Polar Palace has 40 car park spaces and discussions with the operator confirm that this has proven adequate. Note that there is some public transport to within a reasonably close proximity to the site although it is irregular. Further, there are a few domestic properties within walking distance of the site although the walking route is not ideal.

During the Easter Holidays 2007, a busy time for soft play based FEC's, a survey was undertaken during the course of one day, of vehicle movements. The site opens at 09.30 and the survey ended at 18.00 . Maximum car park spaces used per half hour were recorded.

The total number of vehicles that used the car park during this period was 78. Of these 68 had a dwell time of 1-2 hours. 10 vehicles had a dwell time of less than 10 minutes.

6.7 Comparison Site 2

Playdayz, Unit 11, Vantage Point, Howley Park Road East, Morley, LS27 0SU

This site has been trading for around 4 years so it has settled down to what may be judged to be 'normal trading'.

Playdayz has 12 car park spaces. No feedback for the operator has been received. Note that there is good public transport to within a reasonably close proximity to the site. Morley is quite a large conurbation in the suburbs of Leeds and there are a considerable number of domestic properties within walking distance of the site. Note that the walking distance for the majority of domestic properties exceeds half a mile.

A survey was carried out on a Saturday to monitor vehicle movements. The survey commenced at 09.30 and ended at 17.30 pm. Maximum car park spaces used per half hour were recorded.

The total number of vehicles that used the car park during this period was 51. Of these 42 had a dwell time of 1-2 hours. 9 vehicles had a dwell time of less than 10 minutes.

6.8 Comparison Site 3

Junglemania, Unit 6 & 7 Coleford Business Centre, 299 Coleford Road, Sheffield, S9 5NF

This site has been trading for nearly a year and is a good site to consider as it is deemed to be a highly successful site.

Junglemania has 25 car park spaces and discussions with the operator confirm that this has proven adequate. Note that there is good public transport to within a reasonably close proximity to the site. There are also domestic properties within walking distance of the site.

A survey was undertaken during the course of one Sunday, of vehicle movements. The survey commenced at 10.00 and completed at 16.30. Maximum car park space used per half hour were recorded.

The total number of vehicles that used the car park during this period was 87. Of these 79 had a dwell time over 1 hour. 8 vehicles had a dwell time of less than 10 minutes.

6.9 Car park analysis summary of the threes sites

TIME	POLAR PALACE	PLAYDAYZ SAT SURVEY	JUNGLEMANIA
9.30 - 10.00	8	2	
10.00 - 10.30	10	3	3
10.30 - 11.00	16	4	6
11.00 - 11.30	20	13	14
11.30 - 12.00	21	14	24
12.00 - 12.30	22	18	23
12.30 - 13.00	24	19	20
13.00 - 13.30	23	20	18
13.30 - 14.00	19	17	17
14.00 - 14.30	18	12	14
14.30 - 15.00	16	10	14
15.00 - 15.30	12	9	13
15.30 - 16.00	12	6	12
16.00 - 16.30	11	14	18
16.30 - 17.00	15	16	
17.00 - 17.30	14	12	
17.30 - 18.00	10		

6.10 Research indicates that the visitor profile of our proposed facility will be a ratio of 2:1 (children:adults). This is an average which swings in favour of children during peak party time, particularly at the weekends and adults during peak pay and play sessions. At the weekend, the ratio of children to adults can change to 5:1., since parties tend to average 15 children with 3 carers. Since children visiting for parties are usually 'dropped off' and 'picked up' later, there is no dwell time for any carers who have used private transport to 'deliver' children, implicitly, therefore, the actual parking requirement will be significantly less than that which is based on a 2:1 ratio.

6.11 It is expected that the total footfall of the proposed facility will be 60000 based on research of similar venues. Based on the ratio above this is likely to manifest itself with 40000 child visitors and 20000 carers.

6.12 It is assumed that the proposed facility will be open 364 days per annum and

between 9-10 hours per day.

6.13 The average dwell time will be around 1½ hours which is the industry norm.

6.14 The breakdown on walking visitors/public transport visitors/driving visitors/other visitors is based on research on the demographics of the catchment area set against industry norms.

