 60 and 61 and 900 metres from routes 7 and 8. Full information on the times of buses will be available on notice boards and at reception. From the catchment area diagram shown in **Figure 6** it can be seen that over 50,000 people under the age of 18 live within a 20 minute drive time of the site with 17,000 within a 5km cycle distance. A significant 3,000 are also within a 2km walk distance.
- 5.5 The site access will use the existing car park entrance on Purdeys Way which is shared with Thermofisher. As traffic flows are very low within the industrial estate there will be minimal conflict with other vehicles. 23 parking spaces are proposed at the front of the building and 5 for staff in the rear service yard and, although below the County standards of 1 space per 20 sqm of GFA, is considered to be adequate to meet the predicted demand.
- 5.6 Data has been supplied by the applicant of parking demand at the Colchester Rollerworld site and further information provided using the TRICS database. Both sets of data show that maximum parking demand is likely to be just over 20 vehicles. If on-street parking in Rochehall Way does become a problem the applicant is willing to agree to the planning condition which would allow suitable parking restrictions to be implemented.

### **Overall Conclusion**

- 5.7 This report has investigated the transport implications of the change of use and concludes that:
- The proposals are in an accessible location where sustainable means of travel can be encouraged, and
  - the proposed 23 space parking area and 5 staff car spaces will be sufficient to cater for the predicted demand.
- 5.8 Therefore, we conclude that this development is appropriate and acceptable in traffic and transport terms.





## Figures

- Fig 1      Site Location**
- Fig 4      Photographs 1 - 4 showing Purdeys Way**
- Fig 5      Photographs 5 - 8 showing Rochehall Way**
- Fig 6      Catchment Population**
- Fig 7      Bus Routes**



