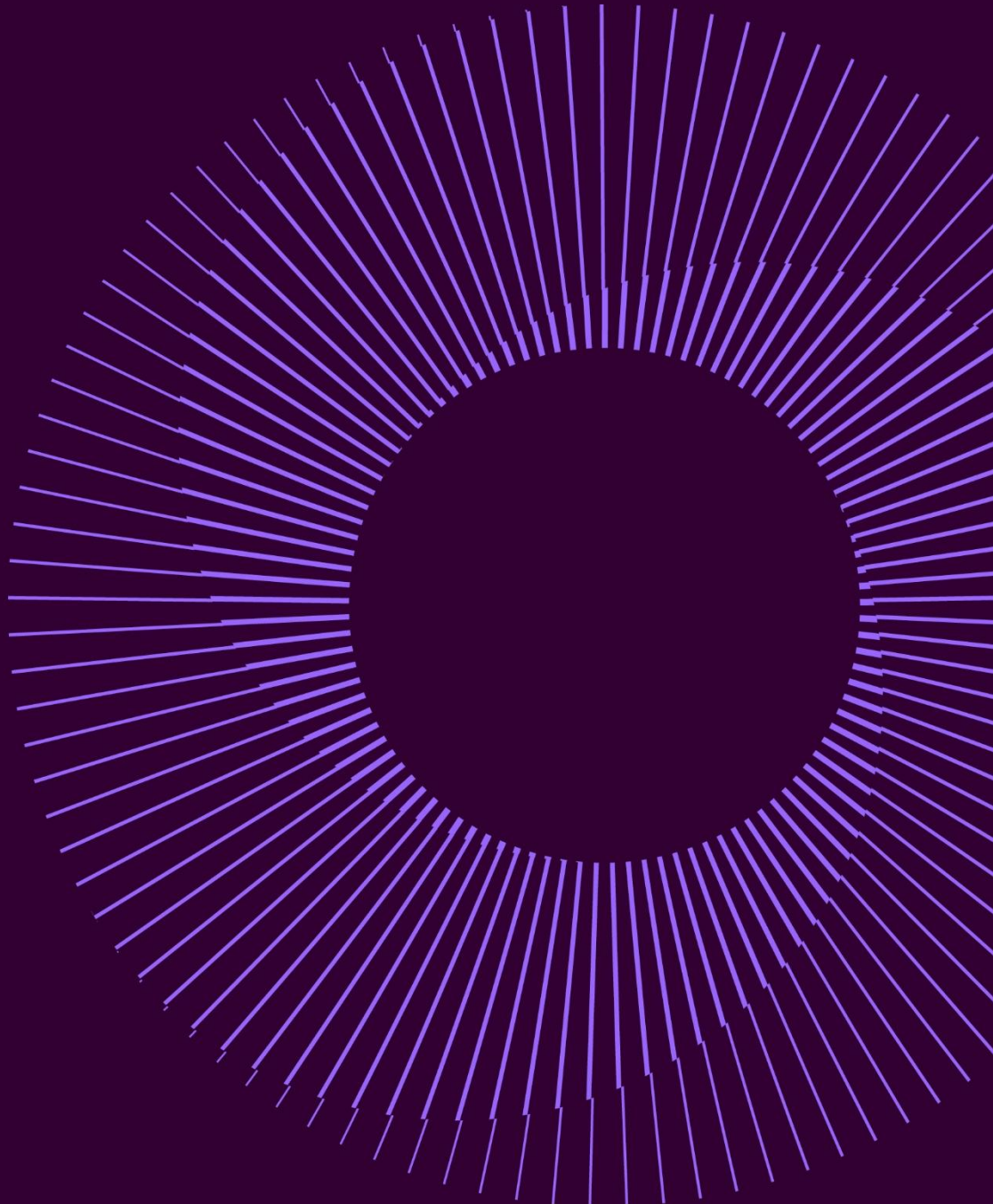


Transport Statement

Parclub, Southampton



Project Reference

Ref: LJ/ITS220024-003

Date: 21 August 2026

Client: Parclub

Quality Management

Report	Comment	Date	Author	Authorised
ITS220024-003	Draft	20 August 2026	Lucy Jardine	Dominic Smith
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Transport Statement.docx

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1 Introduction

1.1 Context

- 1.1.1 Parclub have appointed iTransport to provide highways and transport advice in relation to a change of use application at the Hampshire and Isle of Wight Air Ambulance (HIOWAA) facility.
- 1.1.2 The site is located at Unit H within Southampton International Business Park. The building is currently owned and occupied by HIOWAA, who secured planning permission in 2024 for a mixed-use development comprising Classes B2, B8, E(e) and E(g) uses (*planning ref: F/24/97188*). This consent established the principle of development at the site, including the suitability of the site location and access arrangement.
- 1.1.3 HIOWAA do not require full occupation of the building to undertake operations. The intention is to bring the currently vacant floorspace into active use, introducing a complementary mix of uses within the existing building. Parclub have expressed interest and their required mix of uses are as follows:
1. Indoor virtual and interactive golf simulators – Class E(d)
 2. Restaurant and Bar – Class E(b)
 3. Non-food retail store – Class E(a)
 4. Wellness spa – Class E(e)
 5. Premium co-working space - Class E(g)(i)
- 1.1.4 Given that the principle of use of, and access to, the site has been established through the approved planning consent, this Transport Statement (TS) focusses on the transport implications of the proposed change in use to accommodate the above uses. The permitted HIOWAA facility already allows for a mix of uses within the unit, including E(e) and E(g) and therefore the general principle of a mixed use has been accepted. This TS therefore considers the additional / change of uses proposed on site and the adequacy of the parking provision, accessibility and network impact to accommodate this.