6.15 Walking:

There are a very large number of residential properties with young families located within walking distance of the proposed site. People will live in close proximity to the proposed facility. It will be the children and parents walking home from local schools and nurseries located within half a mile of this site. This will encourage the local community to use local facilities and bring the community together. During weekdays (the quietest periods for 'Soft Play based Family Entertainment Centres'), the majority of patrons will be single mums with toddlers from the local community. The local housing estates are approximately half a mile away. Routes taken to the play centre from these areas are wide pathways and well lit. Financial incentives will be provided to patrons who walk to the venue. A scheme may be introduced where we pick up and drop off parents and children with a small fee being incorporated into the price of play, around 50p per child. This would mean having a direct route within a 5 mile radius, and the parents could phone to book their transport.

6.16 Public Transport:

There are a wide range of public buses servicing suburban areas and the town centre, ensuring easy transport to the facility. Bus routes would serve the venue from a wide area with the nearest bus stop located on the main road near the facility, approximately 5- 7 minutes walk away. The bus stop routes run from Barnsley and Grimethorpe and the surrounding areas. Barnsley main bus station is located approximately 4 miles from the proposed site. It will be easy for the facility to maintain good public transport links. Barnsley main bus station has public transport links with most towns throughout the region.. The facility would be extremely well serviced by public transport and as a local business. The facility would encourage the

use of local public transport by special offers on entrance prices for people visiting the facility having used public transport. **'Local Public Transport:** Four bus services serve the local area. Services 33, 35, 36 & 37 run between Barnsley, Grimethorpe and South Hiendley as follows:

33 Barnsley - South Hiendley

Mon - Sat (every 60 mins)

(via Carlton-Shafton-

Grimethorpe-Brierley).

36 Barnsley to Grimethorpe

Mon to Sat (every 60 mins)

37 Barnsley to Grimethorpe

Mon to Sat (every 60 mins)

38 Barnsley to Grimethorpe

Mon to Sat (every 60 mins)

The bus stop is on High street/Acorn way, which is a 5-7 minute walk away along Springvale Road.

Daily, weekly, monthly and yearly travel tickets are available from Barnsley Travel Information Centre, at 8 Midland Street. These tickets can be used on all local public transport within the Barnsley area.

The main railway station is located within 4 miles of the site and potentially will provide public transport links to the wider area.

Note that whilst it is not the intention of this facility to draw patrons from a dispersed catchment area since the project will be commercially sustainable from the local population, the quality of public transport links does allow wider public access via public transport. Financial incentives will be provided to patrons who use public transport to get the venue.

6.17 Private Transport:

The volume of visitors will be limited during weekdays where 'Pay and Play' is the prime activity. During weekends, where 'Party Sessions' are the prime activity the volume will be higher although it will not have a pro rata effect on parking as many carers simply 'drop' and 'pick up' their children. The available dedicated and public parking would provide sufficient capacity even at peak periods.

6.18 Cycle:

There are dedicated cycle lanes which enable access to within close proximity of the facility. Cycle racks will be provided to encourage children and adults to ride to the venue. Financial incentives will be provided to patrons who cycle to the venue.

6.19 Other:

The whole ethos of the facility will encourage families to interact and use the venue as a meeting place. Many mums, particularly during weekdays, will organise pre-arranged visits with friends and will attend the facility in tandem with other mums. There will be a price discount that encourages this policy. Also, it is expected that during weekdays, organised groups such as nurseries and schools will patronise the venue, probably via mini-bus.

6.20 Clearly, therefore, the facility is easily accessible by a range of means of transport, including public transport, ensuring accessibility for all.

6.21 Table 3 summarises the car parking available for the facility.

TABLE 3
AVAILABLE PARKING.

ITEM	DESCRIPTION	STATISTIC
1.	DEDICATED PARKING (office hours)	16 SPACES
2.	DEDICATED PARKING (eve/weekends)	16 SPACES

6.22 A proposed car parking plan layout is enclosed. The proposed car parking drawing is plan provides dedicated site parking.