ROLLER SKATING RINK, PURDEYS WAY, ROCHFORD



FIGURE 1 SITE LOCATION



ROLLER SKATING RINK, PURDEYS WAY, ROCHFORD



FIGURE 4 PHOTOS 1 - 4 SHOWING VIEWS OF PURDEYS WAY



ROLLER SKATING RINK, PURDEYS WAY, ROCHFORD



FIGURE 5 PHOTOS 5 - 8 SHOWING VIEWS OF ROCHEHALL WAY



# ROLLER SKATING RINK, PURDEYS WAY, ROCHFORD

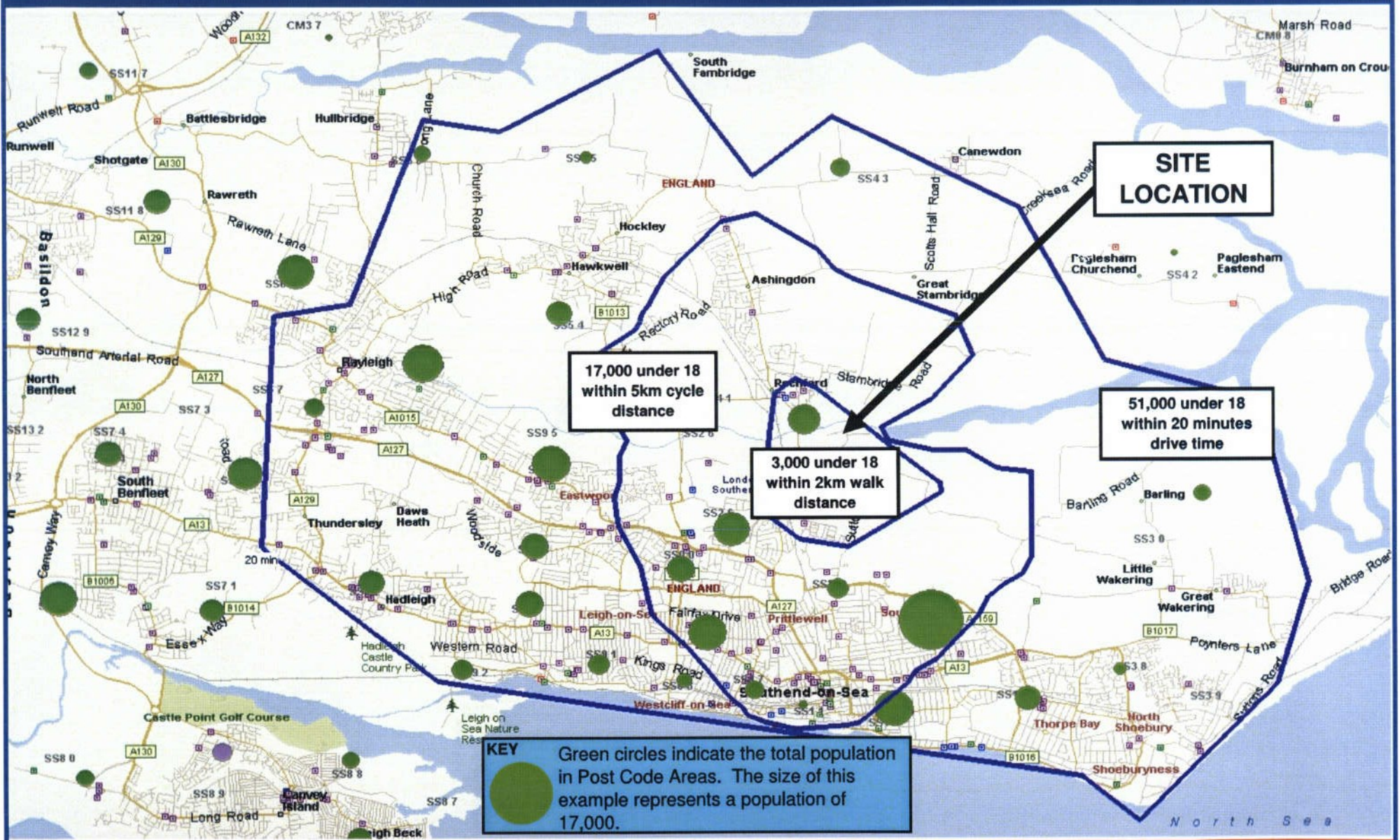


FIGURE 6 CATCHMENT POPULATION



# ROLLER SKATING RINK, PURDEYS WAY, ROCHFORD

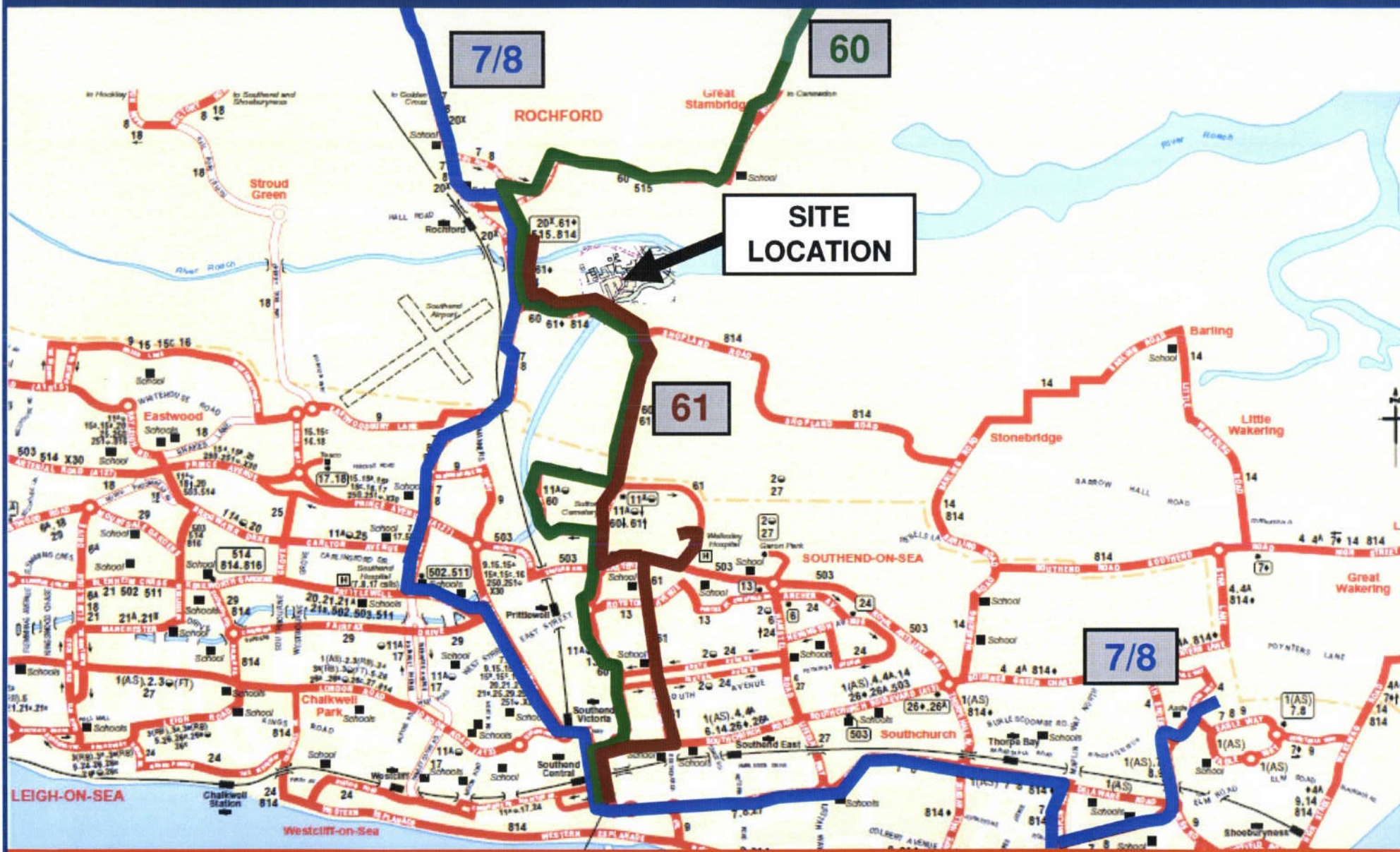


FIGURE 7 BUS ROUTES

## **Appendix A**

**Letter from Essex County Highways dated 14 June 2010**



Your Ref: 10/00283/COU  
Our Ref: ESH/SPD/DE/ROC/00283/10  
Date: 14 June 2010



Essex County Council

CC:

Robert Overall  
Executive Director for Environment,  
Sustainability & Highways

To: Directorate of External Services  
Head of Planning and Transportation  
Council Offices  
South Street  
Rochford  
Essex SS4 1BW

County Hall  
Chelmsford  
Essex CM1 1QH

### Recommendation of Refusal

Application No. ROC/10/00238/COU  
Applicant Mr Clive Meech  
Site Location 12 Purdeys Way, Rochford, Essex  
Proposal Change use of vacant building to use as indoor roller skating rink.