1.2 Scope

- 1.2.1 In line with the requirements of the National Planning Policy Framework (NPPF), this TS has been prepared to assess the transport implications of the proposed change of use and to consider the proposals against relevant national and local transport planning policy.
- 1.2.2 The TS has been produced in accordance with the National Planning Practice Guidance (NPPG) and where necessary, other local and national transport planning guidance.
- 1.2.3 The assessment has been informed by pre-application discussions with Eastleigh Borough Council (EBC) and considers matters relating to site access, traffic generation, parking provision and management. The TS demonstrates that Parclub can operate alongside the existing HIOWAA activities without resulting in unacceptable impacts on highway safety and capacity.

2 Site Access

- 2.1.1 Vehicular access to the site is currently achieved from George Curl Way via a simple priority junction, which leads to a barrier-controlled entrance to the site car park (**Image 2.1**). George Curl Way forms part of the internal road network within Southampton International Business Park and provides a connection to the wider highway network via Wide Lane which connects south to the A27 and north to the A335. The A335 provides direct connectivity to Junction 5 of the M27.

Image 2.1: Existing Site Access



- 2.1.2 The suitability of the existing access arrangements has been established through the grant of planning permission for the HIOWAA facility, with Hampshire County Council (as Local Highway Authority) raising no objection and confirming the access to be 'suitable and acceptable'. The proposed development does not seek any alteration to the approved access arrangements, which can accommodate the level of traffic associated with the proposed use.
- 2.1.3 The proposals comprise the re-use of existing floorspace within an operational building and will continue to utilise the established site access. No highway works are therefore required.
- 2.1.4 The suitability of the access arrangement is further demonstrated by the site's existing operation, which safely accommodates staff, visitors and service vehicle movements associated with the HIOWAA facility. A review of the Crashmap database confirms that no collisions have occurred on George Curl Way during the latest available five-year period.
- 2.1.5 The HIOWAA facility also benefits from a separate access to the rear for the emergency vehicles. This access is controlled via a private gate and operates independently of the main visitor and car park access from George Curl Way. Accordingly, emergency vehicle movements do not rely on or interact with the principal car park access arrangements proposed to serve the development, ensuring that emergency operations can continue without conflict with vehicles accessing the car park.

2.1.6 Pedestrian access is provided via existing footways on George Curl Way, which connect directly into the site. Within the site, a zebra crossing is located adjacent to the building entrance, providing a safe route between the car park and main building. The existing pedestrian environment supports movement between the site and surrounding employment uses, public transport facilities and the existing pedestrian network.

3 Accessibility

- 3.1.1 The site is located within Southampton International Business Park which lies between Swaythling and Southampton Airport. The development is therefore positioned within an established employment location which benefits from a range of transport connections and supporting infrastructure. The proposed mix of uses is expected to attract a range of trip purposes, including local trips associated with the co-working and restaurant / bar use, as well as trips from a wider catchment area associated with the driving range and wellness spa.
- 3.1.2 The site is situated in a sustainable location, with good accessibility to a range of non-car modes. The acceptability of the site's location has previously been established through the grant of planning permission for the HIOWAA development. The surrounding area is characterised by a mix of employment, commercial and transport-related uses, with a well-developed network of pedestrian routes and public transport services which support travel by sustainable modes.
- 3.1.3 The site benefits from direct pedestrian access from George Curl Way. Continuous footways and uncontrolled crossing points are provided throughout Southampton International Business Park, linking the site to bus stops and Southampton Airport Parkway railway station which are both within an 8-minute walk (500-600m).
- 3.1.4 The local highway network is generally suitable for on-carriageway cycling. National Cycle Route 23 can be accessed from Wide Lane, a short cycle from the site and provides an established cycle route between Reading and Southampton via Basingstoke, Winchester and Eastleigh.
- 3.1.5 Southampton Airport Parkway rail station provides regular rail services to Southampton Central, Winchester, Basingstoke, London Waterloo and Bournemouth. The station therefore offers a realistic alternative to travel to the site for both staff and visitors. Similarly, the bus stops on Wide Lane are served by the frequent U1C bus service which connects the site with Southampton City Centre, Eastleigh, Hedge End and Chandlers Ford.
- 3.1.6 The availability of a range of public transport services, combined with the high-quality walking and cycling network, provides genuine opportunities to travel by sustainable modes and reduces reliance on the private car.

4 Site Layout and Parking

4.1.1 The site layout plans are provided at **Appendix A**. The application does not propose any external alterations to the building nor changes to the existing access arrangement.

4.2 Parking Standards

4.2.1 The current parking standards are set out within Eastleigh Borough Council's (EBC) SPD, adopted in December 2025. The standards for the relevant land uses on site are as follows:

Table 4.1: EBC Non-residential Parking Standards

Use	Car Parking Requirement	Cycle Parking Requirement	
		Long Stay	Short Stay
Office	1 space per 35sqm	1 space per 8 staff	1 space per 300sqm
Non-food Retail	1 space per 20sqm	1 space per 6 staff	1 space per 200sqm
Eating and Drinking Establishments	1 space per 5sqm	1 space per 5 staff	2 spaces per establishment
Golf Driving Ranges	1 space per bay	1 space per 8 staff	1 space per 5 bays
Swimming pools / health clubs	1 space per 20sqm	1 space per 6 staff	1 space per 10sqm

4.2.2 The standards also require 5% of spaces to be accessible and 20% of spaces to have electric charging provision.

4.2.3 There are currently 105 parking spaces available within the main front car park, together with a further 10 spaces within a restricted rear car park, providing 115 total onsite parking spaces.

