



Proposed Great Wolf Lodge, Chesterton, Bicester
Statement of Community Involvement
Great Lakes UK Limited
November 2019

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1.0 Introduction

This Statement of Community Involvement ('SCI') has been compiled by Redwood Consulting on behalf of Great Lakes UK Limited ('the Applicant', referred to as Great Wolf Resorts in this document) to support a full planning application on the land to the east of M40 and south of A4095, Chesterton, Bicester for:

"Redevelopment of part of golf course to provide a new leisure resort (sui generis) incorporating waterpark, family entertainment centre, hotel."

The Applicant has engaged with a wide range of local residents and stakeholders prior to submitting a planning application. The engagement with the local community and other stakeholders was executed in accordance with Cherwell District Council's Statement of Community Involvement adopted in 2016 and National Planning Policy Framework (NPPF) last updated in June 2019; the operational details are set out below in the SCI. The purpose of the SCI is to aid Cherwell District Council in understanding the nature and scale of the community engagement programme conducted in relation to the proposals.

1.1 Site context

The Site comprises part of the Bicester Hotel Golf and Spa ('BHGS'), an 18-hole golf club and hotel spa. The 18.6 hectares Site relates to nine holes of the current golf course and is located approximately 500m to the west of the centre of Chesterton village. BHGS is around 10 minutes' drive to Bicester, and approximately an hour to London and Birmingham by car or by rail. Bicester is well connected, with two train stations with direct routes to London, Birmingham and Oxford, and the Site itself is accessible from Junction 9 and 10 of the M40.

The Applicant's Proposal is to build a new Great Wolf Lodge, including indoor waterpark, family entertainment centre ('Adventure Park') and 498-room hotel, together with a publicly accessible nature trail on nine holes of the existing course. The existing hotel and spa would be untouched and there would remain a nine-hole golf course for use by golf club members.

1.2 Great Wolf Resorts background

Great Wolf Resorts is a leading brand of family resorts in the United States that promotes a fully integrated experience centred around an indoor waterpark, aimed at families with young children.

Great Wolf Resorts is North America's largest owner, operator and developer of family-oriented indoor waterpark resorts. The company opened its first resort in Wisconsin Dells in 1997 and now operates 18 resorts across North America. In the UK, Great Wolf Resorts has selected this area for its first resort due to its profile, proximity to major urban centres and its links to the motorway network. Its ambitions are for this to be its flagship European resort.

1.3 The proposals

The Proposed Great Wolf Lodge in Chesterton will provide a one-of-a-kind family resort experience, highlighted by an indoor waterpark, filled with slides, pools and other water features. Besides the waterpark, the resort offers additional attractions and entertainment offerings along with dining options all under one roof, creating an inclusive getaway that families can enjoy together.

The proposals seek to establish:

- A hotel with 498 themed rooms
- The centrepiece attraction as at every Great Wolf Lodge is the indoor waterpark that includes a variety of pools and slides for the whole family
- A range of dining options
- A family entertainment centre with attractions such as a ropes course, climbing wall, miniature golf, family bowling, arcade games and Great Wolf Resorts' own, interactive 'mystical, quest' game
- Flexible conference facilities with natural light and access to an outdoor terrace
- A circa six-hectare nature trail, fully accessible to resort guests and to the public

2.0 Public consultation strategy

2.1 Introduction

The Proposed Great Wolf Lodge approximately 500m to the west of the centre of Chesterton village, near Bicester, would be the first Great Wolf waterpark to come to the United Kingdom. The Project Team set out to conduct a thorough consultation in congruence with national and regional policies set out in Cherwell District Council's (the local planning authority - LPA) Statement of Community Involvement.

The Project Team (including The Applicant and its specialist consultants) sought to engage a wide range of stakeholders to ensure that all relevant stakeholders were given opportunities to give their views, both in support of and against the proposals.

2.2 Aims of consultation

The broad aims of the consultation were to:

- Conduct a wide-ranging consultation, engaging with local politicians, local groups, businesses, wider stakeholder groups and residents
- Explain the aims and rationale behind the proposals and the benefits, providing as much information as possible
- Provide a number of channels for the local community to express their views and asks questions, namely through face-to-face meetings, the public exhibitions, feedback forms, a dedicated website and project email address
- Incorporate feedback where possible into the emerging proposals
- Work closely with the LPA to ensure key officers and councillors were aware of the Proposed Development, consultation activities and outcomes
- Ensure that the scheme fits in with wider, strategic plans in the area.

These activities were carried out in addition to the consultation already undertaken by the Project Team with statutory consultees.

2.3 Political and community stakeholder audit

Throughout the pre-application process, the Project Team carefully identified and contacted local stakeholders and politicians to offer personal briefings. In addition, the Project Team made itself available to attend stakeholder meetings and ensure they were invited to attend both public exhibitions.

The below groups and individuals were identified as key to the consultation process and were invited to previews of the public exhibitions.

- Elected stakeholders, politicians and officers: The Project Team were keen to engage with local elected representatives including local Cherwell District Council (CDC) ward Councillors, CDC Cabinet Members, Oxfordshire County

Council (OCC), Chesterton Parish Council, Wendlebury Parish Council, Middleton Stoney Parish Council, Weston-on-the-Green Parish Council, Launton Parish Council, Caversfield Parish Council Bicester Town Council and the local Member of Parliament to ensure they were briefed on the plans.

- Community and civic stakeholders: Bicester and Chesterton, as well as the wider Cherwell area, has a wide network of local and regional community and business groups with which the Project Team sought to engage as follows:
 - Bicester Vision
 - Bicester Chamber of Commerce
 - Bicester Village
 - Bicester Hotel Golf and Spa
 - Eco Bicester
 - Oxfordshire Local Enterprise Partnership
 - Oxford Brookes University
 - Growing Bicester
 - Ace Training
 - Thames Valley Chamber of Commerce Group
 - Bicester Green
 - Chesterton Community Centre
 - Local primary and secondary schools across Cherwell

- The media: Local media have been considered as key to the consultation as a means of keeping local groups and individuals updated on the proposals. The below were identified as most important:
 - Bicester Advertiser
 - Oxford Mail
 - Banbury Guardian
 - Banbury Cake
 - BBC Radio Oxford

2.4 Approach to exhibition

It was agreed with planning officers at CDC that there would be two public exhibitions; one in June 2019 and a second in September 2019, which would give the Project Team time to reflect on the feedback from the first exhibition and modify, where possible. In addition, holding the second exhibition in September allowed further feedback to be provided on the proposals ahead of submission in November.

The Project Team wanted to ensure that residents and stakeholders in Chesterton as well as in Bicester were able to attend the exhibitions so both the first and second exhibitions were held at the BHGS in Chesterton and at the John Paul II Centre in Bicester

town centre. Exhibitions were divided up for preview attendees including stakeholders, local politicians and the BHGS members as well as multiple sessions for the public.

Invites were either hand delivered, sent by post or emailed, giving around two weeks' notice of the consultation event and location. Following this, a press release, local door drop and press advert were also issued to notify the public. A website was developed to outline the key principles and a dedicated email address established for any questions – see appendices for more information.

In order to improve turnout for the second exhibitions, especially at the Bicester location, flyering outside of Bicester Village station was organised for the week of the exhibition on 23 and 24 September between 5pm-9pm.

The public exhibitions were intended to be functional in style and format with specialist members of the Project Team on hand to talk through the boards and answer questions. It was the ambition to make the consultation accessible to all including disabled access. All materials were developed for those with little or no prior knowledge of the planning system. Therefore, and as much as possible, all documents were produced in 'plain English', avoiding the use of jargon and technical terminology.

The exhibition was promoted with two weeks' notice to ensure adequate time to promote and make arrangements for those who were not able to attend and who notified the Project Team.

2.5 First public exhibition

The first public exhibition took place from Thursday 13 June to Saturday 15 June in both Chesterton and Bicester for specific stakeholder groups and for the general public. The purpose of the exhibition was to introduce the public to Great Wolf Resorts, detail a broad design for the Site, its accessibility and transport routing, and to set out some of the predicted local benefits.

We held a session specifically for key stakeholders (local councillors and other stakeholders) in Chesterton at the BHGS as well as a specific session for Golf Club members.

The exhibitions' schedule was as follows:

- Thursday 13 June: Location - Bicester Golf and Spa, Chesterton
 - 4pm – 5pm Bicester Golf and Spa club members
 - 5pm – 7pm Cherwell District Councillors, local Parish Councils (Chesterton, Middleton, Wendlebury and Weston on the Green Parish Councils), Bicester Town Council, Oxfordshire County Council, Bicester Chamber of Commerce, Bicester Village, Eco Bicester, Oxfordshire LEP, Thames Valley Chamber of Commerce.
- Friday 14 June: Location John Paul II Centre, Bicester
 - 11am – 2pm – General Public
- Friday 14 June: Location Bicester Golf and Spa

- 5pm – 8pm – General Public
- Saturday 15 June: Location Bicester Golf and Spa
 - 9.30am – 1pm – General Public

The next section will provide further details on the exhibition. However, as well as eleven boards, the exhibition included a fly-through video of an existing Great Wolf Lodge and feedback forms were provided, which could be filled in there and then or returned via a freepost.

All boards and feedback forms were also uploaded on the dedicated consultation website (www.gwresortsuk.com) for those unable to attend or wanting to view the plans at home. Electronic feedback could also be submitted via the online feedback forms and a dedicated consultation email address info@gwresortsuk.com.

2.6 Follow up engagement

After the first exhibition, the Project Team analysed the feedback and re-examined the proposed plans with a view to incorporating suggestions into the proposals ahead of a second exhibition including transport re-routing and discounted day passes.

The Project Team also monitored the consultation inbox and responded to specific enquiries and questions from stakeholders. This consultation email address remains live today and is regularly monitored. Further details on enquiries and responses is outlined in a separate section.

2.7 Wider stakeholder engagement

Between the exhibitions, the Project Team also held a series of stakeholder meetings to discuss the Proposed Development, its impact on the local area and how it fits into the wider plans for the LPA. Meetings were held with:

- Chesterton Parish Council - 10 June and 9 July
- The Chairs of Bicester Vision and Bicester Chamber of Commerce – 9 September
- Cabinet Members and Senior Officers of the LPA – 10 September
- Bicester Vision Partnership Meeting (at least 40 different local enterprises) – 12 September

Invites were also sent to Chesterton, Middleton Stoney, Wendlebury and Weston-on-the-Green Parish Councils for meetings, with follow-up emails to chase these. However, only Chesterton Parish Council accepted the opportunity to meet in person.

The Project Team also contacted education establishments in the area, including primary schools, universities and sixth form colleges in Cherwell as part of Great Wolf Resorts' longer-term engagement and commitment to the wider education and learning agenda.

The Project Team visited a school in Cherwell to talk to the pupils about the Proposed Development, using the form of a 'Design your own waterpark' and 'Design your own

character' competition to engage with children on an appropriate level. This outreach to local schools in Cherwell was part of a wider engagement exercise, with the aim of gathering as much feedback as possible. The Project Team also approached a local university (which requested anonymity), which responded that they would be interested in working with Great Wolf Resorts on issues such as hospitality and tourism if and when planning permission was granted. The Project Team are in an ongoing dialogue with other institutions including Exeter University on future partnerships, in addition to local technical/specialist institutions, such as Ace Training.

The Project Team has also held one-on-one meetings with resident neighbours adjacent and in very close proximity to the Site to discuss the Proposed Development; the nature of assessments being undertaken for the planning application; and the extent of impacts to their property and mitigation works proposed.

2.8 Second public exhibition

The second public exhibition took place from Wednesday 25 September to Saturday 28 September, again in both Chesterton and Bicester with specific times for stakeholder groups and for the general public. The purpose of the exhibition was to re-introduce the public to Great Wolf Resorts, set out more detailed information on the design and landscaping for the Site, provide an update on its accessibility and the amended transport routing, as well as to set out more detail on the benefits that the Proposed Development would bring to the area.

We held a session specifically for key stakeholders (local councillors and other stakeholders) in Chesterton at the BHGS as well as for Golf Club members were also invited to attend this session.