### Re-Consultation

Essex County Council as highway authority does wish to raise an objection to the proposal as submitted for the following reason:

The area behind the site is shared with adjoining business. The area is primarily used for deliveries with car parking for six spaces allocated adjacent the existing access.

If the additional spaces were to be provided as shown on the revised drawing, the vehicle turning area may be compromised by parking space 27 making it difficult if not impossible for large delivery vehicles to manoeuvre within the site and enter and leave the site in forward gear. This may lead to large vehicles reversing into or out of the site where pedestrians are walking between the car parking spaces and the roller skating rink to the detriment of pedestrian and general highway safety.

The location of the site is likely to result in the majority of users arriving by car. The number of parking bays shown on the revised proposal is insufficient for the likely use of the facility. The lack of on site parking will result in cars being parked on the highway along Rochelle Way close to the junction of Rochelle Way/Purdeys Way, thereby narrowing the available carriageway width. This may create difficulties for large vehicles entering and leaving Rochelle Way to the detriment of road safety and highway efficiency.

This proposal would therefore be contrary to the aims and objectives of Appendix G - Highway and Transportation Development Control Policies as refreshed 19 October 2007.

Continued..... /

Note: The above Recommendation has been made with due regard to the additional information supplied by the applicant



.....  
Executive Director for Environment,  
Sustainability & Highways  
Enquiries to  
Telephone: 01245  
Fax: 01245 280356  
Email:



## **Appendix B**

**Letter from Essex County Highways dated 30 July 2010**

Your Ref: 10/00283/COU  
Our Ref: ESH/SPD/DE/ROC/00283/10  
Date: 30 July 2010



CC:

Robert Overall  
Executive Director for Environment,  
Sustainability & Highways

To: Directorate of External Services  
Head of Planning and Transportation  
Council Offices  
South Street  
Rochford  
Essex SS4 1BW

County Hall  
Chelmsford  
Essex CM1 1QH

### Recommendation of Refusal

Application No. ROC/10/00238/COU

Applicant Mr Clive Meech

Site Location 12 Purdeys Way, Rochford, Essex

Proposal Change use of vacant building to use as indoor roller skating rink.

#### Re-Consultation

Essex County Council as the highway authority **does not wish to raise objection** to the proposals subject to the following conditions being attached to any permission granted.

1. Prior to the occupation of the facility, the applicant shall enter into an Agreement to provide a sum of £5,000 towards the implementation of a Traffic Regulation Order (TRO) close to the junction of Rochehall Way with Purdeys Way.

**Reason:** To ensure that the junction of Rochehall Way and Purdeys Way is kept clear of parked vehicles in the interests of highway safety.

2. Prior to occupation of the facility the parking area shall be laid out as shown on the revised site plan, Drawing No. D0610175/01.

**Reason:** To ensure adequate space for parking off the highway is provided in the interests of highway safety.

3. Prior to occupation the cycle racks as shown on the revised site plan, Drawing No. D0610175/01 shall be provided.

**Reason:** To ensure that alternative forms of transport are encouraged to reduce car journeys and ensure appropriate cycle parking is provided in the interest of highway safety and amenity.

Continued.... /



## Notes

- i. Condition 1 above is recommended so that parking close to the junction of Rochehall Way and Purdeys Way can be controlled.
- ii. The above Recommendation has been made with due regard to the additional information supplied by the applicant with regard to traffic movements at a similar facility in Colchester.
- iii. All works affecting the highway to be carried out by prior arrangement with, and to the requirements and satisfaction of, the Highway Authority and application for the necessary works should be made to the Area Highways Manager South, No1 Endeavour Drive, Festival Business Park, Basildon, Essex SS14 3WF
- iv. The above is required to ensure the proposal complies with the County Council's Highways and Transportation Development Control Policies, as originally contained in Appendix G of the Local Transport Plan 2006/2011 and refreshed by Cabinet Member Decision dated 19 October 2007.



.....  
Executive Director for Environment,  
Sustainability & Highways  
Enquiries to D. Everard  
Telephone: 01245  
Fax: 01245 280356  
Email: [dennis.everard@essex.gov.uk](mailto:dennis.everard@essex.gov.uk)