4.2.4 Direct application of the above standards is not appropriate in this instance. The proposed change of use comprises a mix of complementary land uses within a single building, many of which will generate linked and shared trips - for example, visitors may combine the use of the golf simulators with the restaurant or bar and shop. As such, application of the standards on a standalone basis for each use would result in an excessive parking provision that does not reflect the actual operation of the site.

4.2.5 Further, peak parking demand across the proposed uses is likely to occur at different times of the day, with office and co-working uses peaking during weekday daytime periods, and leisure and food / drink uses generating higher demand during the evening and at weekends. This variation provides the opportunity for shared parking, reducing the overall quantum of spaces required and allowing for effective use of the land consistent with the objectives of the National Planning Policy Framework.

4.2.6 On this basis, a bespoke parking demand calculator has been developed for the site. This has been informed by accumulation assessments of the various uses utilising information from the Trip Rates Information Computer System (TRICS). Where applicable, comparable sites within TRICS have been selected to provide a robust evidence base for trip generation forecasts. These forecasts have been verified with the proposed occupier to ensure it is reflective of their operations.

4.2.7 For the wellness spa use, private fitness clubs have been utilised as the closest available use within TRICS. This category includes high-end gym operators such as David Lloyd Clubs and Virgin Active, which offer a similar range of facilities, user experience and visitor stay duration. The calculations have been based on TRICS software which is industry wide software and widely used when assessing non-residential parking provision.

4.3 **Parking Accumulation**

4.3.1 The calculator is presented at **Appendix B**. It includes an allowance for cross-visitation between uses, with 25% of visitors to the restaurant / bar expected to have visited either the virtual driving range, wellness facility or co-working space (this is a robust assumption as detailed information from Parclub would expect this to be more towards 75%). For the purposes of the assessment, the remaining 75% are assumed to visit the restaurant / bar as the primary trip reason and visit no other uses on the site. In practice, Parclub have informed that this is very much a worst-case scenario as the location and nature of the site is mainly going to appeal to users of the golf simulators.

4.3.2 Given its limited scale, specialist nature, and physical relationship with the driving range facilities, the proposed retail unit will be ancillary to the users of the driving range. It is not anticipated to generate standalone trips and therefore assumed within the assessment that retail trips will be fully associated with driving range users and do not require independent parking.

4.3.3 Taking into account the above, the calculator has identified a parking provision of 63 spaces would be required; this will include three accessible spaces to account for the 5% set out in the EBC standards. Parclub will have access to a minimum of 60 car parking spaces associated with the floorspace that they are renting out of the HIOWAA building. The parking demand of 63 spaces is therefore appropriate.

4.3.4 **Appendix C** provides an operational assessment of how Parclub intends to operate on a day-to-day basis to demonstrate that the level of parking is sufficient for the number of visitors / guests attending.

4.4 **Additional Parking and Flexibility**

4.4.1 The agreed Heads of Terms between HIWOAA and Parclub provide additional flexibility through shared use arrangements. These arrangements allow HIOWAA to utilise a number of Parclub's allocated parking spaces during large events should additional capacity be required.

4.4.2 During evening periods (post 1700), when demand associated with the leisure uses (e.g., driving range and restaurant / bar) is expected to increase, a greater level of parking is therefore available within the site as the HIOWAA staff would have left.

4.4.3 Notwithstanding the above, contingency arrangements are already in place with Southampton Airport to provide access to overflow parking within the airport's short-stay car park in the event of exceptional demand. This provides a robust fallback position for infrequent circumstances where parking demand may exceed normal operational levels.

-
- 4.4.4 Spaces will be clearly marked / allocated between Parclub and HIOWAA and the site will be monitored in the first six months of both uses being operational. Should this monitoring demonstrate a sustained requirement for additional parking capacity, there remains scope to review and configure the existing car park layout to create further parking spaces within the site.
- 4.4.5 A review of the highway network demonstrates that the surrounding highway network, George Curl Way, Mitchell Way and Wide Lane are all subject to double yellow lines and therefore parking is prohibited on the local network and an enforceable offence.
- 4.4.6 On this basis, the proposed parking provision is sufficient to accommodate the anticipated demand associated with the change of use, whilst also reflecting the potential for cross-visitation and available of flexible and additional parking arrangements.

Cycle Parking

- 4.4.7 Cycle parking requirements are set out in **Table 4.1**. The development will have a total of 25 staff across the site and therefore applying the long-stay cycle parking provision would require a maximum number of five long-stay spaces.
- 4.4.8 For short stay provision, a direct application of the standards is again not appropriate. The requirement of the wellness centre (of which TRICS does not have a direct comparison) results in a disproportionately high level of provision that is not reflective of the likely mode share or mixed-use nature of the development. As with the car parking demand, the uses will generate cross-visitation, and the peak demands of each use are unlikely to coincide with one another.
- 4.4.9 A large, covered cycle shelter is already provided within the site's car park and has space for 8 bikes. This existing provision is sufficient to accommodate the anticipated cycle parking demand, but this will remain under review, and should it be required further stands will be provided.