The exhibitions' schedule was as follows:

- Wednesday 25 September: Location - Bicester Golf and Spa, Chesterton - preview sessions
 - 4pm – 5pm Bicester Golf and Spa club members
 - 5pm – 8pm Cherwell District Councillors, local Parish Councils (Chesterton, Middleton Stoney, Wendlebury and Weston-on-the-Green, Launton and Caversfield Parish Councils), Bicester Town Council, Oxfordshire County Council; Bicester Chamber of Commerce, Bicester Village, Eco Bicester, Oxfordshire LEP, Thames Valley Chamber of Commerce, and Bicester Vision (who passed on the invite to their network).
- Thursday 26 September : Location Bicester Golf and Spa
 - 4pm – 7pm – General Public
- Friday 27 September: Location John Paul II Centre, Bicester
 - 4pm – 7pm – General Public
- Saturday 28 September: Location John Paul II Centre, Bicester

- 9.30am – 2pm – General Public

Twelve boards were on display as well as virtual reality headsets showing a fly around the Proposed Development and a virtual experience of an existing Great Wolf Lodge resort in Georgia, USA. The flythrough of the Proposed Great Wolf Lodge in Chesterton was also shown on a television screen. In order to engage with as wide a demographic as possible, a children's colouring in corner and voting board for activities was on display. Feedback forms were available, which could be filled in there and then or returned via a freepost.

All boards and feedback forms were also uploaded on the dedicated consultation website (www.gwresortsuk.com) for those unable to attend or wanting to view the plans at home. Electronic feedback could also be submitted via the online feedback forms and a dedicated consultation email address info@gwresortsuk.com.

3.0 Public exhibition

3.1 Introduction

This section provides further detail on the two public exhibitions held in June and September 2019. Both events had a dedicated preview session, in addition to the sessions open to the general public.

A total of 633 people attended the two exhibitions. This was broken down as:

- 383 for the June Exhibition
 - Preview session - 92 attendees
 - Day 1 Bicester – 36 attendees
 - Day 1 Chesterton – 131 attendees
 - Day 2 Chesterton – 122 attendees
- 230 for the September Exhibition
 - Preview session - 53 attendees
 - Day 1 Chesterton – 85 attendees
 - Day 2 Bicester – 30 attendees
 - Day 3 Bicester – 62 attendees

Across the two exhibitions in June and September, there were a number of repeat visitors, and as a result the numbers above do not necessarily reflect unique visits.

The next section of the document outlines the principles of the exhibition itself, materials on display and the feedback process. The objective of the first exhibition was to:

- Introduce the Proposed Development to the wider public
- Explain the developer's priorities for the Site
- Provide a forum for all attendees to give feedback after viewing the exhibition material

The second exhibition, held three months later, allowed time for the Project Team to take on board the feedback from the June exhibition and to:

- Introduce the updated development and explain the changes
- Show a more developed set of designs
- Provide a forum for all attendees to give feedback after viewing the exhibition material

3.2 Exhibition location and logistics

The venue and timings of the exhibitions at Bicester Golf and Spa Hotel in Chesterton and the John Paul II Centre in Bicester were chosen to encourage the highest possible

attendance levels. Sessions were held during the week, in the evenings and over a weekend to allow visitors to attend outside of working hours.

3.3 Exhibition promotion

Both public exhibitions were widely publicised in advance by the following means:

- **1,658 flyers** (829 each for June and for September) (**see Appendices 1 & 13**): These were hand delivered to residential and commercial addresses in the local area in Chesterton, surrounding villages up to the edge of Bicester inviting local residents to the public exhibitions. The flyer detailed the dates, times, venue, website address and a dedicated email address to contact the Project Team. A map showing the distribution area can be found in **Appendix 2**, the area. Also, for the September exhibition, flyers were handed out at Bicester Village station on Monday 23 September and Tuesday 24 September between 5pm and 9pm.
- **Letters (see Appendices 4 & 17)**: Invitations were sent for preview sessions at the June and September exhibitions to:
 - Cherwell District Councillors (relevant Cabinet Members and ward Councillors were invited to the stakeholder preview via email and post)
 - Community groups Chesterton, Middleton, Wendlebury and Weston on the Green Parish Councils and the Bicester Town Council
 - Business stakeholders including Bicester Chamber of Commerce (BCC), Bicester Vision, and the Oxford Local Enterprise Partnership (LEP), Eco Bicester. We asked Bicester Vision and the BCC to distribute to their networks
 - BHGS Members
 - Homes bordering the Site (including Vicarage Farm and Stableford House)
- **Digital (see appendix)** A website was created to provide details of the public events, and a downloadable link to the exhibition boards and feedback form was added on the day of the first public exhibition. This ensured that members of the public that were unable to attend the events could still view the proposals and feedback to the Project Team. The Project Team email was also added. Both the email address and website were included on all exhibition promotion materials.
- **A press release (see Appendix 10)**: was sent out on the 5th June to advertise the First Exhibition and the 17th September for the Second Exhibition. The recipient lists were *Bicester Advertiser*, *Banbury Guardian*, *BBC*, *Banbury Sound*, *Buckingham Advertiser* and *Banbury Cake*. Coverage also included an interview with BBC Radio Oxford on 1 July between Greg Miller (Great Wolf Resorts) and Adam Bell (BBC Radio Oxford, Drive Time Show).

- **Advertising (see Appendix 3)** – Adverts were taken out for both exhibitions in the *Bicester Advertiser*. For the June exhibition they were published on 30 May, 6 June and 13 June and for the September exhibition adverts were published on 19 September and 26 September.
- **Signage** A frame posters and directional signage was also placed at both venues to ensure attendees were able to find the event location with ease as well as to bring the event to the attention of those passing by.

3.4 Exhibition materials on display

11 boards were on display during the June exhibition and 12 boards were on display during the September exhibition. The content of these boards is explained below:

First exhibition – June

See **Appendix 7** for boards

NO	Board Title	Summary
1	Welcome	This welcomes visitors to the exhibition and gives an overview on what the boards will present, a brief summary of who Great Wolf Resorts are and explains who the Project Team are.
2	This is Great Wolf Lodge	This explains the Great Wolf Lodge brand and the history behind it, including details on what this new UK flagship would include.
3	About the Site	This explains what is currently on the Site of the Proposed Great Wolf Lodge, and the surrounding area. Details out how the Bicester Hotel, Golf and Spa fits in with the plans and what its future will be.
4	Design of the resort	This shows an initial aerial view of the Proposed Great Wolf Lodge, and shows what the water park might feature.
5	Landscape Approach	This explains the landscaping of the Proposed Site, and explains how the existing landscape features will be retained and enhanced where possible.
6	Sustainable travel and accessibility	This details the work being carried out to ensure the new resort will promote sustainable travel modes, minimising the impact on surrounding road networks and particularly residential areas, including Chesterton and Little Chesterton.
7	Construction	This explains how a construction management plan will be put in place to ensure minimal disruption during the construction period, which will include specific agreements on working times and control of distribution and methods of working.
9	Project Green Wolf	This outlines several sustainability initiatives that have been implemented across Great Wolf Resorts to

NO	Board Title	Summary
		reduce the environmental impact, under “Project Green Wolf”.
10	Local, economic and social benefits	This explains how the proposals will bring investment to the local community and support new jobs.
11	Timeline and next steps	This concludes the exhibition by explaining the proposed timings of the plans, and explaining how visitors can feedback on the proposals or find out more information.

Other materials on display: Alongside the exhibition boards, at the June exhibition there was a “fly through” video of an existing Great Wolf Lodge in the United States, introducing the Great Wolf Lodge brand and experience.

Second exhibition – September

See **Appendix 19** for boards.

NO	Board Title	Summary
1	Welcome	This lists out who the Project Team are and who will be available at the exhibition. It explains what the exhibition is for and what it will present.
2	This is Great Wolf Lodge	This explains who Great Wolf is and the history behind the brand, including details on what the new UK flagship will include.
3	About the Site	This explains what is currently on the Site of the Proposed Great Wolf Lodge, and the surrounding area. Details out how the Bicester Hotel, Golf and Spa fits in with the plans and what its future will be.
4	Design of the resort	This shows how the Proposed Great Wolf Lodge will look through images and drawings of the façade appearance, interior lobby, the main entrance, an aerial view of the Proposed Great Wolf Lodge, exterior of the waterpark facilities, the indoor water park and the view from the nature park.
5	Landscape Approach	This visually explains the increased landscaping of the Proposed Site.
6	Sustainable travel and accessibility	This details the work being carried out to ensure the new resort will promote sustainable travel modes, minimising the impact on surrounding road networks and particularly residential areas, including Chesterton and Little Chesterton.
7	Transport routing	This explains how the proposed routing has been adapted following feedback from the first exhibition in order to minimise traffic flow through the village of Chesterton.
8	Project delivery	This details the construction management plan to ensure minimal disruption during the construction

NO	Board Title	Summary
		period, explaining the construction hours and how the team will carry out 'considerate construction'.
9	Project Green Wolf	This outlines several sustainability initiatives that have been implemented across Great Wolf Resorts to reduce the environmental impact, under "Project Green Wolf".
10	Economic and social benefits	This explains the benefits of the scheme in terms of the community, jobs and training and the local economy.
11	Timeline and next steps	This concludes the exhibition by explaining the proposed timings of the plans, and explaining how visitors can feedback on the proposals or find out more information.
12	Which activities would you like see?	This board provides images of different activities on offer at Great Wolf Lodge, including the waterpark, rope courses, bowling, games arcade, dining, characters and story time and invites exhibition attendees to vote for their favourite. This board was aimed at children to enable them to engage with the proposals.

Other materials on display: Alongside the exhibition boards, at the September exhibition there was a "fly through" video of the Proposed Great Wolf Lodge, which was also available on virtual reality headsets, which also allowed the user to immerse themselves into the experience of being at the Great Wolf Lodge in LaGrange, Georgia (USA). There was also a children's corner with activity sheets to colour in and a board for children to vote for their favourite activity they would like to do at a waterpark (see **Appendices 16 & 18**).

3.6 Feedback form and process

Written feedback has played an important role in the consultation, and the following measures were put in place to make this process as easy as possible:

- Visitors were encouraged by members of the Project Team to fill in a feedback form (see **Appendices 8 & 17**)
- The feedback form was designed to obtain qualitative and quantitative feedback, to encourage consideration of the information displayed on the boards and give opportunities for additional comments
- A dedicated project email address was also provided on the feedback form as an alternative method to leave feedback
- The feedback form could be downloaded online and either sent to the freepost address or via the dedicated email

A total of 200 forms were submitted during the consultation, 150 for the June exhibition and 50 for the second, the results of which can be read in the next section.

3.7 Feedback form and process

Representatives of the Project Team covering the public exhibition were available at all times to guide attendees through the emerging proposals, answer any questions and take on feedback to relay to the rest of the Project Team. Over the course of the exhibition, the team members were involved in conversations and played an important role in helping visitors to gain a better understanding of the information presented on the exhibition material.



Fig. 1 - Exhibition venue: Bicester Hotel, Golf and Spa in Chesterton



Fig. 2 – Exhibition venue: Bicester Hotel, Golf and Spa in Chesterton



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Fig. 3 – Exhibition venue: Bicester Hotel, Golf and Spa in Chesterton



Fig. 4 – Exhibition venue: John Paul II Centre, Bicester



Fig. 5 – Exhibition venue: John Paul II Centre, Bicester



Fig. 6 – Exhibition venue: John Paul II Centre, Bicester



Fig. 7 – Exhibition venue: John Paul II Centre, Bicester

4.0 Feedback

4.1 Introduction

This section summarises the feedback gathered from participants in the June and September 2019 consultation events via the forms which were made available. A total of 150 forms were received in the first exhibition and 50 in the second exhibition.

To date, the Project Team has also responded to 123 enquiries that have been sent through regarding the proposals to the info@gwresortsuk.com, which have been summarised at the end of this section.

