

PARKING MANAGEMENT PLAN

THE ROPEMAKER, EMSWORTH

Date: July 2025

Ref: 2024/7491/PMP01

1 INTRODUCTION

1.1 RGP is commissioned to provide highways and transport input in support of approved development at The Ropemaker (formerly The Brookfield Hotel), Havant Road, Emsworth, PO10 7LF ("the site").

1.2 A planning application was approved in August 2024 by Havant Borough Council under reference APP/23/00630, as follows:

"Remodelling of the existing entrance lobby, front extension, alterations to the front façade, external works to provide an outdoor seating area to the front including decking and associated landscaping, reconfiguration of the car park layout, and minor alterations to the rear elevation."

1.3 Condition 5 of the permission is as follows:

"Within 3 months of the date of this decision, a Parking Management Plan shall be submitted to the Local Planning Authority. The Parking Management Plan shall reflect paragraph 3.11 of the Transport Addendum prepared by RGP dated May 2024, and shall include precise details to encourage alternative modes of transport for staff and customers and management actions to ensure the maximum number of parking spaces are available to customers, and measures for ongoing monitoring. The Parking Management Plan shall be approved within a timescale agreed with the Local Planning Authority. Thereafter the approved details shall be implemented in full and monitoring records must be kept and made available to the Local Planning Authority upon request to demonstrate ongoing compliance. Any subsequent variation to the Parking Management Plan shall first be agreed in writing with the Local Planning Authority."

1.4 This Parking Management Plan (PMP) has therefore been prepared to satisfactorily discharge Condition 5 attached to the planning permission.

1.5 The purpose of the PMP is to outline the measures that are adopted at the site to manage demands for parking, ensuring that all vehicles are parked within the formal on-site provisions, that the operation of the local road network is therefore uncompromised, and cycle parking is used appropriately.

- 1.6 The PMP is considered a 'live' document which can be subject to amendments and revisions following assessment and monitoring of the details and measures within.

2 GENERAL PARKING & VEHICLE MANAGEMENT MEASURES

- 2.1 The car park offers 58 car parking spaces, with two accessible spaces, four motorcycle spaces, and cycle parking. The following basic conditions apply to users of the on-site parking spaces:

- Vehicles must be parked wholly within the marked bays; and
- In disabled parking bays, parking will only be permitted for individuals with a valid blue badge, which must be displayed within the vehicle at all times.

- 2.2 Signage is prominently located across the car park which advises that car parking is for use of guests and visitors only, with a disclaimer that the site operator cannot accept liability for any incidents whilst vehicles are parked within the site.



Advisory Signage

- 2.3 Disabled bays are located within close proximity of the building entrance and are clearly marked for blue badge holders only to ensure that they are kept free for legitimate users.



Disabled Parking Bays

- 2.4 Any vehicles not adhering to the above measures (e.g. parking outside of bays or within disabled spaces without a blue badge) are subject to enforcement action.
- 2.5 To manage the throughflow of vehicles through the site and prevent congestion within the parking area, further signage is provided across the car park which advises drivers that the western access point is for entry only, with exits only permitted via the eastern access point.



Advisory Signage at Site Entrance

3 MEASURES TO DISCOURAGE STAFF PARKING

- 3.1 All new and existing staff members are encouraged to adopt alternative means of travel to / from the site where feasible, in order to reduce the number of staff vehicles parked within the on-site parking spaces.

- 3.2 The attached **Staff Travel Information** sheet includes details regarding opportunities for staff to travel to / from the site via alternative travel modes, including walking, cycling and public transport. A copy of this guide is available in the communal staff area and is available upon request from Site Management.
- 3.3 All new members of staff are given information relating to the above in order to encourage them to travel via more sustainable means from the outset of their employment.
- 3.4 Site Management encourage staff to car share where opportunity allows for staff members to combine their visits to the site and hence reduce the number of vehicular trips and parking spaces required.
- 3.5 Sheltered cycle parking is provided at the site and Site Management will explore the possibilities of investing in a puncture repair kit and high-visibility clothing which would be available for use by staff, subject to cycle uptake.



Cycle Parking

4 PARKING MONITORING

Existing Measures

- 4.1 Staff ensure as far as reasonably possible that obstacles within the car park are removed and bays are kept clear at all times. Additionally, staff can provide assistance where necessary to guests or visitors with mobility impairments, for example.

- 4.2 All overnight guests record car registration details as part of the electronic check in process.
- 4.3 Any cars left overnight for other reasons (e.g. by patrons having exceeded the drink-drive limit and having to return home via other means) have their registrations recorded manually by a member of staff.
- 4.4 Details of abandoned vehicles are notified to the LPA by Site Management.
- 4.5 Staff undertake regular patrols of the car park to ensure that all spaces are being used effectively and appropriately. In the event that poor parking practices are observed, staff notify the vehicle owner at earliest opportunity.
- 4.6 CCTV surveillance is in operation and maintained at all times.



CCTV Cameras

- 4.7 In the event of any known security issues within the car park and site curtilage, Site Management liaise with local police and the British Parking Association to enhance security of the car parking areas.
- 4.8 Lighting is operated and maintained within the car park outside of daylight hours, particularly in the winter months. Staff grit the car park and access routes in the event of snow or ice.
- 4.9 Should demand dictate, car parking spaces may be reallocated in the future to provide additional disabled parking bays, motorcycle parking and / or cycle parking.