5 Network Impact

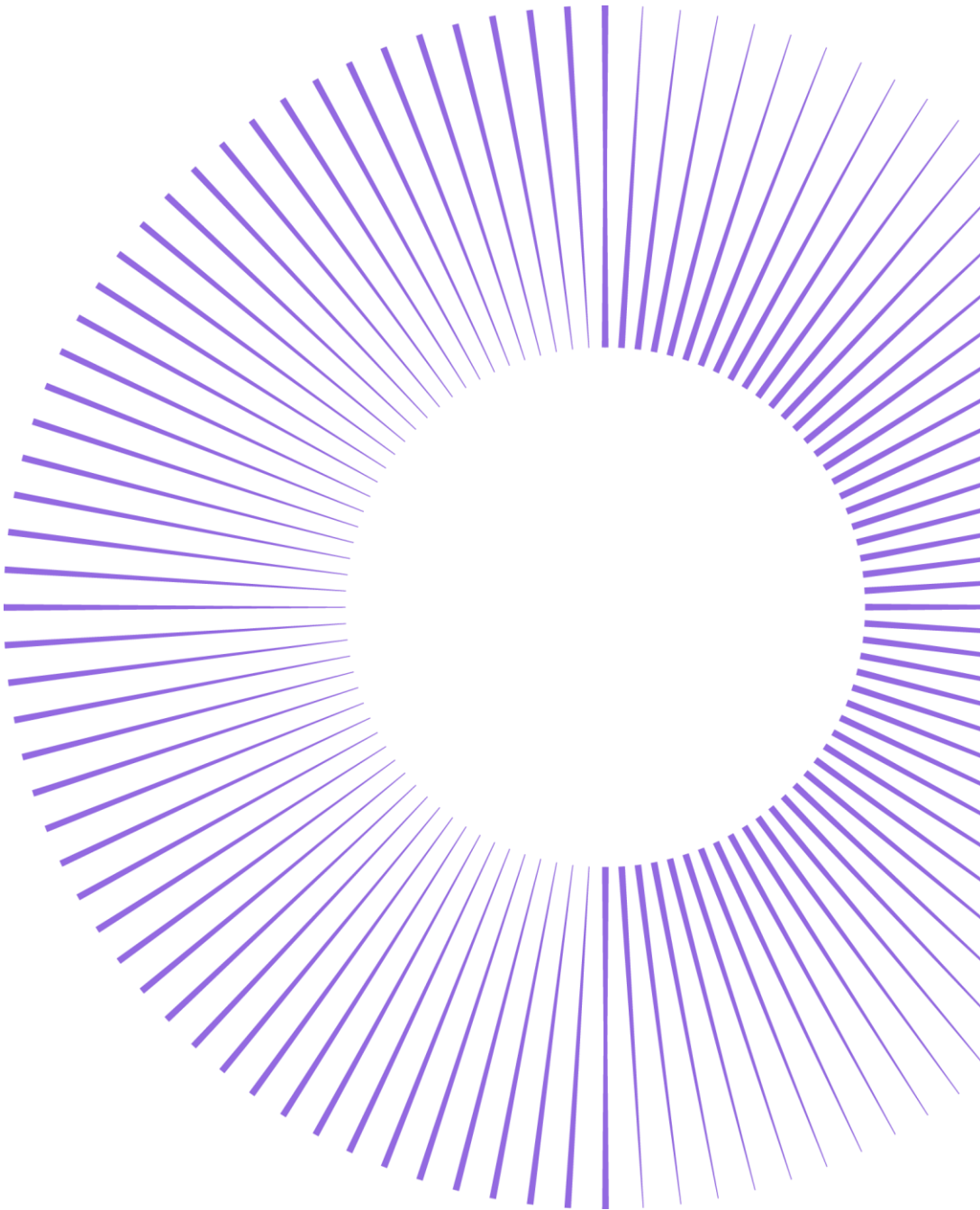
- 5.1.1 The proposed development comprises the utilisation of existing floorspace within an already permitted mixed-use building and does not involve any physical alterations to the site access arrangements or surrounding highway network. The assessment has therefore focused on whether the proposed use would result in a material change in travel demand or adverse impacts on the operation of the local highway network.
- 5.1.2 The nature of the proposed uses will generate trips patterns that are dispersed throughout the day. Many visitor trips are anticipated to occur during inter-peak periods, lunchtimes, evenings and weekends, rather than during the traditional weekday commuter peaks. This is reflected within the parking accumulation exercise, which indicates that the busiest periods of activity occur between 12:00-14:00 and 18:00-20:00 hours.
- 5.1.3 The site currently benefits from planning permission for a mixed-use development, and the proposed change relates solely to the occupation of currently vacant floorspace within the approved building. As such, the proposal does not represent the creation of a new development site but rather the optimisation of an existing consented facility.
- 5.1.4 The existing HLOWAA operation generates a proportion of trips during the weekday AM and PM peak periods associated with employee arrivals and departures. In comparison, the proposed use will generate a more varied and distributed pattern of travel. Consequently, the proposal will not result in a material increase in peak hour traffic flows on the surrounding highway network.
- 5.1.5 Overall, the proposals are not expected to generate transport impacts beyond those already associated with the approved mixed-use development and will operate within the capacity of the existing highway network. Accordingly, there are no transport or highway-related reasons why the proposed change of use should not be supported.