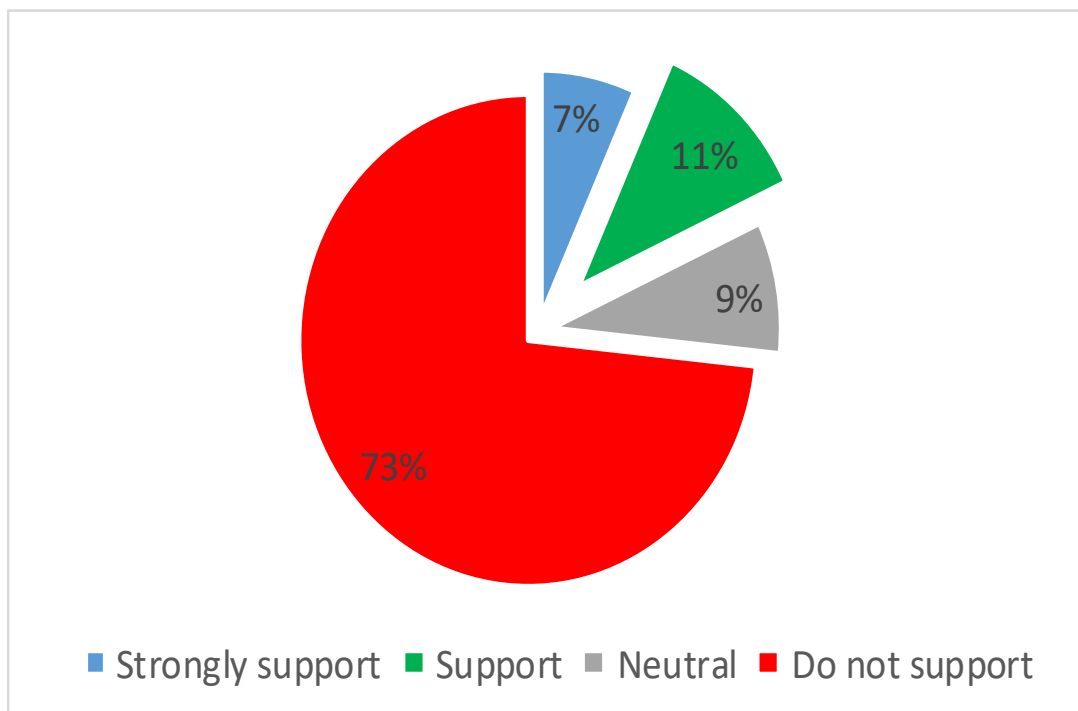
4.2 Feedback summary

The feedback received on the Proposed Development relates largely to the increased vehicle traffic to and from the Site and any potential environmental impact of the Proposals. These concerns have been consistent across both exhibitions.

4.3 First exhibition

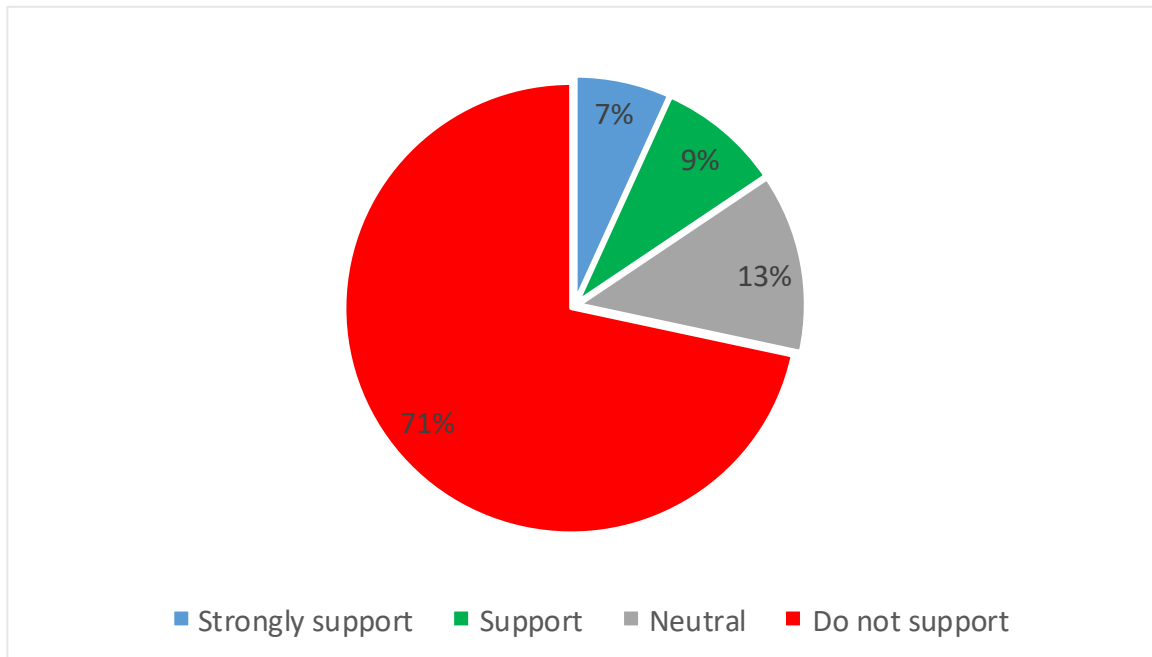
- Over 70% of respondents stated they were not in support of any leisure facility/resort in Chesterton or a Great Wolf Lodge. In addition, just over half (57%), could not see a benefit to the local community
- However, a quarter of respondents (27%) believed new jobs would be a benefit, while close to a quarter (22%) felt there would be a boost to the local economy.
- 14% of respondents identified partnerships with local schools and institutions as a benefit
- Most respondents did not view an increase in visitors to the local area as a positive, referencing current traffic issues
- Those that did support the proposals or were open to supporting them underlined that they wanted access to the resort on a day-pass basis, ideally with a discount for locals
- There were positive response to the plans for a new, dedicated coach or shuttle bus service for visitors and staff, which was caveated with the desire for this service to be available to local residents to use

QUESTION 1: Do you support the creation of a new leisure facility and family resort?



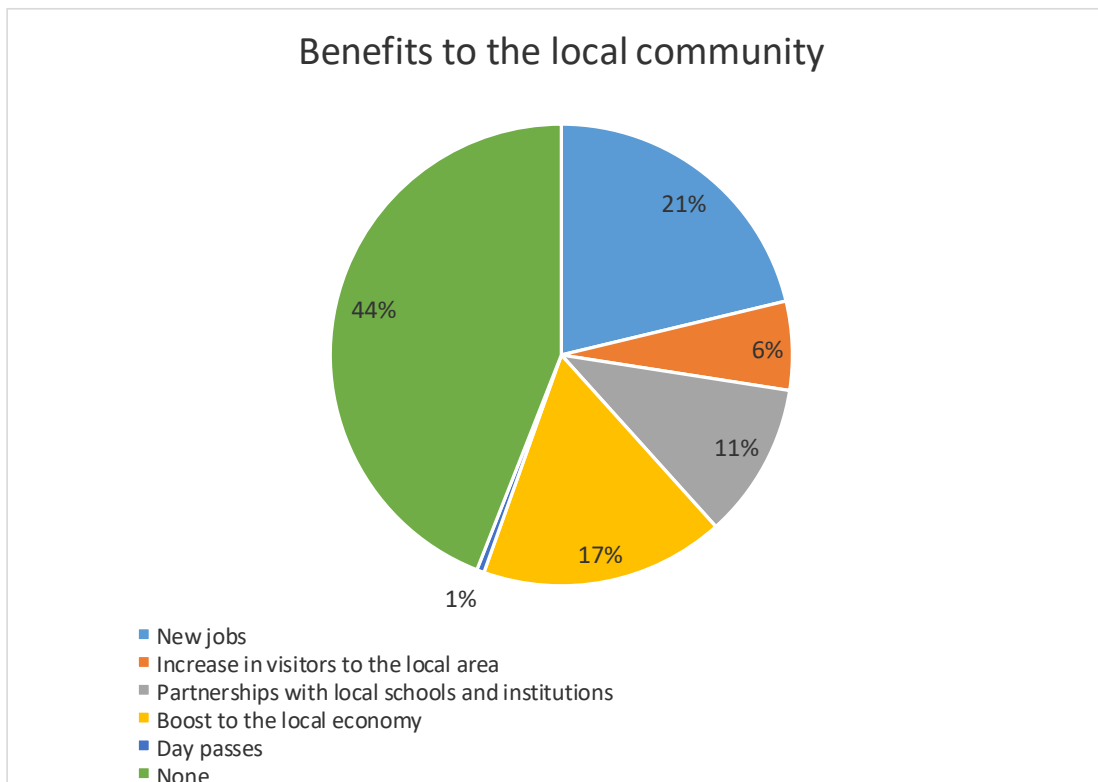
COMMENTS: Most people who filled in a feedback form did not support the creation of a new leisure facility and family resort (73%). The sessions that attracted the most support for a development of this kind took place in Bicester on Friday and Chesterton on Saturday (when only 42% of people did **not** support a new facility/resort of this kind). The most negative feedback occurred during the session on Friday in Chesterton (with 29 out of 31 respondents opposing a new leisure facility and family resort) and in the forms we have received by post (37 out of 42 respondents).

QUESTION 2: Do you support plans for a Great Wolf Lodge family resort?



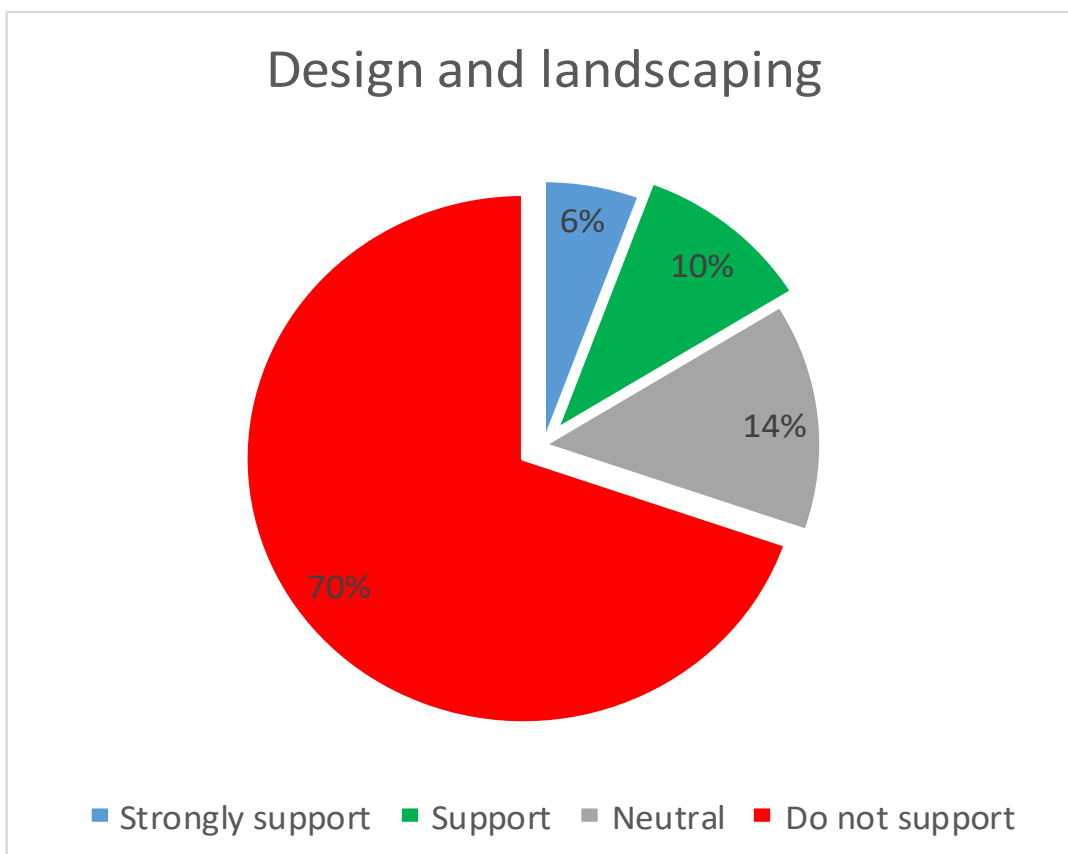
COCOMMENTS: This dataset largely reflects that of the first question, with the minor discrepancies largely explained through respondents feeling as though the questions were the same. There were some concern that Great Wolf Resorts' American roots would be out of keeping with the local area.