# **Appendix C**

## **Parking Accumulation Prediction using the TRICS database**



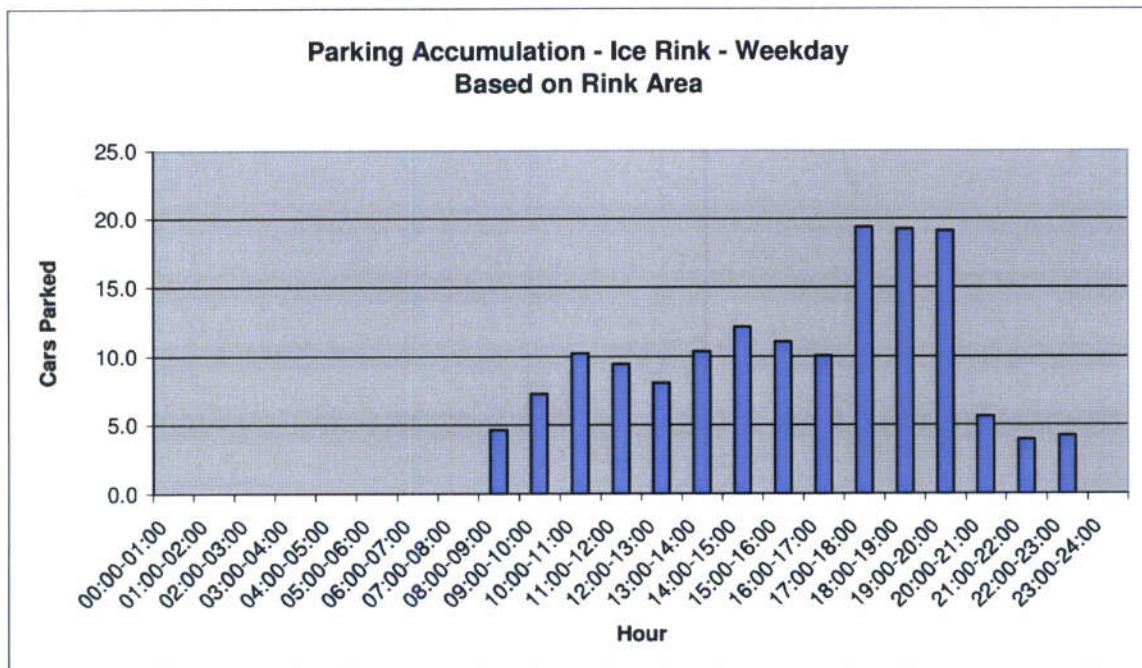
## Ice Rink

## Parking Accumulation

Rink Area 478 sqm

Weekday

Time Range	ARRIVALS			DEPARTURES			TOTALS		Accumulation		
	No. Days	Ave. SIZE	Trips	No. Days	Ave. SIZE	Trip Rate	No. Days	Ave. SIZE		Trip Rate	
00:00-01:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
01:00-02:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
02:00-03:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
03:00-04:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
04:00-05:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
05:00-06:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
06:00-07:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
07:00-08:00	0		478	0.0	0	478	0.0	0	478	0.0	0.0
08:00-09:00	2		478	5.5	2	478	0.8	2	478	6.3	4.6
09:00-10:00	4		478	3.8	4	478	1.2	4	478	5.1	7.2
10:00-11:00	4		478	4.7	4	478	1.7	4	478	6.4	10.2
11:00-12:00	4		478	2.9	4	478	3.8	4	478	6.7	9.4
12:00-13:00	4		478	2.9	4	478	4.2	4	478	7.1	8.1
13:00-14:00	4		478	7.4	4	478	5.1	4	478	12.6	10.4
14:00-15:00	4		478	6.5	4	478	4.7	4	478	11.2	12.2
15:00-16:00	4		478	3.6	4	478	4.7	4	478	8.3	11.1
16:00-17:00	4		478	6.5	4	478	7.5	4	478	14.0	10.0
17:00-18:00	4		478	18.2	4	478	8.9	4	478	27.1	19.4
18:00-19:00	4		478	3.3	4	478	3.5	4	478	6.8	19.2
19:00-20:00	4		478	4.4	4	478	4.6	4	478	9.0	19.1
20:00-21:00	4		478	2.7	4	478	16.2	4	478	18.8	5.6
21:00-22:00	2		478	1.5	2	478	3.2	2	478	4.8	3.9
22:00-23:00	1		478	0.3	1	478	0.0	1	478	0.3	4.2
23:00-24:00	1		478	0.0	1	478	4.2	1	478	0.3	0.0
Daily Trip Rates:			74.4			74.4			144.9		



Reference	Description	Area	Location	GFA	SIZE	EMPLOY	Survey Type	Survey	Status
CA-07-F-01	ICE RINK, PETERBOROUGH	CAMBRIDGESHIRE	Edge of Town	3600	1800	22	VEHICLES	20/07/2003	One-Off
CF-07-F-01	ICE RINK, CARDIFF	CARDIFF	Town Centre	5790	1800	45	MULTI-MODAL	18/11/2003	One-Off

