



01 MAY 2015  
SUPPORT SERVICE

## SUPPORTING STATEMENT

**Village Bounce Ltd**

**12A Purdeys Industrial Estate,  
Purdeys Way,  
Rochford,  
Essex.  
SS4 1ND.**

**Reference: 2015-062-12.2-SS-01**

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This Supporting Statement is submitted in support of an application for the change of use from B8 to D2 (storage to a Trampoline Park).

This prominent building has been marketed by the leading commercial agents within the area for a couple of years.

The client wishes to provide a much needed leisure facility for the surrounding neighbourhoods, and will also provide additional employment (12 full time staff) to the area.

Essex is an area of high cosmopolitan prosperity with a cultured community. It is for this reason that we would like to submit an application for Change Of Use for a storage unit B8 to be used as D2 use, for a pioneering Trampoline Park located at 12a Purdeys Way, Rochford.

The health and fitness industry is one of the fastest growing industries in the modern era, this is due to heightened awareness of the importance of an individual's wellbeing and the much publicised decreasing levels of activity in today's society.

Although this trampoline park will be used to provide a leisure facility to all ages (over 5 years old) it will be available for many local schools to hire during the day to provide a facility so that all members of the class can join in with the activities at the same time. Most schools do not have the number of trampolines to offer this type of activity to whole classes or have to have many students watching whilst one pupil at a time uses the facilities, this will therefore provide better class participation.

The facilities will provide a safe alternative for youngsters to meet with their friends and enjoy an activity, it will also be used by those looking for an alternative to a traditional fitness studio and will help clientele achieve their individual goals, concentrating on conditioning.

Sessions tailored for disabled people will be provided, to allow them to feel safe within the facility.

In today's society only one in five people get enough exercise to maintain a healthy lifestyle, this is due to the fact that we live in a time where most people have deskbound jobs and there are various machines that can do every task for us. This coupled with the widely available unhealthy convenience foods that are on sale equates to a population that has rising obesity levels, inactivity and decreasing health standards.

Obesity and inactivity cost the NHS approximately £1 Billion per year with obesity plus the level of people that are overweight having a total economic cost of £6.6-7.4 billion a year, (Select Committee on Health, 3rd Report, May 2004).

Within the Local area only 21% of all adults do 3 days a week of 30 minutes of exercise; although this is the equivalent to the national average it still leaves a high proportion of the population not doing enough exercise to maintain a healthy lifestyle, (Sport England Active People Survey, 2005-2006).

It is believed that opening a trampoline park located in the Rochford area, can benefit the members of public of both the local community as well as the wider community in terms of funds and national recommendations for improving the health of the population.

The vision for the trampoline park is one that is inclusive of every ability, to build an environment that gives the clientele the best possible chance of enjoyment and achieving their individual health goals.

The trampoline park will welcome passing trade and will bring additional customers to the neighbouring traders. It is therefore felt that not only will the trampoline park revive the building which has been empty for some time, but will provide a valuable innovative service, leading to a more active, educated and healthy community promoting the use of local services and traders.

As well as this the unit's peak use will be out of normal trading hours with the majority of clientele using the facilities during the evening and weekend, which will help to provide the area with natural surveillance and increase the security of the estate.

The site borders a built up area, well located for access to all necessary facilities. Within a few hundred metres there are a full range of public services including retail shops.

There is a bus routes which run along adjoining roads, which provides access to the neighbouring towns of Rochford, Rayleigh and Southend, and allows a choice of two railway lines into London. Access to the motorway and major road network can be achieved from the A127 situated 2 miles away therefore allowing people from neighbouring boroughs to attend.

The current building has an allocation of 20 parking bays, however it is proposed that an over flow carpark at the rear of the building is provided for busy occasions. The capacity of the building will be limited by the facilities and the fact that most visitors would be sharing cars to travel to the trampoline park, it is believed that the 40 parking bays would be adequate.

The building seeks to respond and respect the local context whilst creating a vibrant and much needed facility for the local area which also provides employment opportunities, and shows how a brown field site can be optimised.