



Ben Daines &lt;[REDACTED]&gt;

**FW: Adur Local Plan**

1 message

**Ben Daines** <[REDACTED]>  
To: Ben Daines <[REDACTED]>

14 October 2016 at 16:51

**Ben Daines – Senior Planning Officer**, Planning, Regeneration and Wellbeing | [Planning Policy Website](#)

Location: Planning Policy, Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS

Internal: [REDACTED] | External: [REDACTED] | E-mail: [REDACTED]

**From:** Patrick Warner [mailto:[REDACTED]]  
**Sent:** 20 October 2014 10:02  
**To:** Planning.Policy  
**Subject:** Adur Local Plan

FAO James Appleton, Head of Planning

Dear James

I am writing on behalf of Go Ahead Group's two local bus operators, Brighton & Hove and Metrobus who both provide services into the Adur and Worthing area. I have been asked to respond to your Adur Local Plan consultation and I attach a document which sets out our thinking on this. I would welcome the opportunity to discuss my proposal for partnership working with you and would be happy to come to your offices to do this.

The approach I outline in the attached document is based on the experience we have in the City of Brighton & Hove where our partnership working has provided a nationally recognised award winning bus travel choice for residents across the city. Whilst I appreciate that every area is different and more rural districts such as Adur & Worthing may not want to replicate exactly the same approach, the principle of attractive alternative travel choices for the motorist must surely be something that is relevant and will help you achieve your sustainable travel aims.

Indeed I have already emailed one of your colleagues, a Peter Barnett regarding the outline application you are currently considering for 113 dwellings on the site of some redundant buildings at Southlands Hospital (reference AWDM/1340/14). This site is currently served by our Brighton & Hove service 2 between Shoreham & Brighton and on to both Steyning and Rottingdean with peak time frequencies of every twenty minutes. With the right bus stop infrastructure and real time information this could present a commercially ready high frequency bus choice for new residents when they move in. Furthermore the development of an employee friendly Key card (similar to London's

Oyster Card) which I will soon be marketing to large local employers could be attractive to staff working at the adjacent Southlands Hospital, thereby providing possible opportunities to grow and develop the service even further.

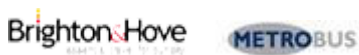
Please feel free to either respond by email or give me a call direct on the mobile number below to discuss any aspect of this email or the attached document further.

Kind regards

Patrick

**Patrick Warner**

**Business Development Manager**



**Brighton & Hove Bus & Coach Company & Metrobus**

**Part of the Go Ahead Group**

43 Conway Street

Hove

East Sussex

BN3 3LT

Mobile: [REDACTED]

E-mail: [REDACTED]

This email is sent subject to our email disclaimer which can be accessed here [www.buses.co.uk/emaildisclaimer](http://www.buses.co.uk/emaildisclaimer)

Click [here](#) to report this email as spam.

---

**2 attachments**



image001.png  
30K



**Commercial Solutions to Local Authority Planning.docx**  
18K

# **Commercial Solutions to Local Authority's Sustainable Transport Aims with a fresh approach to partnership working**

With our highway infrastructure often creaking under increasing volumes of traffic and concerns about deteriorating air quality growing, we understand that if every desirable road scheme in the country was able to be funded and approved, it would still not be long before traffic flows increased and roads became full once again. Whilst some of the worst areas with heavy congestion, high levels of pollution and poor safety records will inevitably end up seeing investment, most people now recognise that simply building new roads is not a viable long term solution on its own.

People are being encouraged to think about the journeys they are making and reconsider the most appropriate way to get there. Whilst cars are essential for some, many others can and should consider walking, cycling and using public transport as alternatives to the car and local authorities are highlighting this in their planning development policies up and down the land to varying degrees.

Our businesses provide high quality bus services to thousands of passengers everyday across four counties from our head office in the city of Brighton & Hove. Our services stretch eastwards to Eastbourne on the East Sussex Coast up through Lewes and Uckfield to Tunbridge Wells in West Kent, up through Woldingham, Caterham, Selsdon, Redhill, Sutton, Epsom and Dorking in Surrey, down to Horsham and Worthing in West Sussex and most places in between including the busy industrial and travel centres of Crawley and Gatwick.

Our multiple award winning operators, Brighton & Hove Bus & Coach Company and Metrobus Limited set a benchmark standard in quality bus services and have been most successful at giving people a real choice about the mode of transport they use where our partnerships with local authorities and major employers have been strongest. We have one of the most modern fleets in the country with the latest technologies to reduce emissions whilst adding user friendly features such as fully DDA compliant easy access, talking buses and visual next stop information, increasing numbers of buses providing free Wi-Fi and our staff are highly trained at meeting the needs of our customers.

We recognise the continued pressure local government faces to reduce spending with many councils, having to face the reality of finding tens of millions of pounds worth of spending reductions in the short to medium term future. We also recognise that with the exception of City or Unitary authorities, seeking input from a highway or transport specialist officer, often means approaching a different authority for input. So we want to help take some of the strain by working with councils and applicants of major residential and commercial developments to find commercial solutions wherever possible that meet the sustainable

transport aims of local government whilst meeting the needs and exceeding the expectations of the travelling public.

## What are we offering?

- To work with all stakeholders (developers, major employers, council officers, elected representatives and residents groups) to look at planning applications either prior to being submitted or at the outline application stages to see what the potential needs for public transport solutions are.
- To work with all stakeholders to identify improvements to the highway infrastructure that will be required to provide a quality bus service that picks passengers up and puts them down in a safe and convenient location.
- To work with all stakeholders to identify areas where funding may be made available to upgrade the user experience by providing inviting bus stop furniture and real time information systems.
- To look at the likely directional flow of people to see what investment may be required to provide a good bus service option, including checking available seating capacity on any existing services that we operate where developments may take place.
- To look at the possibility of extending existing routes or introducing new services to provide links to proposed developments either on a fully commercial basis or with some kick start funding if required.
- A commitment to market the sustainable travel choices to new residents, employers and employees of proposed developments along with free travel for a trial period on any bus services that we provide to these locations in an effort to help them make the right choices when they first move there which we know from experience is a time when it is most likely going to be easy to consider new choices.

Our aim is for this partnership approach to become enshrined in local development policies and for councils to actively encourage developers to engage with us at the earliest possible stage as well thought out sustainable travel options will surely make applications more attractive and likely to be approved for construction.

Finally as a number of councils are moving through the process of preparing and adopting local development plans for the medium to long term, we thought it might be helpful to provide a text that can be copied and pasted into such plan documents which demonstrate the commitment to partnership working that has been set out in this document. Feel free to use this or something similar:

***'This Council will through partnership working, involve public transport providers at the earliest stage and introduce developers to them in order to ensure that viable sustainable***

*transport options are designed in to every major proposal of residential and industrial developments where possible. This proven method of partnership working will seek to deliver attractive travel features such as high quality bus stop infrastructure, timetable and real time information, the provision of frequent bus services operated by high quality easy access buses and free bus travel for potential passengers for a limited trial period to enable them to see how easy it is to consider changing to public transport'.*