



# Traffic Management Plan

## Hamptons Sport and Leisure Club



## **1 Background**

Originally known as The Marconi Social Club which moved to the current site in Tydemans Great Baddow Chelmsford in 1964 with a further redevelopment of the building in 2011/12 followed by a change of ownership in February 2017 under the current name of The Hamptons Sports and Leisure (The Hamptons).

The Hamptons provides function rooms for hire to facilitate weddings, conferences, workshops, a place of worship and prayer and offers leisure facilities such as tennis, squash and fitness & wellness activities with car parking provision of 86 spaces and 3 blue badge parking spaces for the members and customers.

On most occasions the car park capacity will be sufficient to accommodate the number of customers wishing to attend the various events with minimal to no impact on the parking capacity and surrounding road network.

Occasionally there will be events where the number of people wishing to attend and park at an organised event will exceed the number of parking spaces available. This may result in displacement of parking into Tydemans and Montfort Drive therefore putting occasional pressure on the parking capacity and access for residents who live within these roads.

Following the submission of an application in 2021 to request a parking restriction, The South Essex Parking Partnership (SEPP) carried out a survey of the area. The application raised concerns from residents regarding access issues due to congestion and reports of inconsiderate parking in and around the surrounding area. The request for a parking restriction was declined on the basis that the parking issues reported were infrequent and did not fully meet the criteria to justify a parking restriction. The assessment also acknowledged that the issues raised tended to coincide with the occasions where parking exceeds capacity and some form of temporary traffic management to assist such events would be better placed to deal with such issues.

## **2 The Traffic Management Plan**

SEPP established that the potential for increased vehicle movements and displaced parking can occur under the following circumstances:

- Organised events where those attending will arrive and leave all at the same time thus putting pressure on the road network for a relative short period of time.
- On the occasions when the Centre has been hired for a function or event and the demand for parking exceeds the parking capacity.

In terms of the public highway, SEPP on behalf of Essex County Council (The Highway Authority) are responsible for the enforcement of on-street parking restrictions that are supported by a relevant Traffic Regulation Order (TRO) and the implementation of parking related TROs. In addition, SEPP will also offer support for highly attended events that require occasional traffic management needs such as fetes, sports days, parades, football / cricket matches, festivals, firework displays, weddings etc. These types of temporary arrangements

are made in consultation with the event organisers and are generally effective at reducing disruption at such events.

This type of arrangement is best suited for the occasional highly attended events held at the Hamptons and this Traffic Management Plan (The Plan) provides the SEPP recommendations and approval for implementation on the Public Highway. In addition, the Plan clarifies how the Hamptons Management can utilise the areas within the boundaries of their own site.

The aim of this document is to improve the free flow of traffic by reducing the potential for congestion and inappropriate parking and to further enhance the measures that have already been introduced by the Hamptons Management.

It should be noted that The Plan contains suggested actions for implementation on the public highway and potential utilisation of the Hamptons site to assist with the management of parking and traffic flow when it is considered necessary to do so. The Plan does not form any contractual or legal obligations and will rely on the Hamptons management to provide the necessary resource, voluntary or paid staff, to deliver the recommended actions.

SEPP officers will continue to monitor the effectiveness of this Plan and realise that a period of evaluation and adjustment is necessary to establish what works well and what is less effective. There is also the future option for SEPP to introduce and formalise parking restrictions should the number of highly attended events significantly increase.

### **3 Proposed actions – for the Public Highway**

To help ease any access or congestion issues it is important to ensure that Tydemans remains free of parked cars to maximise the traffic flow at these times. This can be achieved by the Hamptons designated marshal(s) placing temporary 'No Waiting' parking cones in advance of the event along both sides of Tydemans on the edge of the pavements as shown in **Fig 1**. These cones can be removed after the event has finished and stored at the Hamptons for future events.

**Fig 1** also identifies the positioning of three marshal points to assist with traffic management. The type of event and number of attendees will determine if all three marshals are necessary.

The placement of these cones for occasional events is only advisory and not intended to prevent the residents or their visitors from parking on this section of road. If residents can avoid parking on this section of road at such times, it will greatly support the aims of this Plan.

#### **Marshal position 1: Management of traffic entering and exiting the Hampton car parks.**

When large numbers of attendees depart at the same time a marshal sited at the exit of the car park can monitor Tydemans Road as cars depart. If Baddow Road is busy and preventing vehicles exiting Tydemans in a timely fashion, the Marshall has the option to hold vehicles in the car park until the junction clears and release cars at appropriate times to reduce the level of congestion.

#### **Marshal position 2: Preventing event traffic from entering and parking in Montfort Drive.**

A marshal sited at this position can ensure that residents can freely access the road and customers attending an event do not enter and park in Montfort Drive. This Marshal position

is essential should all available parking on the Hamptons site be fully utilised. If a situation arises that all available parking on the Hamptons site has been utilised, a Marshal has the option to move to **Marshal position 3** to advise motorists that the car parking areas are full and to move to an alternative location.

**Fig 1**



#### 4 Management of Parking on the Hamptons site

The Hamptons management are very keen to aid and support highly attended events with some measures already implemented to improve the traffic flow and parking in and around the site, such as the use of the Marshals similar to the set up shown in **Fig 1**; the addition of the No Waiting cones into this set up will significantly aid the Marshals.

