



Proposed High Ropes Course - Transport Statement

1. Introduction

- 1.1. The Alton Towers Resort is a major tourist destination in Staffordshire in the Churnet Valley to the north of Alton village and attracts visitors to the theme park and hotel complex. It is the UK's most popular and largest theme park, making it an important generator of tourism. The Resort is also a major employer offering a range of permanent and seasonal contracts.
- 1.2. This brief Transport Statement has been prepared to support the planning application for a High Ropes Course to confirm that there is not expected to be any additional traffic generated by this proposal.

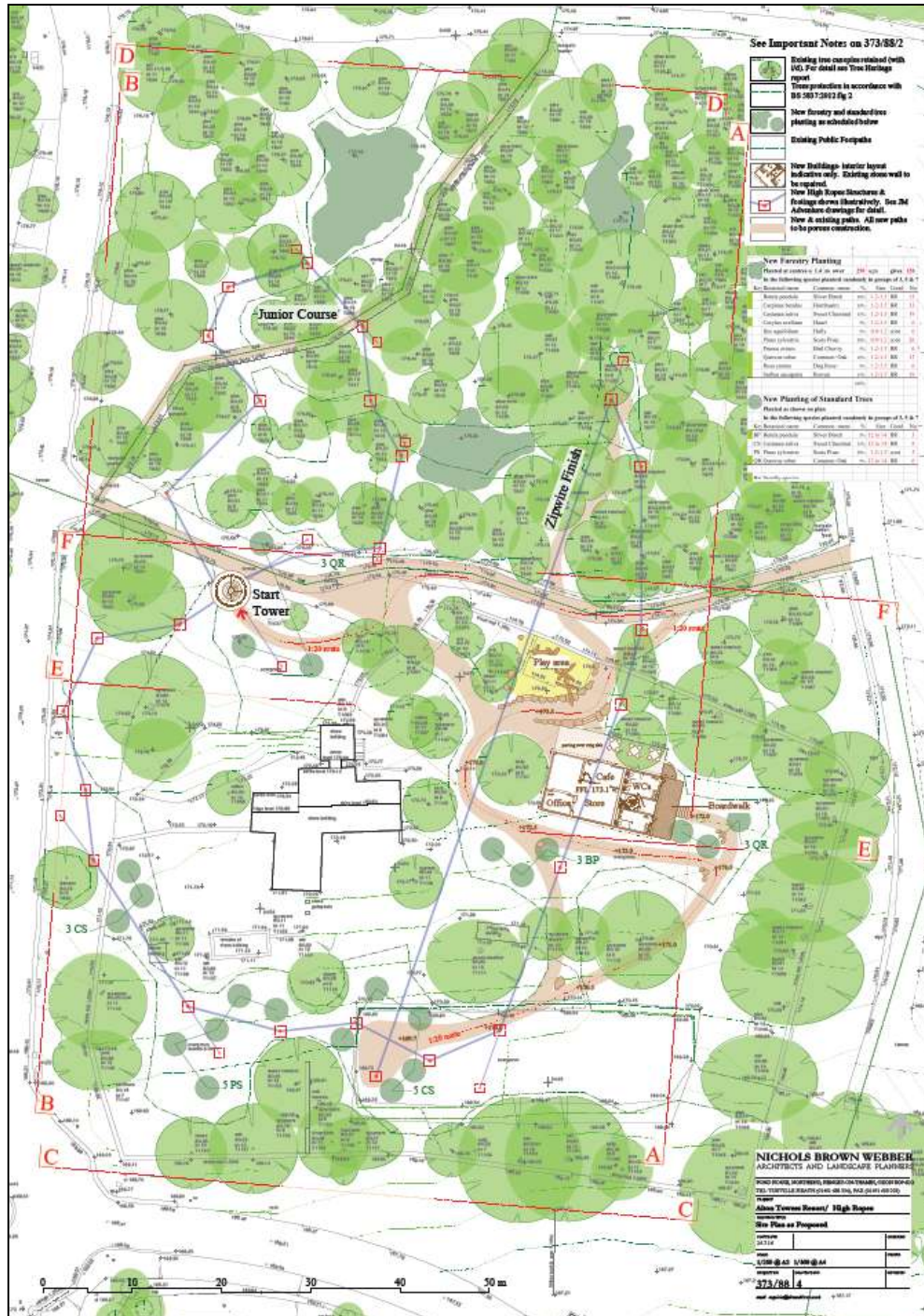
2. The Proposed Development

- 2.1. To continue to attract visitors and meet their diverse demands the Resort must continuously refresh its facilities and attractions on offer. As such, the installation of a High Ropes course will further enhance the opportunities available at the site and will provide an attraction that is open throughout the year that is closely linked to the hotel and lodge developments.
- 2.2. It is anticipated that tickets for the High Ropes course will be available either in combination with the theme park entrance or, as with the Extraordinary Golf attraction, separately. The estimated number of visitors using the High Ropes course will be 250 to 300 people per day during peak times, but in the winter months the figure would be much lower.
- 2.3. The proposed site is located in the south eastern corner of the Alton Towers site, to the north of the Alton Towers Hotel and spa. To the south of the site is a car park for the hotel whilst the area immediately to the east is characterised by car parking for the wider Resort. Furthermore, the newly approved lodge development (ref. SMD/2014/0107) will be located in the area to the south east of the proposed High Ropes site.
- 2.4. Access to the High Ropes course will use the existing Resort access road from the Farley Lane entrance and visitors will use the existing hotel and resort parking.
- 2.5. The location and proposed layout of the new attraction is shown below:

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Location Plan and Layout





3. Existing Traffic Conditions

- 3.1. The number of vehicles generated by the Alton Towers Resort is affected by a number of external factors including the economic climate, the increase in 'staycation' holidays, school holidays, weather, other sporting events and the influence of new attractions.
- 3.2. Alton Towers Resort works closely with Staffordshire County Council and Staffordshire Moorlands District Council on all transport issues. The Alton Towers Resort Transport Liaison Group was set up in 2009 and includes representatives of the County, who chair all meetings, and District Councils. The purpose of the Liaison Group is to review issues related to the impact of development at the Alton Towers Resort on the transport infrastructure. It monitors the local traffic movements and considers local measures that may reduce transport impact. As a partnership between Alton Towers and the local authorities it enables transport issues to be examined, addressed and communicated to the local community.
- 3.3. Over recent years there has not been any significant congestion on the highway network other than on very peak days or if there has been a major event or an incident that has caused unusual delays.

4. Traffic Generation