QUESTION 3: Which of the following do you think will be the main benefits to the local community of the Proposed Development?



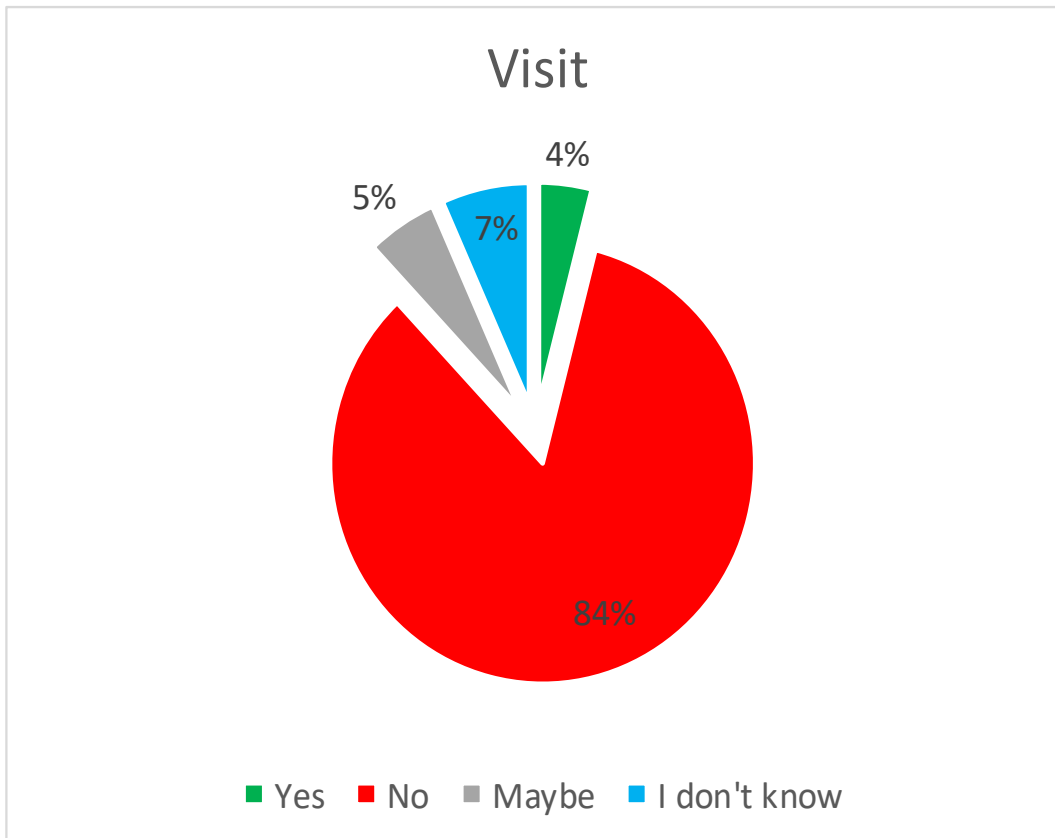
COMMENTS: Less than half of respondents (44%) felt that there were no real benefits to the local area, with some specifying that there were no benefits for Chesterton and the surrounding villages. The most popular of the benefits listed in the survey was new jobs (21%), followed by a boost to the local economy (17%) and partnerships with local schools and institutions (11%). An increase in visitors to the local area was the least popular option (6%), with some writing in the comments section that this was in fact a negative for locals, who felt this would exacerbate the current traffic issues in the area. The most positive sessions occurred on Friday in Bicester and Saturday in Chesterton, with the most negative feedback stemming from the feedback forms that have been posted since.

QUESTION 4: Do you support the proposed design and increased landscaping?



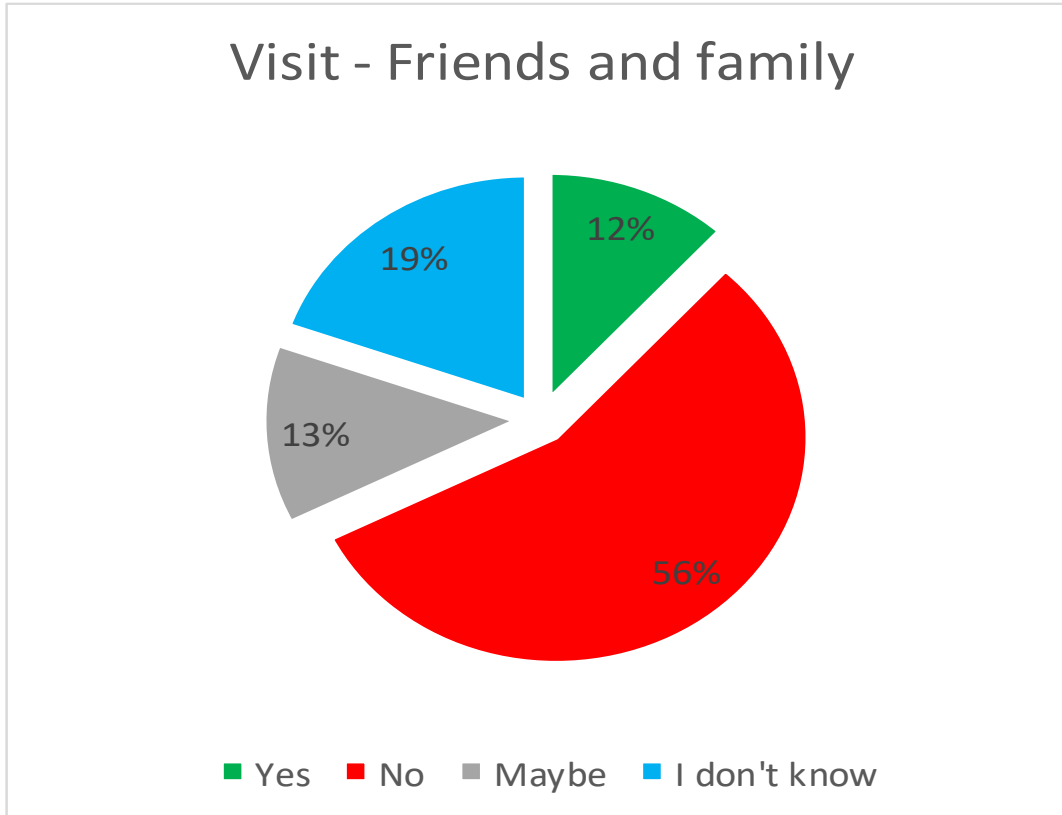
COMMENTS: The majority of respondents did not support the proposed design and increased landscaping (70%). However, it should be emphasised that very few gave specific reasons for opposing, and, given the figures are within a percentage points of those who oppose the development in its entirety, these figures could be put in the context of that correlation. This is also evident in the increased number of neutral responses (14%), highlighting that the design of the scheme is not the main concern in the local community. Of those that did leave comments, these largely emphasised the desire to hide the building from public view and the need to have more information and renderings on the exhibition boards

QUESTION 5: Would you be likely to stay at a Great Wolf Lodge?



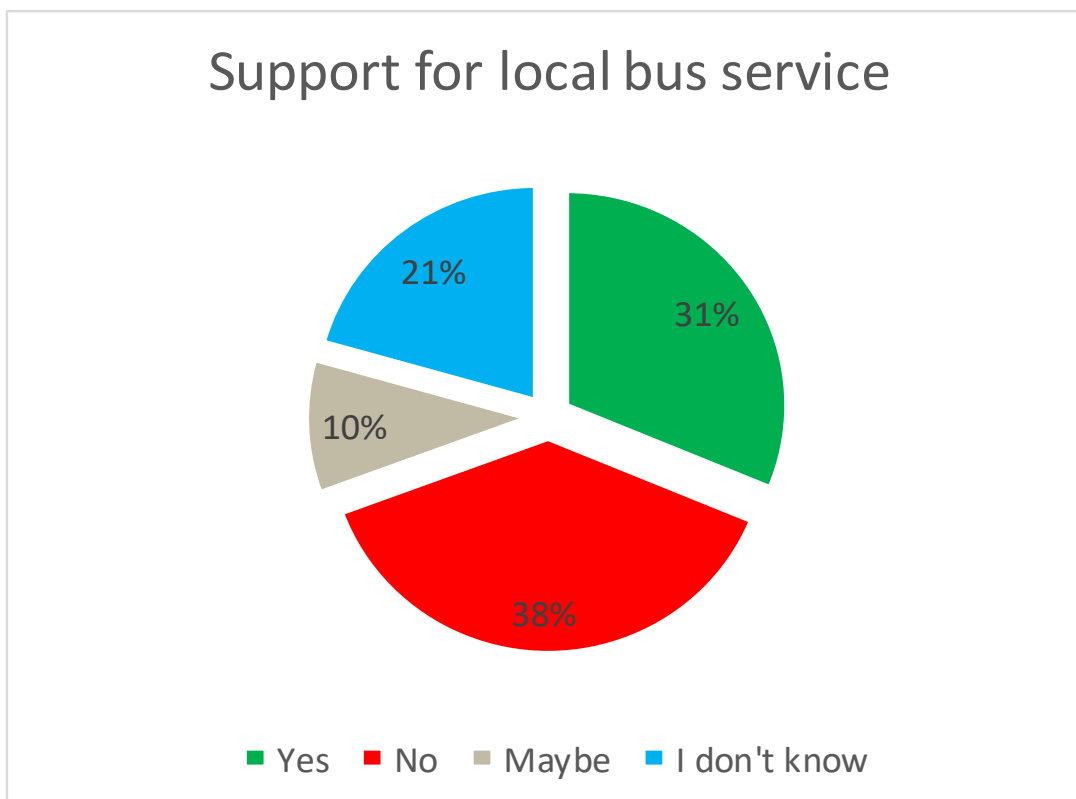
COMMENTS: The vast majority of respondents stated that they would not stay at a Great Wolf Lodge (84%), answering the question in reference to the Proposed Great Wolf Lodge in Chesterton rather than in general. Some of those that responded saying they would not stay at a Great Wolf Lodge said that they would use the resort for its facilities on a day pass basis, with almost every 'Yes', 'Maybe' and 'I don't know' response (a combined 16%) saying the same.

QUESTION 6: Would you bring friends and family to Great Wolf Lodge?



COMMENTS: There is a significant change to the feedback in this question, with only 56% of respondents stating they would not bring their friends and family to a Great Wolf Lodge. It is possible this shift is due to the proximity of the hotel to the village and the potential for friends and family to use the resort when visiting local residents.

QUESTION 7: Do you support plans for a new dedicated local coach service for visitors and staff?



COMMENTS: This question yielded the most positive feedback from respondents, with the majority of people not opposing a bus service (62%).

Of those that answered 'Yes' (31%), 'Maybe' (10%) and 'I don't know' (21%), the majority caveated their support depending on the use of the service by local residents and the locations to/from which it would travel (i.e. Bicester North, Bicester Village, etc.). Those that opposed the scheme (38%) generally believed this would further exacerbate the traffic issues in the area (although some acknowledged it would ease such concerns and reduce pollution).

