

Committee:	Regulatory Planning Committee
Date:	10 December 2025
Report by:	Director of Communities, Economy and Transport
Title of Report	A259 Upperton Road/Station Parade, Eastbourne – Traffic Regulation Order
Purpose of Report	To consider the objections received in response to the formal consultation on the draft Traffic Regulation Order associated with the Bus Service Improvement Plan (BSIP) Bus Priority Scheme on A259 Upperton Road and Station Parade, Eastbourne.
Contact Officer:	Bryony Halls – Tel 01273 481874
Local Member:	Councillors Stephen Holt, Pat Rodohan and Brett Wright

RECOMMENDATIONS:

The Planning Committee is recommended to:

- 1) Not uphold the objections to the draft Order as set out in Appendix 3 to this report;**
- 2) Uphold in part the objections to the draft Order as set out in Appendix 4 to this report; and**
- 3) Recommend to the Director of Communities, Economy and Transport that the Traffic Regulation Order be made in part.**

CONSIDERATION BY DIRECTOR OF COMMUNITIES, ECONOMY AND TRANSPORT.

1. Introduction

- 1.1 The background for the proposals are set out in the report that was presented to the Planning Committee in October 2025 which can be found at Appendix 1. The above appended Report and appendices remain unaltered from those that were previously presented to the committee.

Policy Context

- 1.2 As set out within the Eastbourne Local Plan 2013, Policy D8 Sustainable Travel - Eastbourne Core Strategy Local Plan 2006-2027 (Adopted Feb 2013) - states: *‘Sustainable travel will be promoted through a variety of measures*

aimed at reducing the need to travel and reducing the reliance on the private car.’ ‘The standard and quality of public transport will be significantly enhanced by developing and strengthening opportunities for bus and rail integration at Eastbourne and Hampden Park railway stations. Bus priority measures will be promoted along the A2270, A2021; and A259, which will be formally designated as Quality Bus Corridors.’

- 1.3 In addition, the Eastbourne Town Centre Action Plan (now known as Eastbourne Town Centre Local Plan), November 2013, identifies that: *‘4.108 In addition the Council will bring forward the Quality Bus Corridor into the Town Centre in accordance with Policy D8 of the Eastbourne Core Strategy Local Plan through the introduction of bus priority measures to improve timetable reliability and reduce bus waiting times, also known as dwell time, in Terminus Road’*
- 1.4 The scheme is also integral to fulfilling the objectives of the East Sussex Local Transport Plan 4 (LTP4 - adopted October 2024) and the East Sussex Bus Service Improvement Plan which is a supporting document to the LTP4. The BSIP aims to expand access to high-quality bus services for residents, optimise journey times by minimising delays, and provide a frequent, integrated, and comprehensive alternative to car travel within Eastbourne.

Previous Report to Planning Committee on TRO objections, October 2025

- 1.5 Appendix 2 of this report sets out the proposed bus priority measures along Upperton Road and Station Parade in Eastbourne as advertised in the Traffic Regulation Order.
- 1.6 On 15 October 2025, a report was considered by the Planning Committee which recommended the objections set out in Appendix 3 to be not upheld and objections set out in Appendix 4 to be upheld and to recommend the Director of Communities, Economy and Transport that the TRO is made in part. Following consideration of the report and objections, the Planning Committee resolved to defer consideration of the objections to allow for further discussion regarding the provision and consideration of modelling by a third party, the Enterprise Shopping Centre, which could then be considered at the Planning Committee meeting on 10 December 2025. The Planning Committee report can be found at Appendix 1, additional information slides and minutes can be found at Appendix 5.
- 1.7 Following the formal TRO and prior to presenting the report to the Planning Committee with recommendations on the 15 October 2025, 8 objections and concerns were received regarding how the TRO would impact access to the Enterprise Shopping Centre car park. Concerns were raised that the no right turn into the Enterprise Shopping Centre car park from A259 Upperton Road coupled with enforcing the No U Turn at A259 Upperton Road and The Avenue junction would prevent customers from accessing the Enterprise Shopping Centre car park when travelling west from Eastbourne town centre.

Engagement and Submission of Proposals by the Enterprise Shopping Centre

- 1.8 Following receipt of the Enterprise Shopping Centre’s objection to the Eastbourne Station TRO, 3 meetings were held between East Sussex County Council (ESCC) officers, technical design consultants WSP, and the Enterprise

Shopping Centre in late July 2025 (online), mid-September (online) and early October 2025 (in person). Various requests for traffic and modelling data as well as scheme information has been provided to the Enterprise Shopping Centre from July through to October 2025.