- 4.1. The proposed High Ropes course is predominately being provided as a supplementary attraction for guests staying at the Resort hotels or lodges. It is not expected that the attraction will generate any additional traffic and, in fact, it is likely to retain guests in the accommodation on site for longer and therefore reduce vehicle trips on the adjacent highway network.
- 4.2. The attraction is forecast to attract 250 to 300 visitors on a peak day. This figure will be much lower in the winter or in adverse weather conditions. The use of the course will take up to 2 hours and therefore it is estimated that there will be approximately 60 to 80 visitors using the course at any one time. The visitors will have travelled to the Resort generally by private car and will be parked either in the Resort or hotel car parks. As the majority of patrons have stayed in the Resort accommodation overnight their use of the course will spread their departure or arrival time over a longer period of time and will reduce the volume of traffic arriving or departing from the Resort at peak times.
- 4.3. Based on the key parameters established from previous traffic and visitor surveys visitors to the attraction will arrive or depart in up to 100 cars which will be spread over the day before or after their visit to the Theme Park.
- 4.4. Parking will be in the existing hotel and resort car parks. No additional parking is being provided as the majority of visitors are expected to be visiting the High Ropes Course in combination with the existing attractions in the Resort.

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- 4.5. During construction there are expected to be between eight and ten construction staff on site and they will have up to four vehicles. In terms of deliveries, it is likely to be most intense during the first four weeks, with up to six deliveries per week of steel, timber poles and construction materials. After that it should be as little as two per week. These movements will be outside the peak arrival and departure times for the Resort and will have minimal impact.

5. Employee Travel Plan

- 5.1. The High Ropes course will be managed as part of the existing Hotels and Lodge complex. There will be an anticipated additional seven members of staff recruited to operate the course that will have access to the information and facilities provided by the Resort.
- 5.2. The Alton Towers Resort has implemented an Employee Travel Plan that identifies existing transport measures and sets out potential measures that may be implemented. The proposed High Ropes course staff will be integrated into the existing Employee Travel Plan.

6. Conclusion

- 6.1. There is not expected to be any additional traffic generated by this proposal and the main users of the High Ropes course will be Resort guests whose arrival and departure will be spread across the day, therefore having little or no conflict with day visitors to the theme park. Indeed the additional attraction will potentially reduce the number of vehicles to and from Alton Towers Resort during existing peak hours of the site.
- 6.2. The actual additional trip generation from the proposed attraction will be minimal, as the majority of patrons will already be staying overnight at the hotels or proposed lodges.
- 6.3. The existing Employee Travel Plan for the Resort will be extended to include the proposed attraction employees and any new staff will be encouraged to use alternative forms for transport to the private car, therefore minimising the number of employee vehicle trips to the site.
- 6.4. There are therefore no valid reasons for refusing the proposed development at this site, on highway or transportation grounds.

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