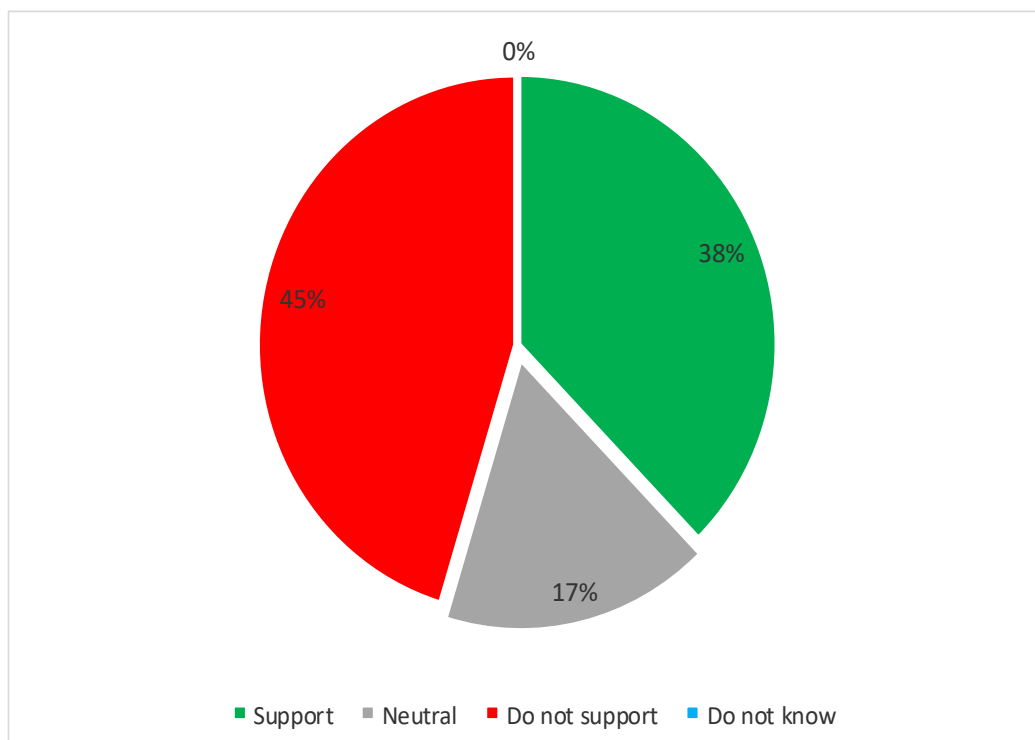
QUESTION 8: Any other comments?

- The biggest additional comment on the forms was by far traffic, with 31% of respondents who answered this question referencing an increase in traffic as their main concern
- This was followed by comments suggesting this was the wrong location, which was referenced by 24% of respondents
- Other themes included:
 - The loss of the golf course (8%)
 - The lack of benefit for the local community (6%)
 - It is too American (4%)
 - Request for day passes (3%)
 - Light / noise pollution (3%)
 - General opposition (2%)
 - General support (2%)
 - Construction concerns (2%)
 - Other (i.e. house prices, desire for shop/café, questions over footpath / cycle routes) (4%)

4.4 Second exhibition

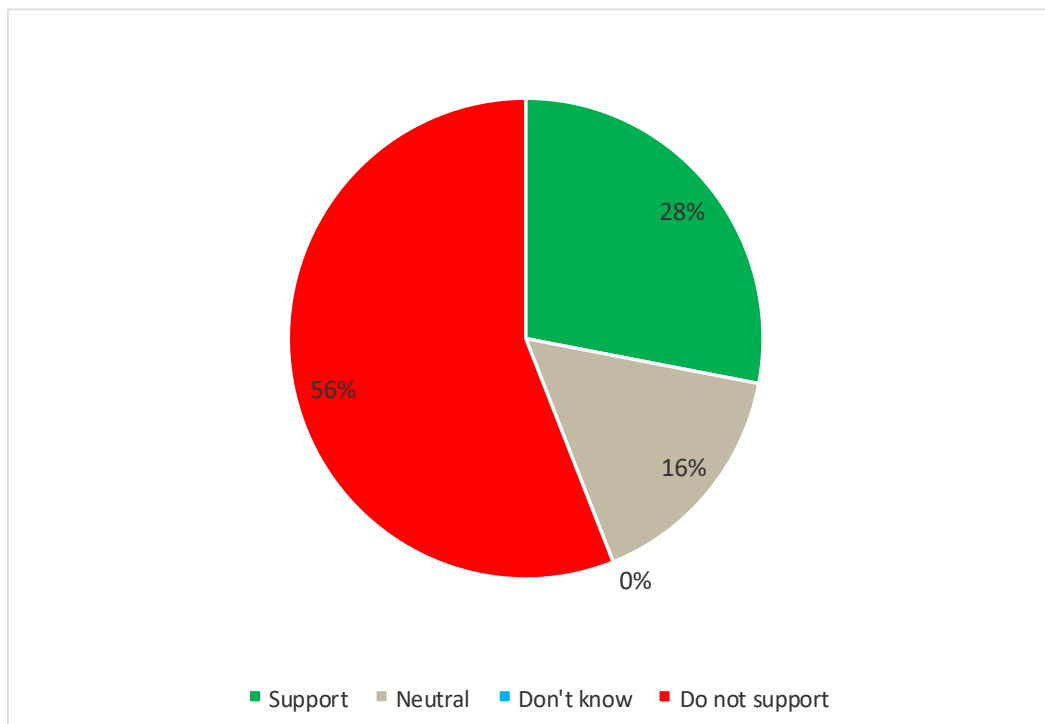
- Great Wolf Resorts received 50 feedback forms during and following the second exhibition
- 44% of respondents were opposed to the creation of any leisure facility/resort in Chesterton, with this figure rising to 53% in the second question when asked specifically about a Great Wolf Lodge in Chesterton. This compares with figures of over 70% for both questions in the first exhibition
- The majority of respondents were not opposed to the idea that a new resort would provide an economic boost to Oxfordshire and the immediate area
- 67% of respondents were not opposed to Great Wolf Resorts fostering partnerships with local schools and institutions as a benefit
- Some respondents continued to express concerns over traffic and the effect such a new resort would have on the village of Chesterton and surrounding area
- 32% of respondents stated that they would visit a Great Wolf Lodge on a discounted, day pass basis, compared with only 4% of respondents in the first exhibition stating that they would stay at the resort

QUESTION 1: What do you think of the creation of a new family leisure facility and resort in Oxfordshire?



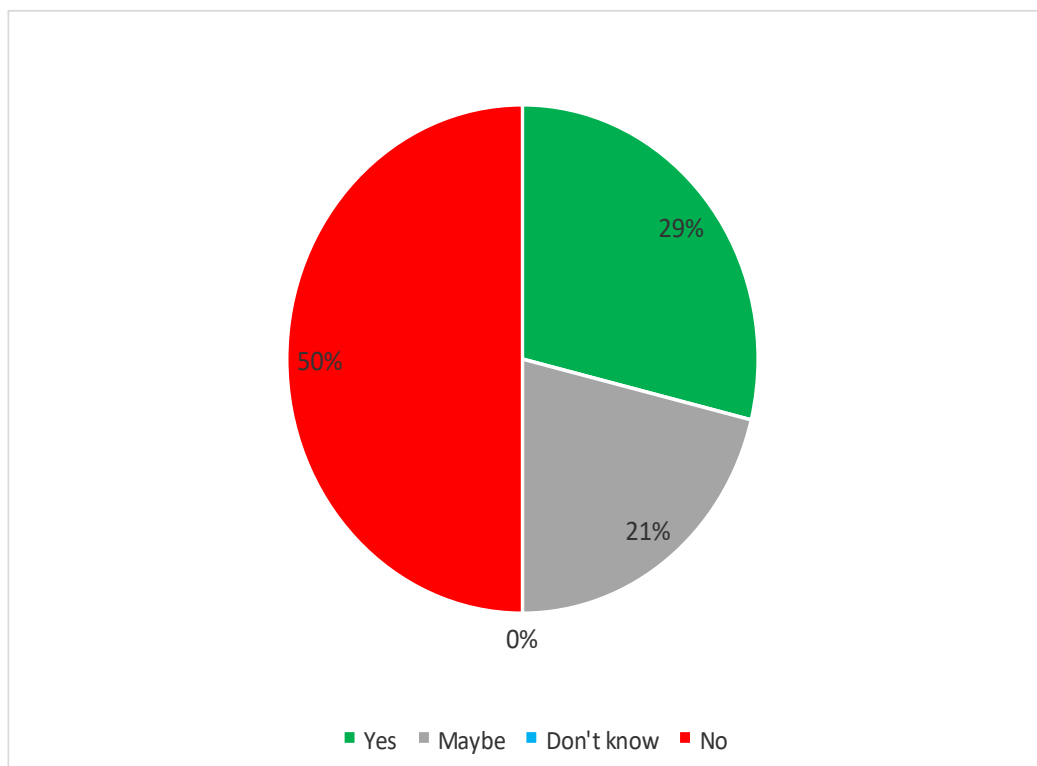
COMMENTS: This question represents a significant improvement on a similar question asked in the June exhibitions, with only 45% of respondents opposing the creation of a new family leisure facility and resort in Oxfordshire, compared with over 70% in the previous round. The most positive feedback from exhibitions came during the Bicester exhibitions, with over 55% of feedback either supportive or neutral to the idea. The most positive feedback overall was received by post, with eight respondents supporting the creation of a new leisure facility/resort in the area.

QUESTION 2: What do you think of plans for a Great Wolf Lodge in the Bicester area?



COMMENTS: As with the previous question, this represents an improvement on a similar question asked in the June exhibitions, with almost 45% of people not opposing or supporting the creation of a new family leisure facility and resort in Oxfordshire, compared with over 70% opposing in the previous round.

QUESTION 3: Do you think a new resort will provide an economic boost to Oxfordshire and the immediate area?



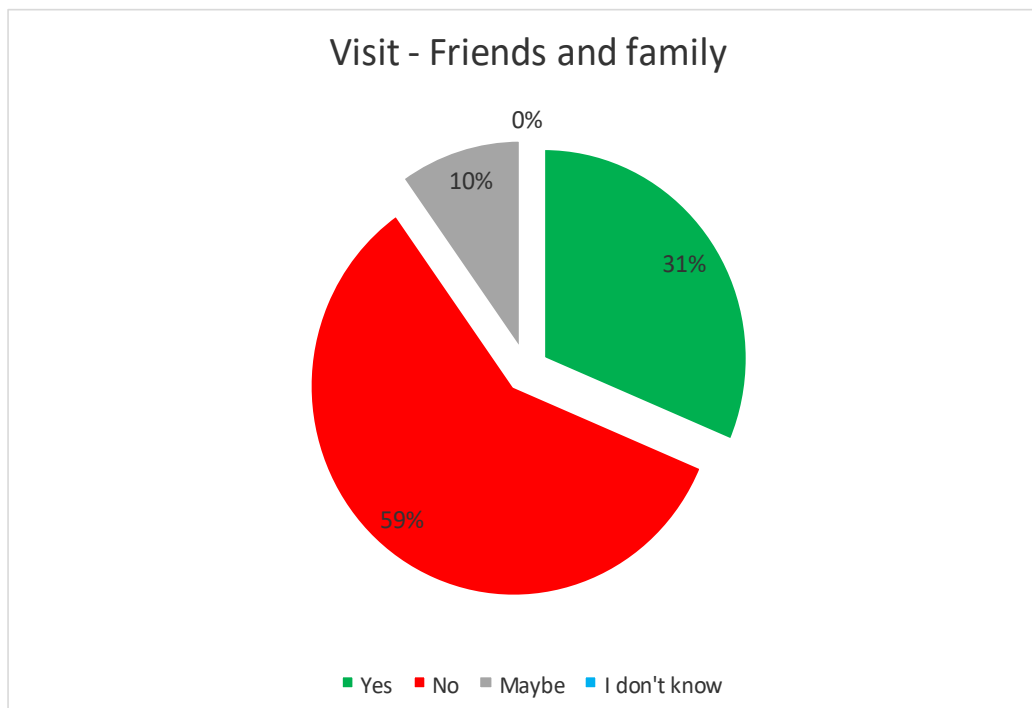
COMMENTS: Whilst this question was not asked directly at the June exhibitions, it represents an improvement when compared to the question that asked what the main benefit to the local community of a the Proposed Development would be, which saw 57% of respondents stating that they felt there were no real benefits to the local area. This answer, by contrast, was more evenly split, with a higher percentage answering positively. Many respondents that said there would be no economic benefit stated that employment levels in Cherwell and Oxfordshire as a whole are already very high, and such a development was not required.

QUESTION 4: How do you think the proposed designs and landscaping could be improved?

This question only requested comments from the local community, which have been summarised below.

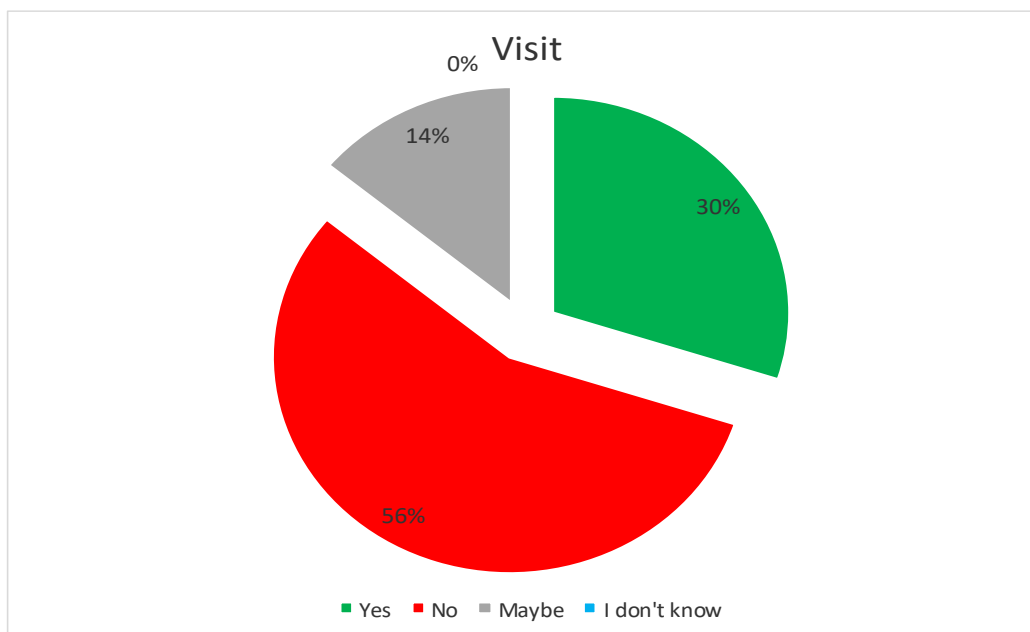
COMMENTS: Whilst some respondents commented that they liked the design and landscaping depicted at the exhibition, some expressed concerns about the size, massing and height of the Proposed Resort. Two respondents suggested the installation of solar panels on the roof to generate more sustainable energy for the Site. Others suggested that the landscaping should ensure that the building is not seen from outside of the Site. Finally, a handful respondents reiterated their concerns about the location of the Site and suggested it should be moved either elsewhere in Oxfordshire or outside of the county or country entirely.

QUESTION 5: Do you have friends or family that you think would use a Great Wolf Lodge?



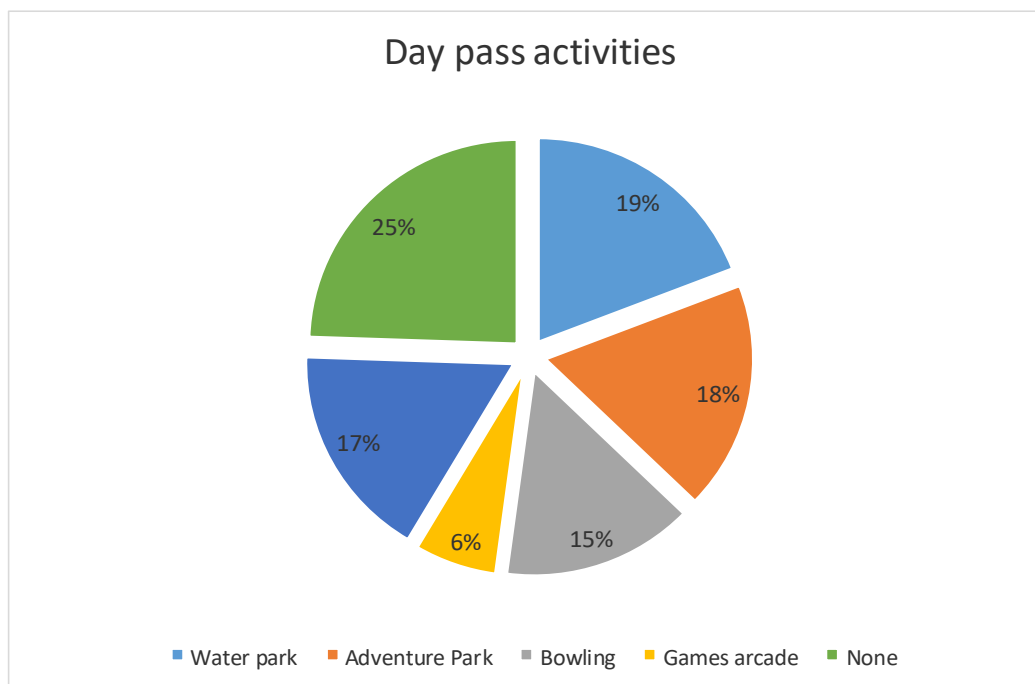
COMMENTS: Whilst the proportion of people who responded negatively to a similar question in the first exhibitions has remained the same for this question, the percentage of those that said 'Yes' increased from 12% to 31%, whilst those that said 'Maybe' decreased from 13% to 10%. In addition, 19% of people chose 'Don't know' in the previous exhibition, with 0% choosing this answer in September. Many respondents highlighted that it would depend on the price, with others stating it would be used by their younger relatives.

QUESTION 6: Would you be likely to use day passes to visit a Great Wolf Lodge?



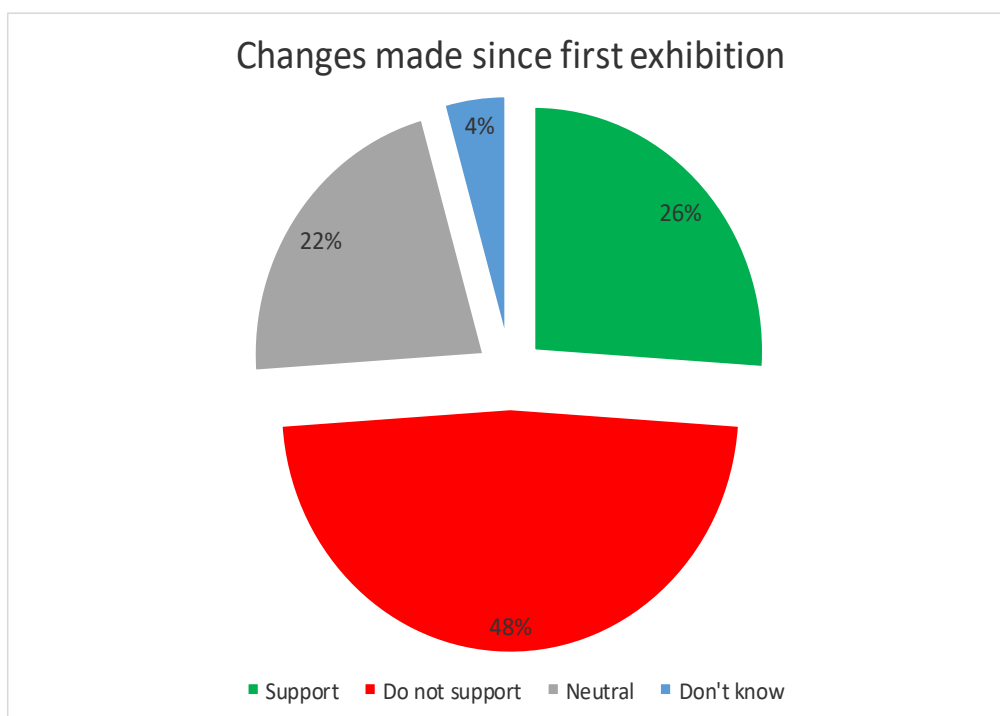
COMMENTS: In the previous exhibition, respondents were asked whether they would be likely to stay at a Great Wolf Lodge, with 84% of respondents stating that they would not stay at the resort. As a result of this feedback and demand for day passes, it was agreed to provide discounted day passes for the local community. This has resulted in 30% of respondents stating that they would use a Great Wolf Lodge on a day pass basis, this is higher than the percentage of people who proactively support the resort with some who oppose it actually saying they would visit. Many people highlighted their concern about the price of day passes (which are yet to be finalised). Others highlighted that such a scheme would be useful for children and birthday parties.

QUESTION 7: Which of the following leisure options would you be likely to use on a day pass basis?



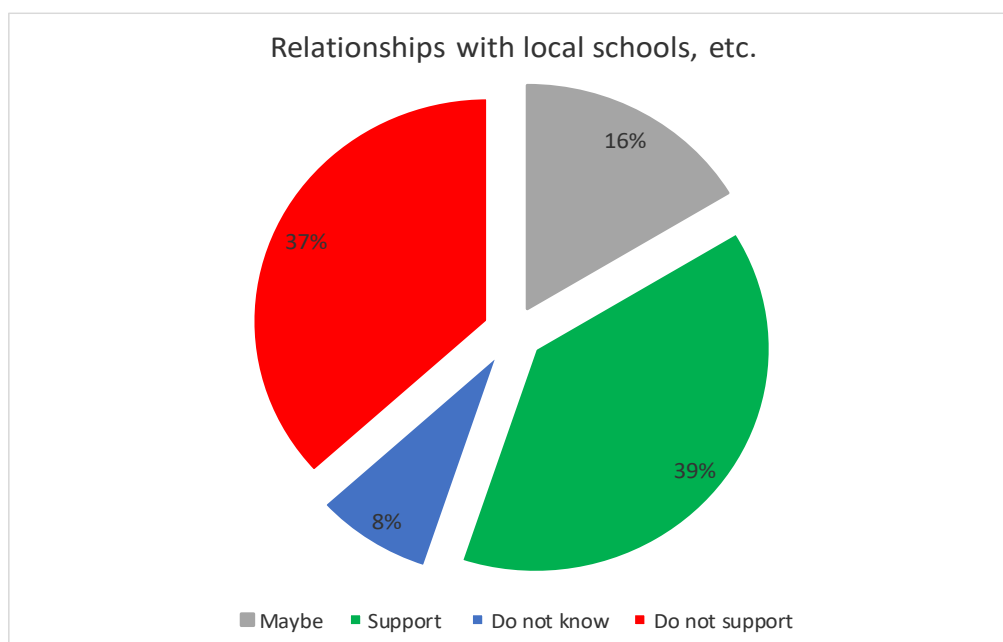
COMMENTS: There is no dataset from the first exhibition to use in comparison with this question. As highlighted above, the most popular option was 'None', which was gathered from those that did not select any of the options provided. The waterpark was the second most popular option (and the most popular of those that selected an option). The least popular activity on offer was the games arcade. One respondent stated that the nature trail would be used, although this was not an option to vote on.

QUESTION 8: Do you support the changes that have been made to the proposals as a result of local feedback?



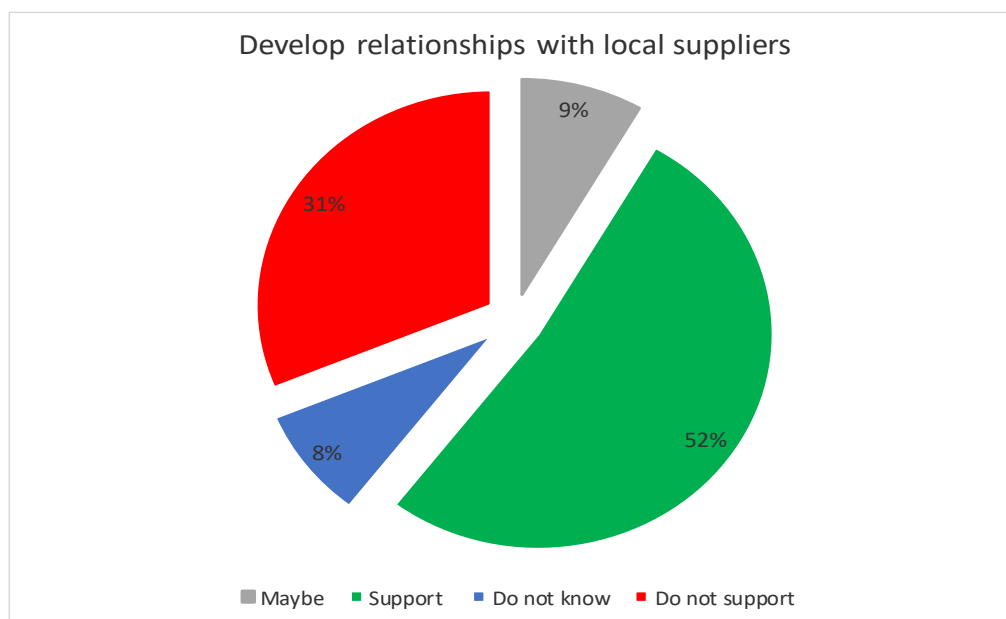
COMMENTS: The majority, 52%, either supported, were neutral or unsure about the proposed changes from the first exhibition. The majority of those that responded to this question negatively stated that traffic continued to be a concern, in spite of the new routing options that were devised as a result of feedback from the first exhibition. That said, some respondents stated that the changes marked an improvement on the previous proposals and welcomed the introduction of day passes.