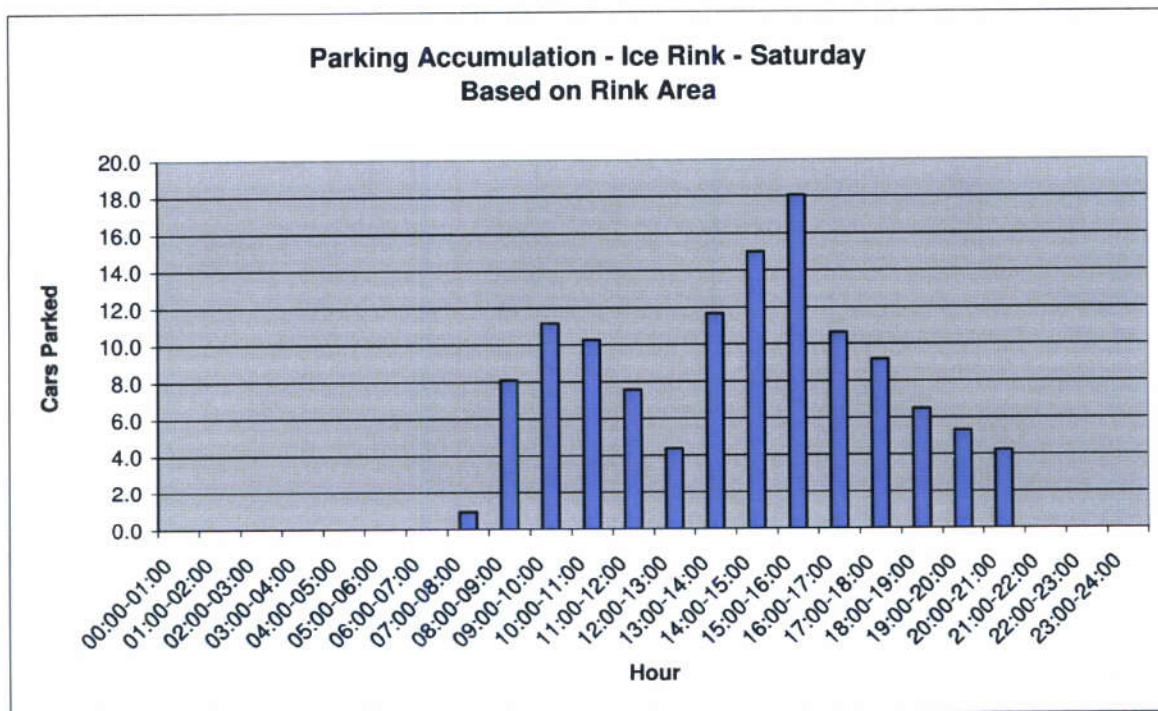
# Ice Rink

# Parking Accumulation

Rink Area 478 sqm

Saturday

Time Range	No. Days	ARRIVALS			No. Days	DEPARTURES			No. Days	TOTALS		Accumulation
		Ave. SIZE	Trips			Ave. SIZE	Trip Rate			Ave. SIZE	Trip Rate	
00:00-01:00		0	478	0.0		0	478	0.0		0	478	0.0
01:00-02:00		0	478	0.0		0	478	0.0		0	478	0.0
02:00-03:00		0	478	0.0		0	478	0.0		0	478	0.0
03:00-04:00		0	478	0.0		0	478	0.0		0	478	0.0
04:00-05:00		0	478	0.0		0	478	0.0		0	478	0.0
05:00-06:00		0	478	0.0		0	478	0.0		0	478	0.0
06:00-07:00		0	478	0.0		0	478	0.0		0	478	0.0
07:00-08:00		0	478	1.7		0	478	0.8		0	478	2.5
08:00-09:00		2	478	9.6		2	478	2.4		2	478	12.0
09:00-10:00		4	478	9.7		4	478	6.6		4	478	16.3
10:00-11:00		4	478	7.2		4	478	8.1		4	478	15.3
11:00-12:00		4	478	5.2		4	478	7.8		4	478	13.0
12:00-13:00		4	478	6.4		4	478	9.6		4	478	15.9
13:00-14:00		4	478	14.1		4	478	6.8		4	478	20.8
14:00-15:00		4	478	12.0		4	478	8.6		4	478	20.6
15:00-16:00		4	478	8.8		4	478	5.7		4	478	14.5
16:00-17:00		4	478	9.3		4	478	16.7		4	478	26.0
17:00-18:00		4	478	4.2		4	478	5.7		4	478	10.0
18:00-19:00		4	478	1.6		4	478	4.2		4	478	5.8
19:00-20:00		4	478	2.9		4	478	4.1		4	478	7.0
20:00-21:00		4	478	3.3		4	478	4.4		4	478	7.7
21:00-22:00		2	478	1.9		2	478	6.1		2	478	10.1
22:00-23:00		1	478	0.0		1	478	0.0		1	478	0.0
23:00-24:00		1	478	0.0		1	478	0.0		1	478	0.0
Daily Trip Rates:				97.7				97.7				197.6



Reference	Description	Area	Location	GFA	SIZE	EMPLOY	Survey Type	Most Recent Survey	Status
CA-07-F-01	ICE RINK, PETERBOROUGH	CAMBRIDGESHIRE	Edge of Town	3600	1800	22	VEHICLES	20/07/2003	One-Off
LC-07-F-02	ICE RINK, BLACKBURN	LANCASHIRE	Suburban Area (PPS6 Out of Centre)	5610	1800	24	VEHICLES	09/11/2003	Re-Survey