The management are also very mindful that the more cars they can accommodate on their own premises the less potential for displacement of vehicles elsewhere and setting out to achieve this will be beneficial to the aims of the Plan.

**Fig 2** shows how the management currently utilise a stacking system when the car park reaches full capacity.

**Fig 2**



This system is very effective for managing vehicle movements when customers are attending an event such as a prayer / worship session when people attending all arrive and leave at relatively the same time. This set up incorporated with actions set out for the public highway in **Fig 1** will greatly improve the management of such events. In situations, such as wedding / party functions this set-up is not practical as vehicles will need to come and go at differing times and alternative parking needs to be found.

For the occasional events where the number of vehicles attending exceed the car parking capacity and the set up as per **Fig 2** is not a viable option, the Hamptons management wish to explore the use of some of the green space area within the ownership of their site to accommodate parking on an ad-hoc temporary basis. The areas in question are shown in **Figs 3,4 & 5** and would be marshalled on event days to manage the parking in these areas.

**Fig 3**

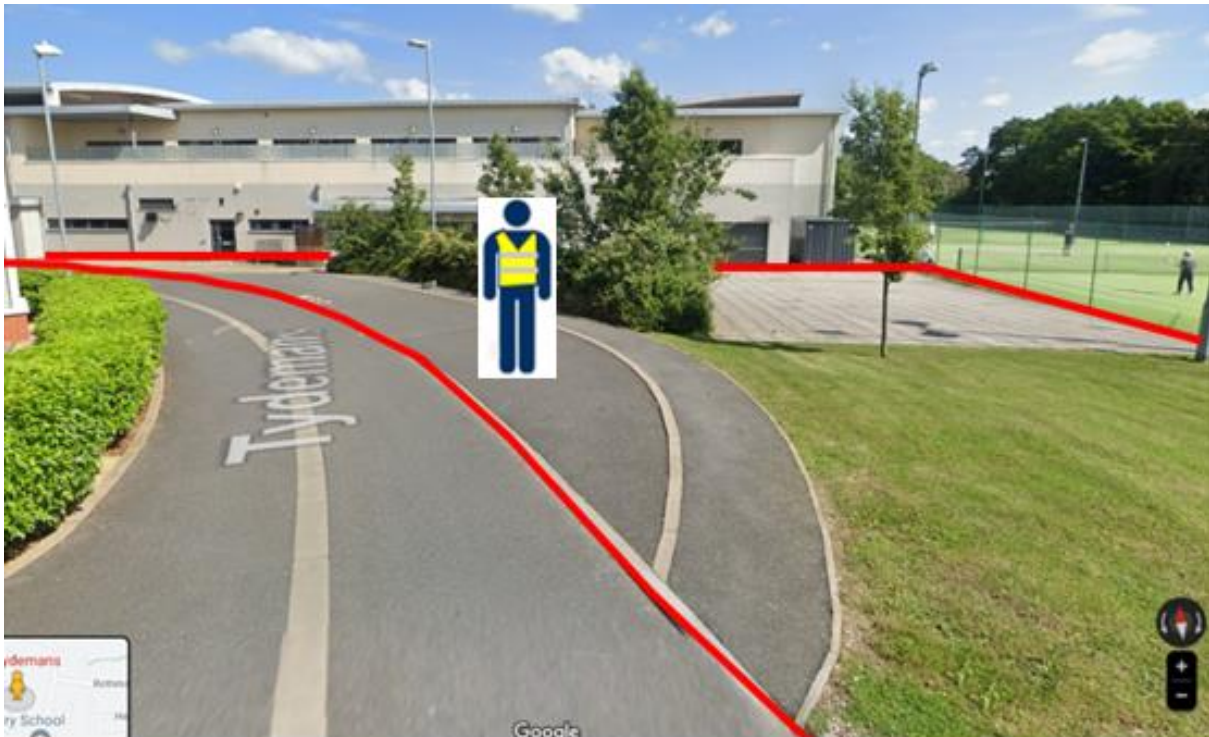


The Hamptons management own a section of land to the rear of the tennis courts and car park (**Fig 3** highlighted red) which currently serves no purpose and could act as a temporary overspill car park when larger events are held. Chelmsford City Council has confirmed that they would not want to encourage parking here on any regular basis, but if it were to occur infrequently to support larger attended events, it is unlikely to represent any change of use in planning terms and therefore utilising this area for overspill parking for a trial basis, subject to ongoing review and monitoring is a viable option. This can also apply to the section of land (highlighted red) in **Fig 4 & 5**

**Fig 4**



**Fig 5**



Using the grass areas in **Fig 4** for overspill parking will be weather and ground condition dependant to avoid any major damage to the grass and avoid the potential mud tracks on the public highway. Vehicles arriving and exiting this area need to do so under the supervision and direction of a designated Marshal to ensure free flow of residential traffic along Tydemans.

The Hamptons management have also been actively engaging with other local organisations with parking provision to seek an arrangement to facilitate overspill parking on the occasions where additional parking would be beneficial. Although the options are limited, we encourage the Hamptons management to continue exploring these avenues.