QUESTION 9: Would it be beneficial for Great Wolf Resorts to foster partnerships with pupils and students at local schools, colleges, training institutions and youth clubs?



COMMENTS: Only 39% of respondents were opposed to Great Wolf Resorts fostering relationships with local educational institutions, following 11% of respondents at the previous exhibition highlighting that they saw this as a potential benefit for the local area. Some people felt that it could provide a tangible benefit, with one respondent suggesting not just partnerships but fully funded apprenticeships. Another felt that such partnerships could encourage local children to be more active.

QUESTION 10: Would it be beneficial for Great Wolf Resorts to develop relationships with local suppliers in the Bicester area?



COMMENTS: This question represents one of the most popular proposals, with 55% of respondents in favour of Great Wolf Resorts developing partnerships with local suppliers and businesses in the area. Only 31% of people opposed this idea. Some respondents were concerned that, due to the scale of Great Wolf Resorts' business, it was unlikely that they would engage with the local economy in such a way. Others suggested that Great Wolf Resorts should use local construction firms and food suppliers or, at the least, offer these local companies an opportunity to tender for the work.

QUESTION 11: Any other comments?

- The location of the Site continued to be a prominent theme, with a significant number of comments suggesting the relocation of the Proposed Development away from Chesterton
- Other areas suggested for the development include brownfield sites in Oxfordshire (such as the old Bicester Garrison site), Milton Keynes and the North of England
- The scale of the development was a common concern, with some respondents underlining that the context of the Site was inappropriate
- Traffic was also a popular theme, with the majority of those opposed to the development emphasising that this was their central concern
- One respondent stated that the proposals for a shuttle bus for staff and local residents would be a benefit for some
- Another person suggested that the footpath from the Proposed Resort into Chesterton should be extended and expanded to include a cycle path to Vendee Drive and other roads towards Middleton Stoney
- A handful of the respondents were concerned about the loss of nine holes of the golf course

5.0 Conclusion

This SCI aims to demonstrate that the Applicant pursued a wide-reaching and proactive approach to engagement with the local community and other key stakeholders. The preceding pages set out how this was achieved, with both positive and negative feedback informing the revised Proposals. We want to encourage the local community to continue to feed into our ideas via our official email address and through further consultation activities (as yet to be finalised); the project team have followed up with key stakeholders; to ensure that the wider public are further aware of our plans, we plan to issue a press release to the local media when the planning application is submitted.

As part of the consultation process, the Project Team held discussions with council officers to ensure that there would be a cohesive, developed management plan for the operation of Great Wolf Lodge and the other ancillary logistic activities, including the shuttlebus. In particular, the Applicant is committed to working with local suppliers and workforce as far as possible, and using apprentices where possible, to ensure that the waterpark, hotel, nature trail and conference centre operates at the highest standard. The Applicant is conscious that Great Wolf Resorts often employ younger people early in their career and make efforts to instil as part of the corporate purpose, training and management style, a strong work ethic which they will be able to transfer to a wider world of work.

Great Wolf Resorts are enthusiastic to be working with the local community and stakeholders across Cherwell to bring the Great Wolf Lodge brand to the UK and excited about setting up its first site in Chesterton. As we have outlined above, the Applicant wants to continue to build strong community relations across both the district and the county and play a strong and cohesive role in bringing together residents and tourists alike in Cherwell. The Applicant is committed to ongoing engagement with stakeholders and residents post-submission, through to committee and, pending the outcome of the application, into the future.

6.0 Appendices

5.1 First exhibition

Appendix 1 – First exhibition flyer



GREAT WOLF RESORTS LOOKING TO COME TO YOUR AREA!

Great Wolf Resorts is proposing to build a new family resort near Chesterton.

Great Wolf Lodge, which is owned, managed and developed by Great Wolf Resorts, is a leading brand of family resorts in the US that promotes a fully integrated experience anchored by an indoor waterpark.

We are at the early stages of developing our ideas and want to hear what local people think and how the development could contribute to the local area.

To achieve this, we are holding an introductory public exhibition on:

- Friday 14 June**
12.00pm – 2.00pm (Bicester)
- Friday 14 June**
4.00pm – 8.00pm (Chesterton)
- Saturday 15 June**
9.30am – 2.00pm (Chesterton)

Please come and share your views with the project team!



GREAT WOLF LODGE

Public Exhibitions, June 2019

EXHIBITION DETAILS

The exhibition will take place over two days in Bicester and Chesterton:

Friday 14 June

12.00pm – 2.00pm
(Bicester)

Friday 14 June

4.00pm – 8.00pm
(Chesterton)

Saturday 15 June

9.30am – 2.00pm
(Chesterton)

BICESTER VENUE

John Paul II Centre
Webb Court Causeway
Bicester, OX26 6AW



CHESTERTON VENUE

Bicester Hotel
Golf and Spa, Chesterton
Bicester, OX26 1TE



CONTACT US:

✉ info@gwresortsuk.com
🌐 www.gwresortsuk.com



Appendix 2 – Flyer distribution area



Appendix 3 – Newspaper advert



GREAT WOLF RESORTS
Looking to come to your area!

Great Wolf Resorts is a leading brand of family resorts in the US that promotes a fully integrated experience anchored by an indoor waterpark.

We are proposing to build a new family resort near Chesterton and are hosting a series of public exhibitions to hear what local people think and how the development could contribute to the local area.

DATE CORRECTION

BICESTER EXHIBITION
John Paul II Centre
Webb Court Causeway
Bicester, OX26 6AW

Friday 14 June
12.00pm – 2.00pm

CHESTERTON EXHIBITIONS
Bicester Hotel
Golf and Spa, Chesterton
Bicester, OX26 1TE

Friday 14 June
4.00pm – 8.00pm

Saturday 15 June
9.30am – 2.00pm

 **CONTACT US:**
✉ info@gwresortsuk.com
🌐 www.gwresortsuk.com

Appendix 4 – Preview exhibition invitation



21st May 2019

Cherwell District Council
Bodicote House
White Post Road
Bodicote
Banbury
OX15 4AA

Dear [REDACTED]

Re: New Leisure Facility in Oxfordshire

We are contacting you in regard to seeking a meeting to talk through an exciting proposed development by Great Wolf Resorts, a well-respected international leisure operator, which is looking to build a new family resort near Chesterton. Great Wolf Resorts is a respected, conscientious developer and operator of popular family resorts throughout North America with a deep commitment to the community it serves.

The proposed resort will be on part of the existing Bicester Hotel Golf and Spa site. The existing hotel, spa and golf course will still operate, but with some changes which we would like to talk you through. We do understand that the resort would be new to Chesterton, but we believe it would bring significant benefits to the area and wider community.

We are keen to unveil our thinking to the wider public at a public exhibition at Bicester Hotel Golf and Spa. We would like to also invite you to a special preview exhibition Thursday 13th June 6pm – 8pm where you will be able to meet with representatives of Great Wolf Resorts directly.

You would also be more than welcome to come to one of the exhibitions for local residents and businesses at the same venue on:

Friday 14 June 4pm – 8pm

Saturday 15 June 9.30am – 2pm

We look forward to talking through the project face to face with you. If you have any questions or comments, then please do contact us.

Kind regards,
[REDACTED]

49 Greencoat Place, London, SW1P 1DS
T: 020 7828 5553 E: info@gwruk.com W: www.gwruk.com

Appendix 5 – Preview exhibition invitation

Dear Member,

We are contacting you on behalf of Great Wolf Resorts, a well-respected international leisure operator, which is looking to build a new family resort on a portion of the land owned by Bicester Hotel, Golf and Spa.

In the first instance we would like to make it clear that any development will not be of a residential nature. Furthermore, the existing hotel, spa and golf course will still operate, but with some changes which we would like to talk you through. Therefore, we would like to offer you the opportunity to meet and discuss the initial proposals at a special preview exhibition:


- **Preview exhibition: Thursday 13 June 4.00pm - 5.00pm**

As you may know, we are holding a public exhibition on Friday 14 and Saturday 15 June that you are invited to, please find attached the flyer that will be circulated to the local community with the correct dates on.

We looking forward to meeting with you and hope that we can work in partnership with the Golf Club to ensure its future success.

If you have any immediate questions please do not hesitate to get in touch by emailing the team on info@gwresortsuk.com.

Appendix 6 – Consultation website



GREAT WOLF RESORTS LOOKING TO COME TO YOUR AREA!

Great Wolf Resorts is proposing to build a new family resort near Chesterton.

Great Wolf Lodge, which is owned, managed and developed by Great Wolf Resorts, is a leading brand of family resorts in the U.S. that promises a fully integrated experience anchored by an indoor waterpark.

Following a consultation in June, we have made some updates to our proposals and want to hear from you again to ensure that we deliver the best result for the community.


EXHIBITION DETAILS

- Thursday 26 September 4:00pm-7:00pm (Cresterton Venue)
- Friday 27 September 4:00pm-7:00pm (Bicester Venue)
- Saturday 28 September 9:30am – 2:00pm (Bicester Venue)

Please click here to download the exhibition boards that were on display at our public exhibitions in September.

[Great Wolf Resorts - Exhibition Boards](#)


[Great Wolf Resorts - Exhibition Boards](#)




Please click here to download a feedback form, which you can fill in online or print and send to our headpost address: FREEPOST RHT16-832-26-CTVY, Great Wolf Resorts, 49 Cassington Place, London, SW17 1JH.

[Great Wolf Resorts - Feedback form](#)

BICESTER VENUE:
John Paul H Centre
Water Court, Cassington,
Harrow
COX8 8AW
CONTACT US:
E: info@greatwolf.com



CRESTERTON VENUE:
Hawker Road, Giff and Spa
Chesterton, Harrow
HA25 1TE



ABOUT GREAT WOLF LODGE


Great Wolf Lodge is a leading brand of family resorts in the U.S. that promises a fully integrated experience anchored by an indoor waterpark.

North America's largest resort, operator and developer of family-oriented indoor waterpark resorts, Great Wolf Lodge opened its first resort in Wisconsin Falls in 1997. In the U.S., the brand now has been selected as the location for the first resort that in the community's values, proximity to major retail centers, as well as links to the tourism network.

Great Wolf Lodge will provide a one-of-a-kind family resort experience with an incredible array of attractions, entertainment offerings and dining options all under one roof, creating an easy and fun-filled getaway families can enjoy together.

The convenience structure at every Great Wolf Lodge is the indoor waterpark that includes a variety of pools and slides for every member of the family. Parents include a family entertainment center with attractions such as a ropes course, climbing wall, interactive golf, family bowling, arcade games and MiniGolf – Great Wolf Lodge's own trampolines, tropical adventure game where players use interactive maps, stands on elevated tables and tables needed to deliver drinks and snacks.

[Great Wolf Privacy Policy](#)



Appendix 7 – Exhibition boards



WELCOME

Welcome to our exhibition on the proposals to bring forward the first UK-based Great Wolf Lodge

The following boards give detailed information on who Great Wolf Resorts are, what the Great Wolf Lodge concept is and what the proposals comprise. The project team are on hand to answer all of your questions and talk you through the boards.

WE VALUE YOUR INPUT

Great Wolf Resorts, as owner, developer and operator of Great Wolf Lodge, is a respectful and conscientious developer. As such, we want to hear from you – our neighbours within the community – as we work in partnership to create a successful family resort.