- 1.9 The Enterprise Shopping Centre's objection was reviewed, leading to design changes that were recommended to the planning committee on 15 October 2025, including allowing right turns into the car park from Station Parade/Upperton Road.
- 1.10 After the Committee resolved to defer consideration of the objections, officers informed the Enterprise Shopping Centre on 21 October 2025 of a timetable requiring all proposals to be submitted by 7 November 2025, ensuring thorough review before the December Committee meeting. Officers extended the deadline to 9 November 2025, but both deadlines were missed. On 19 November 2025, the Enterprise Shopping Centre submitted revised proposals with a notice from the stakeholders' solicitors. Despite this late submission, officers have been able to undertake a thorough review of their proposals and present findings to this Committee meeting.

2. Comments and Appraisal

- 2.1 An assessment has been undertaken of the Enterprise Shopping Centre proposals (GTA) relative to the current Eastbourne Station bus priority proposals. Appendix 6 provides a breakdown of the findings.

Assessment summary

- 2.2 The assessment demonstrates that:

- Whilst both the Enterprise Shopping Centre and ESCC options include signal timing improvements at both the Terminus Road/Gildredge Road and Upperton Road/The Avenue junctions, and on some vehicle movements, the Enterprise Shopping Centre proposal (GTA) performs marginally better, overall the best performing scheme for buses and general traffic is a revised ESCC scheme (TR02). This would modify the existing proposed eastbound bus lane scheme to provide a staggered rather than straight across pedestrian crossing on Station Parade. This option ensures the material impact on general traffic is minimised whilst also improving journey time and reliability for bus movements on the corridor. This modified scheme can be delivered without further amendments to the advertised TRO restrictions.
- The Enterprise Shopping Centre proposal (GTA) for the two space bus stop near Eastbourne Station does not meet best practice or accessibility standards as buses would not be able to align with the kerb to access the second of the two stops by the Station, creating significant accessibility and safety risks for passengers, especially those using mobility devices. There would also be increased complexity to bus manoeuvres, leading to longer dwell times as vehicles find it more difficult to re-enter into traffic.
- In comparison, the ESCC proposal to introduce a bus lane into a one space bus stop at the Station would realign the bus stop to ensure buses can consistently and safely align with the kerb, improving accessibility and reducing risks for all users. This will provide clearer, more enforceable road space for

buses, smoother traffic flow, and better integration with the surrounding road network.

- The Enterprise Shopping Centre proposals (GTA) do not fulfil the objectives of the East Sussex Local Transport Plan 4 and the East Sussex Bus Service Improvement Plan, as well as the BSIP funding from Government, of expanding access to high-quality bus services for residents, optimise journey times by minimising delays, and provide a frequent, integrated, and comprehensive alternative to car travel within Eastbourne. The ESCC proposals (TR01&TR02) support the policies set out in the Eastbourne Local Plan and Town Centre Action Plan policies related to delivering bus priority measures along the A259 Quality Bus Corridor, as well as support wider bus priority in the town centre.

- 2.3 Therefore, it is recommended to progress the ESCC proposed scheme (TR02) but retain the existing staggered crossing on Station Parade in lieu of providing a straight across crossing and enable the right turn movement into the Enterprise Centre from Station Parade. The retention of the staggered crossing will not affect the previously advertised TRO restrictions.

3 Conclusion and reasons for recommendation

- 3.1 The A259 Upperton Road/Station Parade Bus Priority Scheme in Eastbourne is part of a wider package of bus priority measures that is funded through the Bus Service Improvement Plan (BSIP). The proposed measures will not only support the aims and delivery of the BSIP, but also wider policy and strategy areas including the East Sussex Local Transport Plan 4, Eastbourne Local Plan 2013 and Eastbourne Town Centre Action plan.
- 3.2 After additional discussions with the Enterprise Centre following the October 2025 Planning Committee, further evaluation was carried out on both their proposals and the ESCC proposals advertised during the TRO. Based on this review, the preferred option remains providing a bus lane on Station Parade with a modified crossing (TR02).
- 3.3 Therefore, for reasons as set out in this report, officers recommend that the Planning Committee does not uphold the objections to the draft Order as set out in Appendix 3 to this report; upholds in part the objections to the draft Order as set out in Appendix 4 to this report; and recommends to the Director of Communities, Economy and Transport that the Traffic Regulation Order be made in part.

RUPERT CLUBB

Director of Communities, Economy and Transport

BACKGROUND DOCUMENTS

None