6 Summary and Conclusion

- 6.1.1 Parclub have appointed iTransport to provide highways and transport advice in relation to a change of use application at the Hampshire and Isle of Wight Air Ambulance (HIOWAA) facility.
- 6.1.2 The site is located at Unit H within Southampton International Business Park. The building is currently owned and occupied by HIOWAA, who secured planning permission in 2024 for a mixed-use development comprising Classes B2, B8, E(e) and E(g) uses (*planning ref: F/24/97188*). This consent established the principle of development at the site, including the suitability of the site location and access arrangement.
- 6.1.3 HIOWAA do not require full occupation of the building to undertake operations. The intention is to bring the currently vacant floorspace into active use, introducing a complementary mix of uses within the existing building. Parclub have expressed interest and their required mix of uses are as follows:
6. Indoor virtual and interactive golf simulators – Class E(d)
 7. Restaurant and Bar – Class E(b)
 8. Non-food retail store – Class E(a)
 9. Wellness spa – Class E(e)
 10. Premium co-working space - Class E(g)(i)
- 6.1.4 The permitted HIOWAA facility already allows for a mix of uses within the unit, including E(e) and E(g) and therefore the general principle of a mixed use has been accepted. This TS has considered the additional / change of uses proposed on site and the adequacy of the parking provision, accessibility and network impact to accommodate this.
- 6.1.5 The proposals comprise the re-use of existing floorspace within an operational building and will continue to utilise the established site access. The access is deemed suitable through the grant of planning permission for the HIOWAA facility, with Hampshire County Council (as Local Highway Authority) raising no objection and confirming the access to be 'suitable and acceptable'. No highway works are therefore required.
- 6.1.6 The site is situated in a sustainable location, with good accessibility to a range of non-car modes. The availability of a range of public transport services, combined with the high-quality walking and cycling network, provides genuine opportunities to travel by sustainable modes and reduces reliance on the private car.
- 6.1.7 A parking accumulation exercise, alongside a bespoke parking calculator has been prepared to assess the required parking provision of the proposed uses, noting that cross-visitation will occur between certain uses. The proposed parking provision is sufficient to accommodate the anticipated demand associated with the change of use and will not conflict with the required parking by the HIOWAA employees and visitors.

-
- 6.1.8 In terms of network impact, the proposals are not expected to generate transport impacts beyond those already associated with the approved mixed-use development and will operate within the capacity of the existing highway network.
- 6.1.9 Overall, the TS demonstrates that the proposed change of use represents an efficient use of existing floorspace within an established and accessible location. The proposal can be accommodated within the existing access and parking arrangements, will not prejudice the continued operation of the Hampshire and Isle of Wight Air Ambulance facility, and will not give rise to any severe transport impacts. The development is therefore considered to comply with national and local transport planning policy and is acceptable from a transport and highway perspective.

APPENDICES



APPENDIX A. Site Layout Plans



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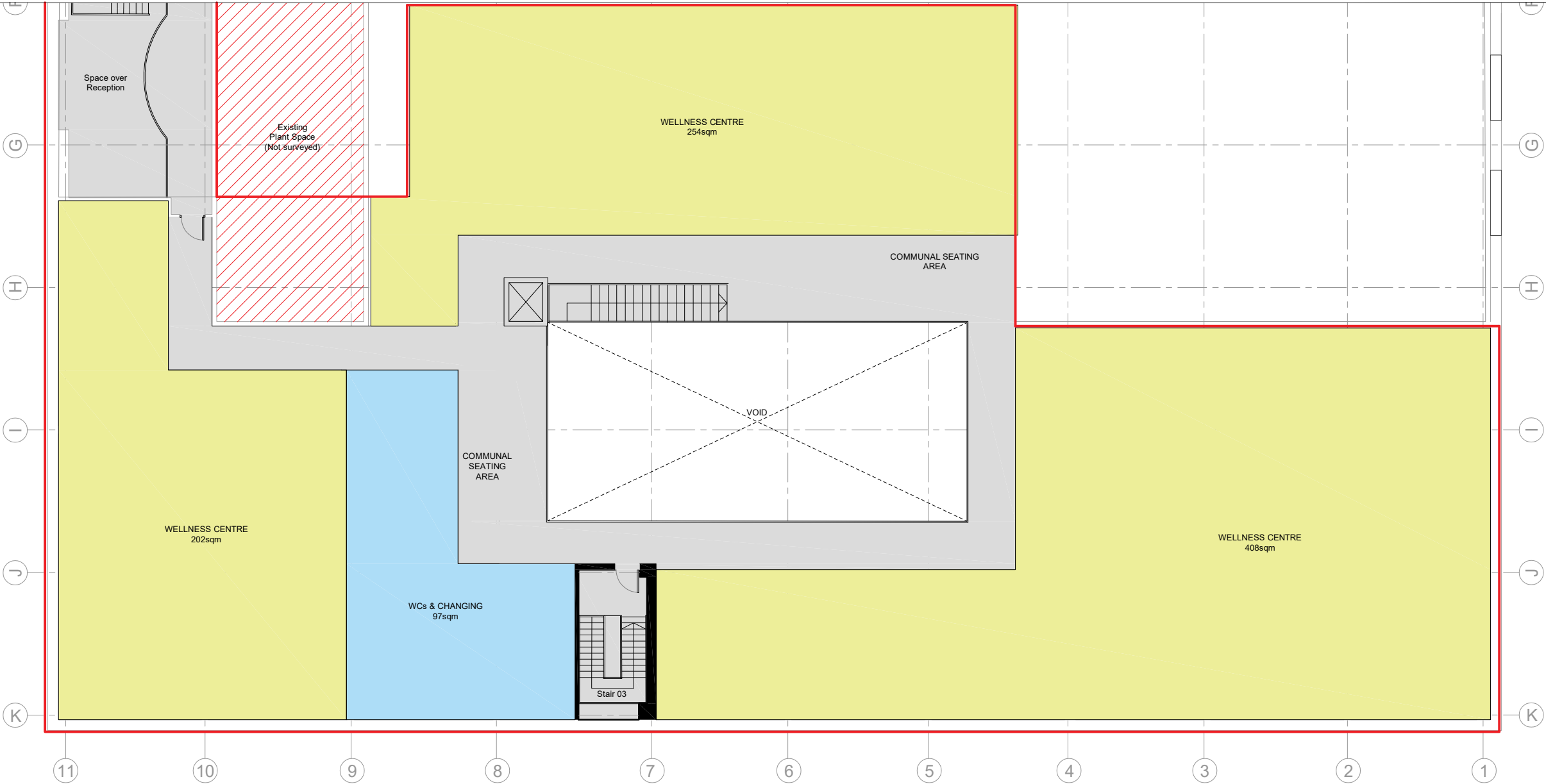
AREA MEASUREMENT
The areas are approximate and can only be verified by a detailed dimensional survey of the completed building. Any decisions to be made on the basis of these predictions, whether as to project viability, pre-testing, lease agreements or the like, should include due allowance for the increases and decreases inherent in the design development and building processes. Figures relate to the likely areas of the building at the current state of the design and using the Gross External Area (GEA) / Gross Internal Area (GIA) / Net Internal Area (NIA) method of measurement from the Code of Measuring Practice, 5th Edition (RICS Code of Practice). All areas are subject to Town Planning and Conservation Area Consent, and detailed Rights to Light analysis.

- NOTES:
- Putting View
 - WCs
 - Standard Bays
 - VIP Bays
 - Studio 72
 - Restaurant
 - Kitchen and Food Store
 - Members Lounge
 - Bar
 - Display Cabinets
 - Circulation Space
 - Putters Display Cabinets
 - Retail Store
 - Staff changing

A	03.02.26	General Updates
REV	DATE	AMENDMENT
PAR CLUB SOUTHAMPTON		
BEN REED ARCHITECTS LEYLANDS FARM, WROTHAM HILL, DUNSFOLD, SURREY GU8 4PA www.benreedarchitects.com		
DRAWING PROPOSED GROUND FLOOR BLOCK PLAN		
SCALE @ A1	1:100	
DATE	10.11.2025	
DRAWING NO.	472-20-100	REV. A



472-20-102



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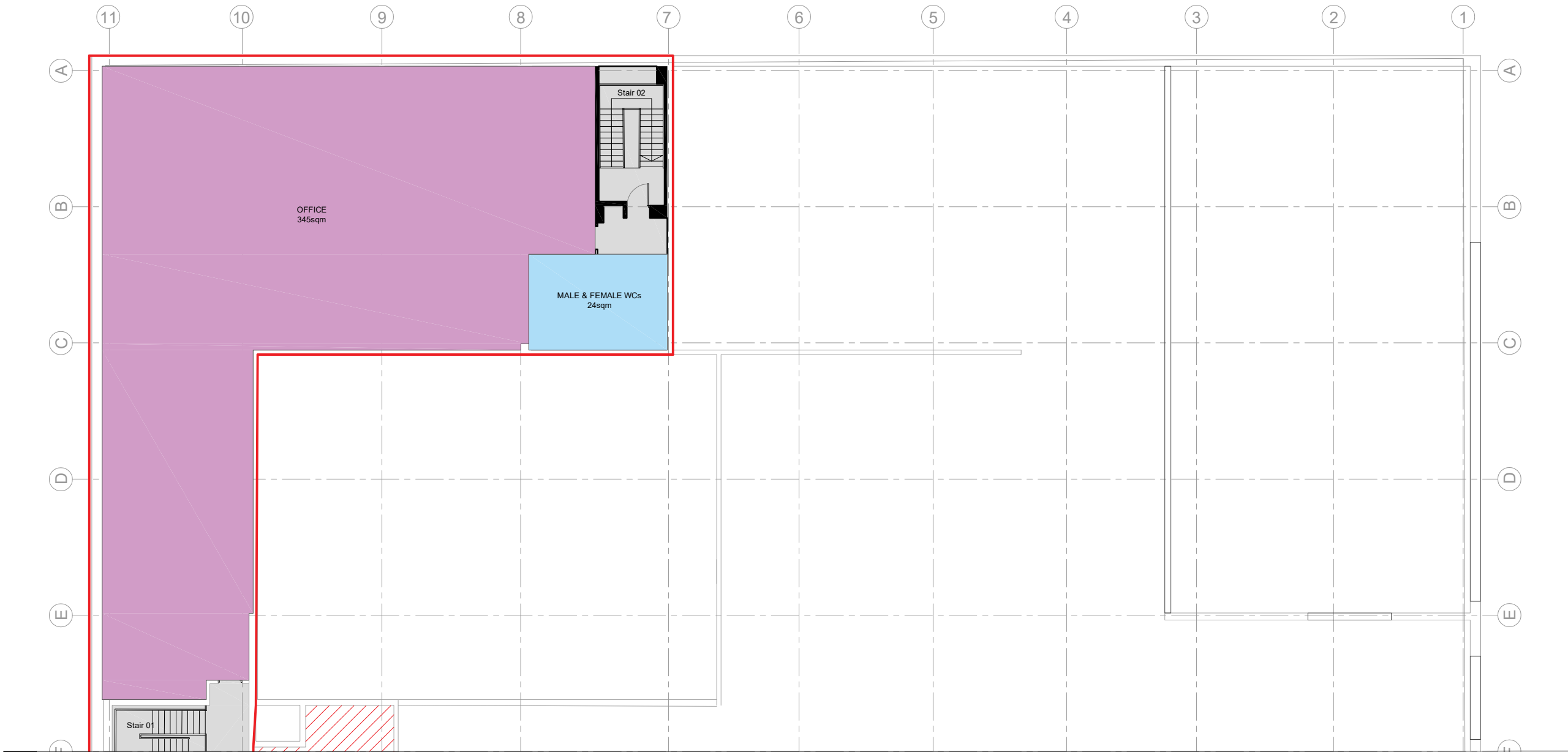
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- NOTES:
- Wellness Centre
 - WCs
 - Circulation
 - Office

A	03.02.26	General Updates
REV	DATE	AMENDMENT
PAR CLUB SOUTHAMPTON		
BEN REED ARCHITECTS LEYLANDS FARM, WROTHAM HILL, DUNSFOLD, SURREY GU8 4PA www.benreedarchitects.com		
DRAWING PROPOSED FIRST FLOOR BLOCK PLAN- SHEET 1		
SCALE @ A1	1:100	
DATE	10.11.2025	
DRAWING NO.	472-20-101	REV. A



472-20-101



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- NOTES:
- Wellness Centre
 - WCs
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 - Office

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REV	DATE	AMENDMENT
PAR CLUB SOUTHAMPTON		
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SCALE @ A1	1:100	
DATE	10.11.2025	
DRAWING NO.	472-20-102	REV. A

APPENDIX B. Bespoke Parking Calculator

Size (SQM):	288	Size (SQM):	13	Size (BAYS):	13	Size (SQM):	864	Size (SQM):	345	Total Accumulation
Use:	Restaurant / Bar	Use:	SHOP	Use:	Bays	Use:	Spa	Use:	Office / co-working	
Time	Accumulation	Time	Accumulation	Time	Accumulation	Time	Accumulation	Time	Accumulation	
07:00-08:00	0	07:00-08:00	0	07:00-08:00	1	07:00-08:00	10	07:00-08:00	2	12
08:00-09:00	0	08:00-09:00	0	08:00-09:00	2	08:00-09:00	12	08:00-09:00	5	20
09:00-10:00	1	09:00-10:00	0	09:00-10:00	4	09:00-10:00	17	09:00-10:00	10	32
10:00-11:00	4	10:00-11:00	0	10:00-11:00	8	10:00-11:00	20	10:00-11:00	11	44
11:00-12:00	7	11:00-12:00	0	11:00-12:00	11	11:00-12:00	20	11:00-12:00	12	50
12:00-13:00	17	12:00-13:00	0	12:00-13:00	12	12:00-13:00	19	12:00-13:00	13	59
13:00-14:00	21	13:00-14:00	0	13:00-14:00	12	13:00-14:00	17	13:00-14:00	13	63
14:00-15:00	14	14:00-15:00	0	14:00-15:00	12	14:00-15:00	16	14:00-15:00	13	56
15:00-16:00	7	15:00-16:00	0	15:00-16:00	11	15:00-16:00	17	15:00-16:00	12	48
16:00-17:00	5	16:00-17:00	0	16:00-17:00	10	16:00-17:00	20	16:00-17:00	12	47
17:00-18:00	8	17:00-18:00	0	17:00-18:00	11	17:00-18:00	25	17:00-18:00	10	54
18:00-19:00	16	18:00-19:00	0	18:00-19:00	12	18:00-19:00	27	18:00-19:00	4	59
19:00-20:00	21	19:00-20:00	0	19:00-20:00	13	19:00-20:00	26	19:00-20:00	0	60
20:00-21:00	17	20:00-21:00	0	20:00-21:00	8	20:00-21:00	21	20:00-21:00	0	46
21:00-22:00	14	21:00-22:00	0	21:00-22:00	2	21:00-22:00	14	21:00-22:00	0	30
22:00-23:00	11	22:00-23:00	0	22:00-23:00	0	22:00-23:00	8	22:00-23:00	0	19
23:00-00:00	7	23:00-00:00	0	23:00-00:00	0	23:00-00:00	4	23:00-00:00	0	10

Factors	
Café	2.88
Shop	0.13
Bays	13
Spa	8.64
Office	3.45

Cross visitation 0.75

Assumed 25% is cross visitation / attending another use on site
Can change % and reduce if necessary

Accessible Spaces at 5%
3

Ancillary to driving range

RESTAURANT - per 100SQM

SHOP - per 100SQM

DRIVING RANGE - per Bay

FITNESS CLUB - per 100SQM

OFFICE - per 100SQM

Period	Arrivals	Departures	Accum	Arrivals	Departures	Accum	Arrivals	Departures	Accum	Arrivals	Departures	Accum	Arrivals	Departures	Accum
00:00-01:00															
01:00-02:00															
02:00-03:00															
03:00-04:00															
04:00-05:00															
05:00-06:00				0.5	0.5	1				0.145	0.009	0			
06:00-07:00				0	0	0	0	0	0	0.538	0.024	1			
07:00-08:00				4.406	3.831	4	0.082	0.021	0	0.467	0.285	1	0.515	0.11	0.515
08:00-09:00				12.069	11.111	13	0.071	0.033	0	0.602	0.438	1	1.177	0.037	2
09:00-10:00	0.571	0.571	1	10.153	9.77	12	0.196	0.045	0	0.978	0.365	2	1.361	0.11	3
10:00-11:00	1.886	0.776	2	9.195	8.429	11	0.398	0.195	1	0.706	0.515	2	0.515	0.405	3
11:00-12:00	2.329	1.165	3	11.877	11.111	15	0.356	0.356	1	0.545	0.671	2	0.589	0.442	3
12:00-13:00	5.435	2.718	8	10.345	9.195	14	0.441	0.437	1	0.469	0.645	2	0.589	0.625	4
13:00-14:00	4.825	4.936	10	10.536	8.812	15	0.444	0.406	1	0.486	0.569	2	0.736	0.478	4
14:00-15:00	1.83	4.271	7	11.111	13.218	17	0.444	0.487	1	0.434	0.465	2	0.515	0.736	4
15:00-16:00	0.966	2.025	3	9.962	9.387	14	0.372	0.437	1	0.607	0.509	2	0.515	0.405	4
16:00-17:00	0.874	1.104	2	10.536	11.877	15	0.391	0.425	1	0.886	0.649	2	0.258	0.773	3
17:00-18:00	2.669	0.92	4	9.579	10.728	13	0.49	0.398	1	1.185	0.821	3	0.11	1.619	3
18:00-19:00	4.372	2.577	7	7.663	7.663	10	0.476	0.399	1	1.009	0.946	3	0.147	0.552	1
19:00-20:00	4.878	4.602	10	4.598	4.981	7	0.508	0.569	1	0.815	1.085	3			
20:00-21:00	2.991	3.221	8	3.065	4.215	5	0.173	0.508	1	0.497	0.941	2			
21:00-22:00	1.841	2.669	7	3.065	3.448	4	0.019	0.191	0	0.142	0.739	2			
22:00-23:00	1.243	2.347	5	0.192	0.383	1				0.04	0.501	1			
23:00-00:00	0.331	3.254	3							0.034	0.107	0			
Daily Trip Rates:	37.041	37.156	74	128.852	128.659	257.511	4.861	4.907	9.768	12.547	12.549	25.096	12.547	12.549	25.096