ANPR Camera Installation

- 4.10 Site Management has instructed the installation of ANPR cameras at the site to monitor vehicle activity within the car park, to ensure that parking abuse is not occurring.
- 4.11 Guests and visitors will be required to register their vehicle details at a tablet within the reception or bar area. The ANPR system would be managed by a third party and any unregistered vehicles would be subject to enforcement action.
- 4.12 The prospective installation of the ANPR cameras is scheduled for later in 2025. Following the implementation and after a period of continued operating of the system, the PMP would be updated to reflect the arrangements and actions.

5 MEASURES TO DISCOURAGE PARKING ON-STREET

- 5.1 In order to discourage off-site parking, clear signage is displayed within the car park to notify drivers that the spaces are for guest use only.
- 5.2 Information regarding the provision of on-site parking is provided within the General FAQ section of the website, available via the following link:

<https://ropemakeremsworth.com/faq/>

- 5.3 If the car park experiences an unacceptable level of use by unauthorised users, further management measures will be explored by Site Management, such as the implementation of ANPR cameras and a more stringent vehicle logging system.

6 PMP REVIEW

- 6.1 The measures detailed in this PMP are reviewed regularly by the Site Management Team (at minimum every six months) and amended, where appropriate, to ensure these measures remain effective.
- 6.2 This review process helps to identify any further parking management measures that may be considered necessary to implement in order to maintain appropriate use of the car parking areas for legitimate users only and to prevent 'parking abuse' and / or parking outside of the designated spaces.
- 6.3 The attached **Monitoring Log** is maintained concurrently to record the following details / observations:
 - General demand for car and cycle parking spaces;
 - General feedback regarding the effectiveness of the PMP and its measures;
 - Any incidents recorded within the car park during that period; and

- Details of complaints or queries received, either by patrons / guests, staff and the general public.

6.4 This log is available to the LPA upon request to demonstrate ongoing compliance. In the event of changes and updated to the PMP, the LPA will be notified and agreement sought in writing before adoption at the site.

Staff Travel Information Sheet

Staff Travel Information

There are several options for travel to The Ropemaker other than driving. This guide provides information into walking, cycling and public transport opportunities.



Walking

For short journeys, walking can provide a free form of travel and is great exercise. Did you know that **a regular brisk 30-min walk reduces the risk of a stroke by up to 27%** (Stroke Association)?

The Ropemaker is walkable from surrounding residential areas, with lit footways and crossing points provided to create a safe and pleasant walking environment.



Cycling

Over short distances, cycling is often quicker and cheaper than using a car and more flexible than using public transport. Did you know that **regular cyclists enjoy the general health of someone approximately 10 years younger** (British Cycling)?

Emsworth benefits from National Cycle Network Route 2 which passes to the front of the site along Havant Road, including a dedicated cycle lane.

Want more information on cycling and training? Visit <https://myjourneyhampshire.com/cycle/get-cycling/cycle-training-providers/>



Train

Both Warblington and Emsworth stations are within a reasonable walk of the site via Havant Road and are both served by Southern Railway services with frequent connections to Portsmouth, Chichester, and London Victoria.

For more information and timetables, visit www.nationalrail.co.uk



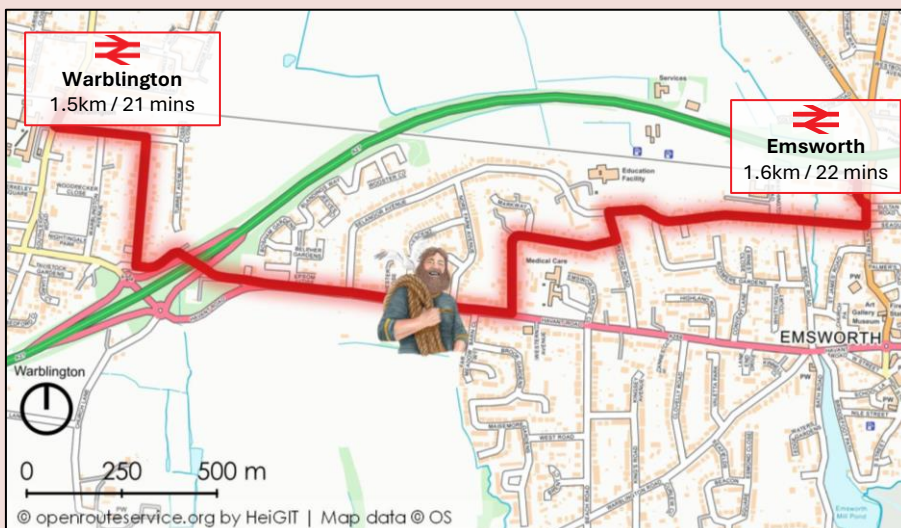
Bus

Buses are a great way of travelling without the hassle of parking, petrol and car maintenance costs.

The **700 Coastliner** operates from the Nore Farm Avenue bus stops just outside The Ropemaker. The westbound stop (towards Portsmouth) is located on the south side of the road, whilst the eastbound stop (towards Chichester) is on the north side.

- Monday to Saturday: Buses run every 20–30 minutes from early morning until late evening.
- Sunday: Services operate every 30–40 minutes.

Full Timetables and route maps are available via www.travelline.info



Car Sharing

If it's not possible for you to walk, cycle or use public transport, perhaps car sharing is an option. Sharing just one day a week results in significant congestion, pollution and traffic reductions.

At www.liftshare.com you can find people to share with. You don't have to own a car to car-share, you can also sign up as a passenger and help share fuel costs!

Monitoring Log Template



Parking Monitoring Log



Date / Period:

Observations into the general demand for car and cycle parking spaces:

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General feedback regarding the effectiveness of the PMP and its measures:

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Details of any incidents within the car park (date, description):

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Details of complaints or queries received:

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Signed: