

Alton Towers Resort Transport Liaison Group Meeting

10.00am on 26th May 2016

Staffordshire Place One, Stafford

Present:	Mike Worthington CC (MW)	Staffordshire County Council
	Annabel Chell (AC)	Staffordshire County Council
	Will Spencer (WS)	Staffordshire County Council
	Liz Greenwood (LG)	Alton Towers Resort
	Guy Pryer (GP)	Amey
	Naomi Perry (NP)	East Staffordshire BC
	David Greatbatch (DG)	Staffordshire County Council
	Gail Edwards (GE)	Staffordshire County Council
	Daniel Flanagan (DF)	First
	Chris Richbell (CR)	Alton Towers Resort
	Bernie Chadwick (BC)	Staffordshire County Council
Apologies:	Kathryn Grattage (KG)	Staffordshire County Council
	Ruth Woodisse (RW)	Staffordshire Moorlands DC

Discussion	Action
<p>Minutes of Previous Meeting and Business Arising</p> <p>Minutes of the previous meeting were signed off.</p> <p>MW said that Mr Massey has withdrawn the offer to dedicate land for the provision of a footway serving Hurstons Lane. This matter will not be pursued further at this time.</p> <p>Legal Agreement and Funding</p> <p>LG stated that the Legal Agreement is now awaiting sign off by Alton Towers solicitors. Neil Haskin is dealing with the final details.</p> <p>AC provided an update on funding. The payment has been made for 2015 by Alton Towers.</p> <p>Alton Towers Update</p> <p>LG stated that new attractions have been very successful this year.</p>	

If the proposed extension to the Lodge development goes ahead it will not commence until 2019.

Update on Community Issues

DG said that the Divisional Highway Programme funding originally allocated for the Hurstons Lane footway can now be reallocated to other schemes. He mentioned that there have been no new significant local issues although directional signing issues remain high on the agenda for local Parish Councils and residents.

NP mentioned that Croxton PC had raised traffic in the village as an issue recently. GE suggested that an update from Cllr Atkins would be useful prior to each meeting to understand the local issues and discuss with the group.

Bus Services – including proposed shuttle bus

DF outlined the existing First services linking to Alton Towers Resort. These are the 32A and X32. The 32A runs between Hanley and Alton Towers via Werrington and Cheadle and some services stop at Stoke Station. The X32 is a seasonal service running between Stoke Station and Alton Towers via Cellarhead, Kingsley and Froghall in the AM and PM. These services will remain unchanged this season and run at a limited service on Sundays.

AC outlined the background work that has been undertaken for the potential shuttle bus/dial a ride service. This has included a questionnaire sent to local guest houses and caravan parks. The general response has been extremely positive supporting provision of a new service to Alton Towers. CR felt that whilst the response has been positive, Alton Towers would be interested in providing a service which was more community focused.

BC provided some plans showing potential pilot routes linking to main caravan parks in the morning and evening peak periods for resort visitors. CR said that 12 seats per journey of a mini bus would need to be filled to make the scheme efficient and that a pre-book service would be preferable to understand the demand and associated vehicle requirements.

GE suggested that a scheme could be piloted with Moorlands Connect which is a dial-a-ride service. This could be undertaken over the school summer holiday period when it is not required for school runs. GE said that the issue should be raised with Ashbourne Community Transport. This was agreed by the group. Accompanying marketing material could be provided to local guest houses etc...this could be offered as a one off during the pilot with

<p>the view that the accommodation providers would fund future material if the pilot proves successful. LG will liaise with Alton Towers marketing team and KG will liaise with Ashbourne Community Transport.</p>	<p>LG KG</p>
<p>Local Plan Updates</p> <p>WS provided an update from Ruth Woodisse at SMDC. The SMDC Preferred Options Sites and Boundaries consultation runs until the 13th June 2016. It covers development requirements (2016-31), green belt boundary, housing, employment, mixed use allocations, retail allocations, town centre boundaries and retail frontages, open space, settlement and infill boundaries and a gypsy and traveller allocation.</p> <p>The next steps for SMDC are: Consultation on Preferred Options Policies – July to August 2016 Publication of Local Plan with formal representation invited – November to December 2016 Council submit Local Plan to Secretary of State – February 2017 Examination in Public – Spring 2017</p> <p>GE mentioned the updates to the Cheadle Town Centre Masterplan which will be undertaken by SMDC in partnership with SCC.</p> <p>NP provided an update on the East Staffordshire Local Plan. The Plan was adopted last October and Denstone PC are preparing a Neighbourhood Plan.</p> <p>LG requested an update on the A50 works and AC agreed to provide an update for the next meeting.</p>	<p>WS</p>
<p>Signing Review</p> <p>GP mentioned that a meeting was held on Tuesday 24th May 2016 at Alton Towers to discuss the signing review and marketing issues including the amended logo. There were some concerns raised by Alton Towers relating to the logo design which they will discuss internally. CR has provided a review of directional signs and focussed on routes from the resort. GP agreed to update the network plans in accordance with this information. GP mentioned the complexities of the logo design which must comply with Department for Transport guidance and meet with their approval.</p> <p>The most appropriate routes will now be identified to and from the resort as well as consideration of routes to be used during unforeseen circumstances. This could involve use of variable message signs at key locations including the resort entrance/exits.</p>	<p>GP</p>

<p>Monitoring</p> <p>WS will provide an update at the next meeting as equipment has only recently be recommissioned.</p> <p>LG mentioned that the resort has undertaken travel surveys of visitors. Touch screens located across the site can be used to access the questionnaire. AC mentioned that there may be an opportunity to encourage teenage visitors to use local bus services if they were available. LG agreed to provide outputs from the questionnaires at the next meeting.</p> <p>Any other business</p> <p>MW mentioned that Alton PC would like a contribution to the resurfacing of their village hall car park which could be utilised by the shuttle bus as a drop off and collection point for visitors to the resort. The total cost is estimated to be £19,000 and they are looking for 50% funding. The car park could accommodate 50 vehicles. MW also suggested he would put £1,000 from the Community fund towards the scheme.</p> <p>MW issued thanks to Mark Kerrigan for all of his efforts being previously involved in the group.</p> <p>AC suggested checking whether the shuttle service is successful prior to making the contribution for the car park, the group agreed.</p> <p>Date of next meeting</p> <p>Thursday 29th September 2016 at 10am No.1 Staffordshire Place, Stafford</p>	<p>WS</p> <p>LG</p> <p>WS</p>
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