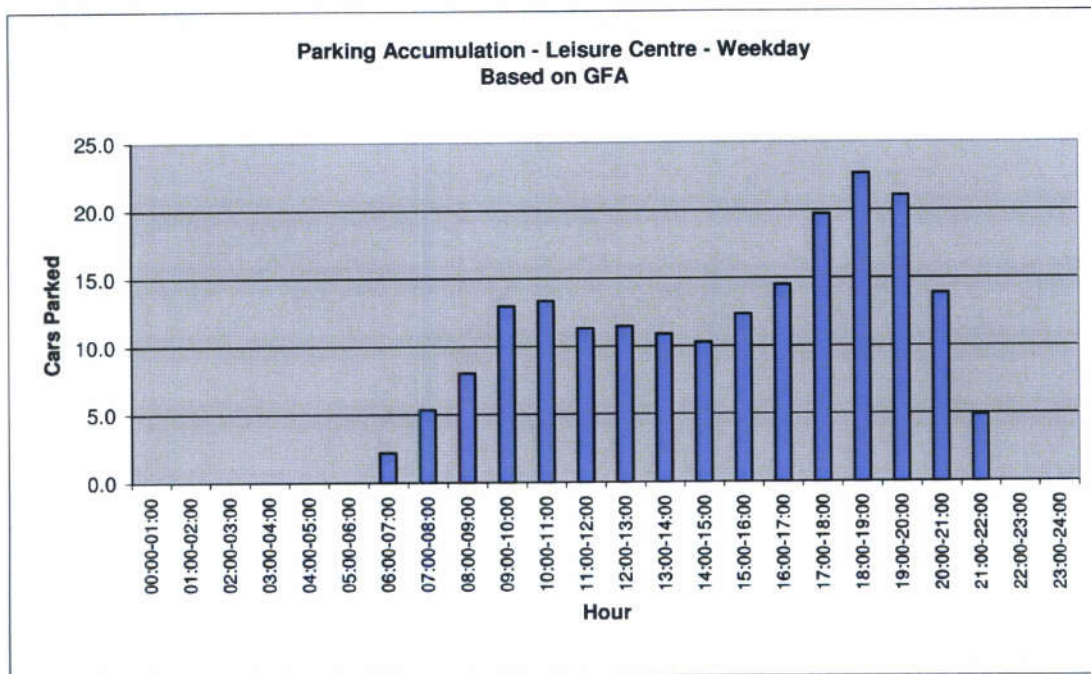
# Leisure Centres

# Parking Accumulation

GFA 1088 sqm

Weekday

Time Range	No. Days	ARRIVALS		No. Days	DEPARTURES		No. Days	TOTALS		Accumulation
		Ave. SIZE	Trips		Ave. SIZE	Trip Rate		Ave. SIZE	Trip Rate	
00:00-01:00	0	1088	0.0	0	1088	0.0	0	1088	0.0	0.0
01:00-02:00	0	1088	0.0	0	1088	0.0	0	1088	0.0	0.0
02:00-03:00	0	1088	0.0	0	1088	0.0	0	1088	0.0	0.0
03:00-04:00	0	1088	0.0	0	1088	0.0	0	1088	0.0	0.0
04:00-05:00	0	1088	0.0	0	1088	0.0	0	1088	0.0	0.0
05:00-06:00	0	1088	0.0	0	1088	0.0	0	1088	0.0	0.0
06:00-07:00	0	1088	2.3	0	1088	0.1	0	1088	2.4	2.2
07:00-08:00	0	1088	4.9	0	1088	1.7	0	1088	6.6	5.4
08:00-09:00	2	1088	7.5	2	1088	4.8	2	1088	12.3	8.0
09:00-10:00	4	1088	9.7	4	1088	4.7	4	1088	14.4	13.0
10:00-11:00	4	1088	6.6	4	1088	6.2	4	1088	12.8	13.3
11:00-12:00	4	1088	5.6	4	1088	7.6	4	1088	13.2	11.3
12:00-13:00	4	1088	5.9	4	1088	5.7	4	1088	11.6	11.5
13:00-14:00	4	1088	6.2	4	1088	6.8	4	1088	13.0	10.9
14:00-15:00	4	1088	5.3	4	1088	5.9	4	1088	11.3	10.3
15:00-16:00	4	1088	10.0	4	1088	8.0	4	1088	18.0	12.3
16:00-17:00	4	1088	11.8	4	1088	9.6	4	1088	21.4	14.5
17:00-18:00	4	1088	18.0	4	1088	12.8	4	1088	30.8	19.7
18:00-19:00	4	1088	19.2	4	1088	16.2	4	1088	35.4	22.6
19:00-20:00	4	1088	16.4	4	1088	18.0	4	1088	34.4	21.0
20:00-21:00	4	1088	7.4	4	1088	14.6	4	1088	22.0	13.9
21:00-22:00	2	1088	1.7	2	1088	10.7	2	1088	12.4	4.9
22:00-23:00	1	1088	0.0	1	1088	4.9	1	1088	8.4	0.0
23:00-24:00	1	1088	0.0	1	1088	0.0	1	1088	0.0	0.0
Daily Trip Rates:			138.4			138.4			280.3	