APPENDIX C. Site Specific Operational Assessment

APPENDIX B: Parclub, Southampton

1 Operational Assessment

- 1.1 Parclub will be operating a number of uses across the site and therefore to demonstrate that the provision of 63 parking spaces is sufficient, the below sections set out how Parclub intends to operate across each use following detailed information from the client.

Staff

- 1.2 Parclub advise that there will be a maximum of 15 members of staff at any one time during the day on weekdays and weekend. It is worth noting that during the core weekday working hours this will be fewer (around 12-13 staff), when the site attracts less visitors.
- 1.3 Travel to Work data contained within the 2011 Census has been reviewed to identify the likely mode split for staff journeys to the proposed development. The daytime population of the Eastleigh Workplace Zone where the site is located (i.e. those working within the local area) has been used. This identifies that up to 75% of employees are likely to travel to work by car, i.e. a total of 11 parking spaces would be required for staff (15 x 75%).

Indoor Virtual Golf Simulators

- 1.4 There are 12 golf bays and one teaching bay (Studio 72). During an average weekday it is expected that there would be a maximum of 1-2 users per bay, increasing to 3-4 during the evening and weekends. The total maximum capacity across the bays would be 44 people but this is unlikely to occur at any one time. Assuming an average car occupancy of 1.7 people per car¹, there would be a maximum of 26 cars should the site be fully occupied. This level of parking would not occur during the weekday where demand for the leisure use is less – on the assumption of 2 users per bay, a total of 24 users, this would equate to a demand for 14 spaces.

Retail Store

- 1.5 The retail store will not be publicly accessible and will store high-end golfing equipment available to members for purchase only. The store itself is entirely ancillary and will not generate vehicle trips or parking demand.

¹ [Vehicle mileage and occupancy - GOV.UK](https://www.gov.uk/government/statistics/vehicle-mileage-and-occupancy)

Wellness Centre

- 1.6 The Wellness Centre will comprise a gym, two treatment rooms and two consulting rooms. The centre provides for a capacity of 20 people at any one time. The consulting rooms will be used on a bookable 30-minute appointment basis and visitor turn around is therefore expected to be high. An average occupancy of 2.0 people per car would assume a worst case of 10 cars at any given time.

Restaurant and Bar

- 1.7 Parclub have stated that at least 75% of guests using the golf simulators will eat / drink on site. Therefore, 25% of the 75 restaurant covers will be used by non-golf club guests. This equates to 19 people using the restaurant who are not also using the golf facility. Of those arriving by car, with an average car occupancy of 2.0 there would be a maximum of 10 vehicles. However, guests visiting the restaurant for dinner are likely to arrive after 5pm and it is not expected that any guests will visit the restaurant for lunch, that are not already using the golf simulator.

Premium Co-working Space

- 1.8 An end user has been identified for the co-working area who require an area for 14 people, and they have requested 8 car parking spaces.

Total

- 1.9 The maximum demand for car parking spaces is expected to be as follows:
- Staff – 11 spaces
 - Indoor virtual golf simulators – 26 spaces
 - Wellness Centre – 10 spaces
 - Restaurant and Bar – 10 spaces
 - Co-working spaces – 8 spaces
 - **Total - 65 spaces**
- 1.10 On this basis, the provision of 65 spaces, identified within the parking accumulation exercise will provide a sufficient level of car parking to accommodate the demand likely to be generated by the proposed development.
- 1.11 This assessment is assuming all uses are fully occupied at all times throughout the day which, during the weekday, will not occur as it represents the off-peak period. Parclub's busiest periods are during the evening and weekends.
- 1.12 The assessment also assumes no use of sustainable travel – however, the site is well located and highly accessible by foot, cycle and public transport journeys. It is reasonable to assume that at least 10% of trips would be via accessible modes of transport, reducing the demand for parking to c. 58 spaces.

HLOWAA

- 1.13 Information provided by Hampshire and Isle of Wight Air Ambulance (HLOWAA) confirms that its day-to-day parking demand is modest. On a typical working day, HLOWAA utilises approximately 15-20 spaces within the front car park. Whilst demand can increase during periods of heightened organisational activity, such as charity-wide staff meetings when up to 30 spaces may be required, larger events would generally require no more than the 45 spaces allocated to HLOWAA. As a result, there is a significant level of spare parking capacity available across the site under normal operating conditions.
- 1.14 Importantly, the peak operational periods of HLOWAA and Parclub are expected to complement each other. HLOWAA's highest parking demand typically occurs during weekday business hours, whereas the proposed Parclub uses are expected to generate their greatest levels of activity during evenings and weekends. This temporal separation of parking demand means that the available parking spaces can be utilised efficiently by both occupiers without creating significant conflict.