6.23 The proposed site includes a safe drop off or pick up zone within the site. All children entering or exiting the building must be escorted by adults. No child will be allowed to enter or exit without an adult / carer and likewise no adult will be allowed to enter without a child.

6.24 Visitor profile summary

Total 60000)
Children 40000) Expected visitor profile

Carers 20000)

Note that whilst other means of transport will be employed for the purpose of analysis in this section all statistics are based on the assumption that all carers will use a private vehicle, providing an absolutely worst case scenario of 20000 vehicle visits.

Weekdays: 50% total vehicles, ie. 50% of 20000 = 10000 vehicle visits per annum, which is 38 visits per week day. With an average dwell time of one and a half hours (maximum stay two hours) the peak parking would sit comfortably within the 16 spaces available.

Weekends: 50% total vehicles, ie. 50% of 20000 = 10000 vehicle visits per annum, which is 96 visits per week day. With an average dwell time of one and a half hours (maximum stay two hours) the peak parking would sit comfortably within the 16 spaces available.

7. EMPLOYMENT

7.1 The employment offer at the facility will be varied. there will be a requirement for both full and part time staff at both the managerial and ancillary level. The soft play based family entertainment centre will be open seven days per week and will

operate for 9-10 hours per day opening between 9.00- 10.00 and closing between 18.00- 20.00. There will be 400 hours of employment available on a weekly basis. A schedule of employment resources is detailed below. The employment opportunities range from business management positions to catering staff. There will be opportunities for employees to work in multiple departments developing 'all-round business skills for the future. Investing time and money in people will provide staff retention and job diversification.

7.2

Employment Schedule		
Manager	2 No.	70 Hrs.
Supervisors	5 No.	120 Hrs.
Reception	2 No.	70 Hrs.
Chef	2 No.	70 Hrs.
Kitchen Assistant	2 No.	70 Hrs.
		400 Total hours

7.3 The Soft Play based Family Entertainment Centre will generally improve the employment offer on this site particularly and in the region generally.

7.4 Soft Play based Family Entertainment Centres are a modern expanding industry and this project will enhance the surrounding area with jobs for residents and those suffering the greatest economic disadvantage i.e. single women of all ages, ethnic minorities and people with special needs. We also believe that this type of employment is not currently available within the local economy at the moment.

7.5 The Directors of this business would like to form a partnership with the Local Council, encouraging local initiatives and investment in training for employees. Investment in people is fundamental to the success of this particular business and workshops, seminars and on the job training will be available to enhance business and interpersonal skills. The business culture will promote excellent customer service based around children's play.

7.6 The proposed site is ideal for the development of a successful Soft Play based

Family Entertainment Centre would and would supply real employment opportunities for local residents.

8. JUSTIFICATION FOR 'CHANGE OF USE'

8.1 Local opinion expressed through the survey and testimonials enclosed prove that there is a need and demand for the facility. Government policy itself implicitly proves the need and demand for this type of facility and the services if offers. The very existence of the 'Surestart' program proves this. The ambition for this project in terms of the services provided is entirely consistent with Government policy and has the added benefit of being provided outside the 'Public Purse'.

8.2 This conclusion has been drawn by many, many Local Authorities as evidenced via the precedents detailed previously, all of the projects detailed were the

[illegible] it can be concluded that the granting of 'Change of Use' for this project will mitigate these effects.

8.5 Consider also, the wealth being spent by residents of this 'Local Authority' in facilities in adjacent 'Local Authorities'……not <u>just</u> in this type of facility since if a family decide to travel to a facility outside of this 'Local Authority', they are likely to 'make a day' of it!

8.6 Whilst the applicant is confident regarding the political relevance of the project and the overall benefit to residents of the Local Authority, there is an awareness that, whilst there is significant precedent for the development of such facilities via a 'Change of Use' from B1, B2 and/or B8, each project has to be considered individually.

8.7 To this end, therefore, prior to making this application for 'Change of Use', significant research has been carried out to consider the matters of location, giving