Reference	Description	Area	Location	SITE AREA	GFA	EMPLOY	Survey Type	Most Recent Survey	Status
CB-07-C-01	LEISURE CENTRE, WORKINGTON	CUMBRIA	Edge of Town	2.3	5360	42	MULTI-MODAL	22/06/2005	One-Off
CW-07-C-01	LEISURE CENTRE, ST AUSTELL	CORNWALL	Suburban Area (PPS6 Out of Centre)	0.55	3329	61	MULTI-MODAL	19/09/2007	One-Off
DC-07-C-06	LEISURE CEN. BLANDFORD	DORSET	Edge of Town	3.5	1119	15	MULTI-MODAL	07/07/2008	One-Off
DH-07-C-01	LEISURE CENTRE, DURHAM	DURHAM	Edge of Town	0.55	5500	47	MULTI-MODAL	04/12/2008	One-Off
DL-07-C-01	LEISURE CENTRE, DUBLIN	DUBLIN	Neighbourhood Centre (PPS6 Local Centre)	1.3	3300	20	MULTI-MODAL	21/11/2002	One-Off
FA-07-C-01	LEISURE CENTRE, STENHSELMUR	FALKIRK	Edge of Town	0.8	775	3	MULTI-MODAL	19/04/2007	One-Off
HC-07-C-06	LEISURE CENTRE, SOUTHAMPTON	HAMPSHIRE	Suburban Area (PPS6 Out of Centre)	2.06	3000		MULTI-MODAL	19/11/2007	One-Off
LN-07-C-01	LEISURE CENTRE, LINCOLN	LINCOLNSHIRE	Suburban Area (PPS6 Out of Centre)	5	1600	6	MULTI-MODAL	14/05/2007	One-Off
MS-07-C-01	LEISURE CENTRE, HUXTON	MERSEYSIDE	Edge of Town	1.08	3120	60	MULTI-MODAL	20/10/2005	One-Off
MS-07-C-02	LEISURE CENTRE, LIVERPOOL	MERSEYSIDE	Edge of Town	1.5	8000	35	MULTI-MODAL	27/06/2007	One-Off
PS-07-C-01	LEISURE CENTRE, NEWTOWN	POWYS	Suburban Area (PPS6 Out of Centre)	4.8	2500	30	MULTI-MODAL	16/10/2008	One-Off
SU-07-C-01	LEISURE CENTRE, MORDEN	SUTTON	Suburban Area (PPS6 Out of Centre)	5	4957	22	VEHICLES	09/05/2007	One-Off
WF-07-C-01	LEISURE CENTRE, CHINGFORD	WALTHAM FOREST	Suburban Area (PPS6 Out of Centre)	1.43	2323	32	MULTI-MODAL	15/11/2007	One-Off
WM-07-C-01	LEISURE CENTRE, COVENTRY	WEST MIDLANDS	Suburban Area (PPS6 Out of Centre)	0.4	3280	18	MULTI-MODAL	02/02/2006	One-Off
WO-07-C-02	LEISURE CENTRE, DROITWICH	WORCESTERSHIRE	Edge of Town	4.5	6000		MULTI-MODAL	01/07/2005	Re-Survey
WS-07-C-04	LEISURE CENTRE, CRAWLEY	WEST SUSSEX	Edge of Town	6.9	17000	230	MULTI-MODAL	28/11/2007	One-Off



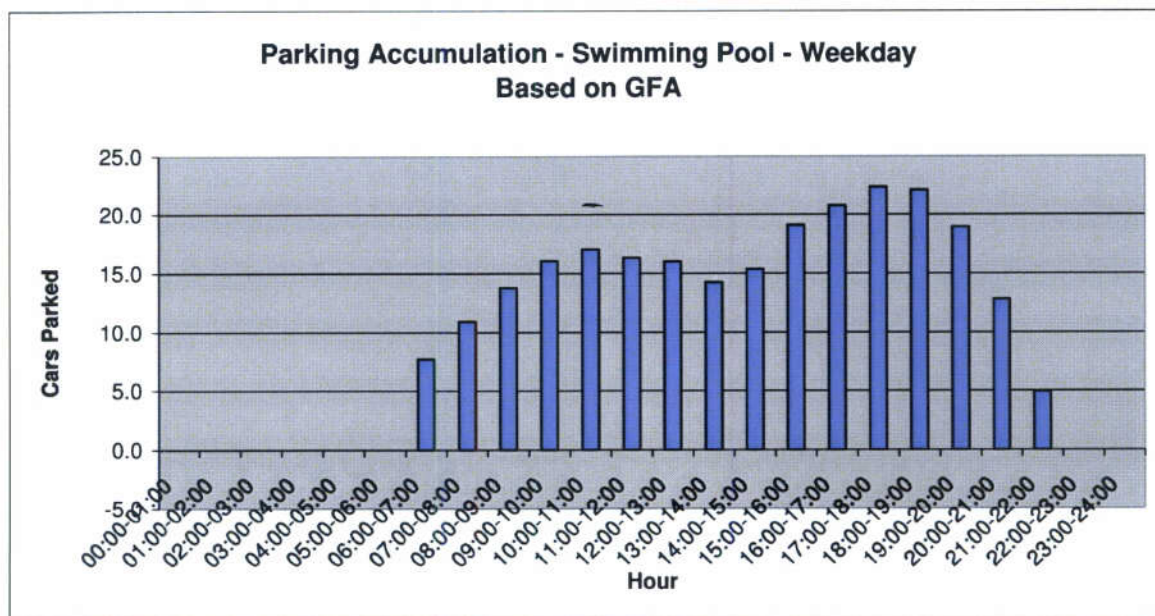
# Swimming Pool

# Parking Accumulation

GFA 1088 sqm

Weekday

Time Range	No. Days	ARRIVALS			No. Days	DEPARTURES			No. Days	TOTALS			Accumulation
		Ave. SIZE	Trips			Ave. SIZE	Trip Rate			Ave. SIZE	Trip Rate		
00:00-01:00		0	1088	0.0	0	1088	0.0	0	1088	0.0	1088	0.0	0.0
01:00-02:00		0	1088	0.0	0	1088	0.0	0	1088	0.0	1088	0.0	0.0
02:00-03:00		0	1088	0.0	0	1088	0.0	0	1088	0.0	1088	0.0	0.0
03:00-04:00		0	1088	0.0	0	1088	0.0	0	1088	0.0	1088	0.0	0.0
04:00-05:00		0	1088	0.0	0	1088	0.0	0	1088	0.0	1088	0.0	0.0
05:00-06:00		0	1088	0.0	0	1088	0.0	0	1088	0.0	1088	0.0	0.0
06:00-07:00		0	1088	8.1	0	1088	0.5	0	1088	8.6	1088	7.7	7.7
07:00-08:00		0	1088	7.2	0	1088	4.0	0	1088	11.2	1088	10.9	10.9
08:00-09:00		2	1088	11.1	2	1088	8.2	2	1088	19.3	1088	13.8	13.8
09:00-10:00		4	1088	10.1	4	1088	7.8	4	1088	17.9	1088	16.1	16.1
10:00-11:00		4	1088	9.4	4	1088	8.5	4	1088	17.9	1088	17.0	17.0
11:00-12:00		4	1088	8.2	4	1088	9.0	4	1088	17.2	1088	16.3	16.3
12:00-13:00		4	1088	8.3	4	1088	8.6	4	1088	16.9	1088	16.0	16.0
13:00-14:00		4	1088	7.7	4	1088	9.4	4	1088	17.1	1088	14.2	14.2
14:00-15:00		4	1088	8.0	4	1088	6.8	4	1088	14.8	1088	15.4	15.4
15:00-16:00		4	1088	11.8	4	1088	8.0	4	1088	19.8	1088	19.1	19.1
16:00-17:00		4	1088	13.8	4	1088	12.1	4	1088	25.8	1088	20.8	20.8
17:00-18:00		4	1088	17.6	4	1088	16.0	4	1088	33.7	1088	22.4	22.4
18:00-19:00		4	1088	18.1	4	1088	18.4	4	1088	36.4	1088	22.1	22.1
19:00-20:00		4	1088	13.1	4	1088	16.3	4	1088	29.4	1088	18.9	18.9
20:00-21:00		4	1088	7.3	4	1088	13.4	4	1088	20.7	1088	12.8	12.8
21:00-22:00		2	1088	4.5	2	1088	12.4	2	1088	16.9	1088	4.9	4.9
22:00-23:00		1	1088	2.7	1	1088	7.6	1	1088	7.3	1088	0.0	0.0
23:00-24:00		1	1088	0.0	1	1088	0.0	1	1088	0.0	1088	0.0	0.0
Daily Trip Rates:				167.0			167.0				330.9		



Reference	Description	Area	Location	GFA	EMPLOY	Survey Type	Most Recent Survey	Status
BR-07-D-01	SWIMMING POOL, BRISTOL	BRISTOL CITY	Suburban Area (PPS6 Out of Centre)	900	19	MULTI-MODAL	26/10/2009	One-Off
CA-07-D-01	SWIMMING POOL, CAMBRIDGE	CAMBRIDGESHIRE	Suburban Area (PPS6 Out of Centre)	2925	38	MULTI-MODAL	19/10/2009	One-Off
CF-07-D-01	SWIMMING POOL, CARDIFF	CARDIFF	Suburban Area (PPS6 Out of Centre)	2450	60	MULTI-MODAL	17/11/2003	One-Off
CR-07-D-01	SWIMMING POOL, CORK	CORK	Neighbourhood Centre (PPS6 Local Centre)	1300	35	MULTI-MODAL	25/06/2009	One-Off
HC-07-D-02	SWIMMING POOL, ROMSEY	HAMPSHIRE	Edge of Town	2552	70	VEHICLES	12/06/2003	Re-Survey
HM-07-D-01	SWIMMING POOL, FULHAM	HAMMERSMITH AND FULHAM	Suburban Area (PPS6 Out of Centre)	5300	103	VEHICLES	20/06/2002	One-Off
LE-07-D-01	SWIMMING POOL, LEICESTER	LEICESTERSHIRE	Edge of Town	1200	41	MULTI-MODAL	24/06/2009	One-Off
NF-07-D-02	SWIMMING POOL, EAST DEREHAM	NORFOLK	Edge of Town	1540	38	VEHICLES	18/08/2003	Re-Survey
NT-07-D-01	SWIMMING POOL, NOTTINGHAM	NOTTINGHAMSHIRE	Edge of Town	2350	30	VEHICLES	24/04/2002	One-Off
NT-07-D-02	SWIMMING POOL, NOTTINGHAM	NOTTINGHAMSHIRE	Suburban Area (PPS6 Out of Centre)	2000	39	VEHICLES	22/04/2002	One-Off
RD-07-D-01	SWIMMING POOL, HAMPTON	RICHMOND	Edge of Town	1300	25	VEHICLES	12/05/2003	One-Off
TW-07-D-01	SWIMMING POOL, TYNEMOUTH	TYNE & WEAR	Suburban Area (PPS6 Out of Centre)	4000	30	VEHICLES	20/06/2003	One-Off
WH-07-D-01	SWIMMING POOL, PUTNEY	WANDSWORTH	Suburban Area (PPS6 Out of Centre)	4300	53	MULTI-MODAL	23/05/2002	One-Off
WO-07-D-02	SWIMMING POOL, WORCESTER	WORCESTERSHIRE	Edge of Town	850	18	MULTI-MODAL	30/06/2009	One-Off