So we can record any comments you have, please fill in a feedback form and return it before you leave. Alternatively, you can take one away and return it in one of the freepost envelopes provided or visit our dedicated consultation website at www.gwresortsuk.com.

We are excited by the possibility of joining the local community and look forward to meeting you today and hearing your thoughts.

AVAILABLE TODAY

Who we are:
Developer: Great Wolf Resorts
Architect: EPH
Landscape: BHD
Planner: OPS
Transport: Mylon



GREAT WOLF LODGE
OXFORDSHIRE

THIS IS GREAT WOLF LODGE

Great Wolf Lodge is a leading brand of family resorts in the United States that promotes a fully integrated experience including an indoor waterpark, aimed at families with young children.

North America's largest owner, operator and developer of family-oriented indoor waterpark resorts, Great Wolf Resorts opened its first resort in Wisconsin Dells in 1997. In the UK, Great Wolf Resorts has selected this area as the location for the first resort due to its profile, proximity to major urban centres and its links to the motorway network.

This Great Wolf Lodge will provide a one-of-a-kind family resort experience with an exciting indoor waterpark that offers other attractions and entertainment offerings along with dining options all under one roof, creating an affordable and fun-filled getaway that families can enjoy together.



THE NEW FLAGSHIP RESORT WILL INCLUDE:

HOTEL:
A hotel with themed rooms the whole family can enjoy.

WATERPARK:
The centerpiece attraction at every Great Wolf Lodge is the indoor waterpark that includes a variety of pools and slides for every member of the family.

ADVENTURE PARK:
Resorts include a family entertainment centre with attractions such as a ropes course, climbing wall, miniature golf, family bowling, arcade games and our own, interactive 'mytical quest' games.

CONFERENCE FACILITIES:
Flexible conference facilities for use by local businesses.

DINING OPTIONS:
Great Wolf Lodge offers a range of dining experiences from a high quality table service restaurant at Merewood to satisfying your sweet tooth at the Great Wolf Candy Company.

PUBLIC NATURE TRAIL:
We are looking to develop a new public parkland including natural trails to bring our nature theme to the real outdoors and to maximise the beauty of the site.

WARRIORS OF FINE:
Great Wolf Lodge's Ambassadors of Fun lead dozens of complimentary family-friendly activities throughout the day and evenings including Story Time, a nightly gathering where kids are encouraged to don their kits for a bedtime story and meet and greet with the Great Wolf Lodge characters.



GREAT WOLF LODGE
OXFORDSHIRE

DESIGN OF THE RESORT

We are committed to bringing forward sensitive proposals with high-quality design that respects our immediate context

For our first UK site, award-winning architects EPR will create an adapted design to reflect the nature of the site and its location in Oxfordshire.

The building will have varying roof heights for the different parts of the hotel and resort, and is designed to minimise impact on neighbouring site lines, with the tallest section closest to the motorway. Some water flumes will protrude from the building – as is iconic to Great Wolf Lodge's design.



THE WATERPARK
The waterpark will cover a total of 8,000 sq m.



THE ADVENTURE PARK
The adventure park will be approximately 4,000 sq m.



THE HOTEL
The hotel section will be a four-storey.



GREAT WOLF STATUE
A statue of a wolf in the arrival area outside, as a family photograph opportunity.



ENTRANCE LOBBY
An impressive entrance lobby, with a 12m high ceiling and statement fireplace for guests to gather around.



GREAT WOLF LODGE
OXFORDSHIRE

ABOUT THE SITE



Aerial view of the current site

THE CURRENT SITE

The current site is home to part of the Bicester Hotel, Golf & Spa. The existing site comprises 9-holes of the wider facilities, including a hotel, members-only golf course, conference facilities and a members-only gym and spa.

THE PROPOSITION

The proposed Great Wolf Lodge would sit on a 4-acre (16.5 hectare) plot alongside the existing Bicester Hotel, Golf & Spa (which will remain on site), creating a complementary offer. It would be located on the north west of the site, adjacent to the M40.

THE FUTURE OF BICESTER HOTEL, GOLF & SPA

Bicester Hotel, Golf & Spa will remain operational and continue under the same ownership and management.

These proposals would also allow for improvement in the remaining nine holes, alongside new facilities, including an outside swim lake and a new restaurant.

Due to planning and construction timelines, no existing memberships will be immediately impacted by this change and future membership fees will reflect the status of the new nine-hole golf course.



GREAT WOLF LODGE
OXFORDSHIRE

LANDSCAPE APPROACH



We are working with landscape architects BMD to create a high-quality, sustainable landscape scheme that is considerate to the site and the surrounding area.

Existing landscape features will be retained and enhanced where possible, particularly along boundaries, where we will be proposing new woodland, trees, hedgerows and shrub planting to minimise impacts on views from the wider landscape.

The vision is to establish physical and environmental connections to the wider landscape through new planting and the creation of paths and trails that connect to the surrounding footpath and public right of way network.

CURRENT SITE PLAN



PROPOSED SITE PLAN



GREAT WOLF LODGE
OXFORDSHIRE

SUSTAINABLE TRAVEL AND ACCESSIBILITY

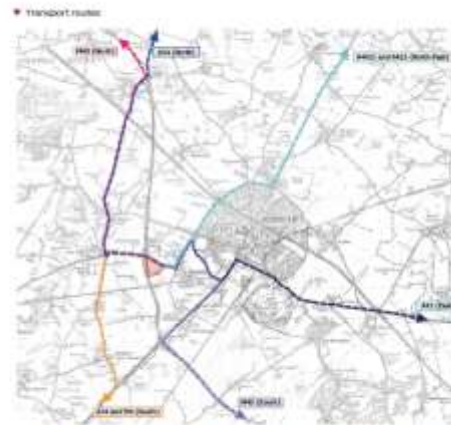
We want to make our site as accessible as possible to hotel guests and staff.

Our team of consultants, including transport and infrastructure planners, Motion, are working to ensure the new resort will promote sustainable travel modes, minimising the impact on surrounding road networks and particularly residential, including Chesterton and Little Chesterton.

KEY TRANSPORT POINTS

Specific steps we are looking to include in our proposals are:

- Creating a separate and dedicated entrance to the resort
- Utilising and promoting the use of nearby train stations
- Improving access through the use of a dedicated shuttle bus for staff and visitors, funded by Great Wolf Resorts
- Creating improved public access to and around the site through a new public footpath connecting Chesterton
- Providing electric vehicle charging facilities and on-site cycle parking for guests and staff



GREAT WOLF LODGE
OXFORDSHIRE

CONSTRUCTION

We are working on a construction management plan to ensure minimal disruption during the construction period.

This will include specific agreements on working times and control of distribution and methods of working.

The Bicester Hotel, Golf & Spa will remain operational, although with a phased reduction in the number of holes on offer. We do not anticipate other existing amenities to close as a result of the construction of the resort. Any closures will be properly communicated to members and others with good warning.



CONSTRUCTION HOURS

8:00 – 18:00 (Mon to Fri)

8:00 – 13:00 (Sat)

No works on Sunday

CONSIDERATE CONSTRUCTION

Noise, vibrations and dust will all be actively controlled, and monitoring equipment installed to ensure limits are maintained in accordance with agreed levels.

We are working with the council and our consultants to identify the best route for construction traffic to enter the site to minimise disruption, particularly on nearby residential areas.

The construction phase will support an average of 945 – 1,350 jobs on site per year over the construction period. These workers are expected to support a total of £1.3m – £1.6m of worker expenditure over the construction period.



GREAT WOLF LODGE
OXFORDSHIRE

ENVIRONMENT AND SUSTAINABILITY:

PROJECT GREEN WOLF

Great Wolf Lodge has implemented several programmes to reduce its environmental impact, under "Project Green Wolf". This would also come to Oxfordshire's Great Wolf Lodge to ensure the environmental impact of the development is minimised.

PROJECT GREEN WOLF

Project Green Wolf launched in 2007 as a brand-wide initiative focused on energy and resource conservation. Some of the programme implemented as part of Project Green Wolf range from energy-efficient LED lighting, to resort-wide recycling programs (including dedicated recycling bins in every room) and low-flow shower heads. Great Wolf also recently announced that it will discontinue the use of plastic straws and replace them with more environmentally friendly paper straws.

SUSTAINABLE WATER MANAGEMENT

As an indoor water park, water conservation is beneficial to Great Wolf's business. The water park will utilize about the same amount of water as one Olympic sized swimming pool. The water is, however, filtered, treated and reused. Furthermore, because the water park is indoors, very little water is lost to evaporation.

THE SITE

At the Bicester site, measures will be taken to promote and encourage sustainability on the site, including all buildings being energy efficient and well insulated. We are striving for a BREEM "Very Good" rating.



Energy and resource efficiency



Water conservation and sustainability



Dedicated recycling programme



GREAT WOLF LODGE
OXFORDSHIRE

LOCAL, ECONOMIC AND SOCIAL

BENEFITS

We will bring £200 million investment to the local community supporting approximately 600 permanent jobs on site following completion. The construction phase will also support an average of 945-1,350 jobs on site per year over the construction period.



600

Estimated full and part time jobs created to operate the resort year-round.

£200m

Estimated investment in the local area

30%

Local businesses reported an increase in customers and expenditure following the recent opening of the Great Wolf Lodge near Atlanta, Georgia (USA).

ECONOMIC GROWTH

At this site, we estimate approximately 500,000 visitors per annum. This will bring additional visitor spend in local amenities, including visitor attractions, restaurants and retail operations. Indeed, the visitors are expected to spend an estimated £37m each year on retail and catering throughout Oxfordshire. For example, in a recently opened resort in Georgia, some local businesses have seen up to a 30 per cent uplift in customers and expenditure following the opening of the Great Wolf Lodge in the state of Georgia.

EMPLOYMENT

The resort will bring new and diverse employment opportunities, supporting approximately 600 jobs (equivalent to 450 full time equivalent jobs) to operate the resort year-round, with additional hiring during peak periods, such as summer and Easter holidays. This would provide plenty of opportunities for those just leaving school and in between summer exams and pursuing higher education. These workers are expected to spend an estimated £200k in the local area each year.

We provide our employees with many opportunities for career growth both within the resorts and in the administration of running the business. We provide on the job training and regularly team up with local educational facilities, as we are looking to do in the local area, such as with Oxford Brookes Hospitality training course.

COMMUNITY

Great Wolf Lodge has a history of engaging with local suppliers for its on-site food and beverage establishments as well as its retail operations. It would look to continue this in the surrounding area and would welcome approaches from local suppliers.

Great Wolf Lodge strives to be a great partner in the local communities and has a long history of supporting charitable organisations that are family-focused. For example, Great Wolf Lodge not only supports Make-A-Wish as one of its selected charitable partners for all of its US resorts, but also provides each resort the flexibility to engage with local charitable organisations that are important to the local community and would welcome recommendations on the feedback forms.



GREAT WOLF LODGE
OXFORDSHIRE

TIMELINE & NEXT STEPS



*Subject to approval of plans

Thank you for taking the time to attend our exhibition, we hope you found it useful. The project team is on hand to answer any further questions you may have.

FEEDBACK FORMS

Please do also complete your feedback on one of the forms provided before you go – or take a copy and a freepost envelope so you can return it to us by **Monday, 1 July 2019**.


FURTHER INFORMATION

For further information, to view these boards or to complete a form online please visit our dedicated consultation website at www.gwresortsuk.com



GREAT WOLF LODGE
OXFORDSHIRE

Appendix 8 – Feedback form



GREAT WOLF RESORTS
FEEDBACK FORM

01 Do you support the creation of a new leisure facility and family resort?
(Please tick one)

strongly support
 support
 Neutral
 Do not support

Your comments

02 Do you support plans for a Great Wolf Lodge family resort?
(Please tick one)

strongly support
 support
 Neutral
 Do not support

Your comments

03 Which of the following do you think will be the main benefits to the local community of the proposed development?
(Please tick all that apply)

New jobs
 Increase in visitors to the area
 Partnerships with local schools and institutions
 Boost to local economy

other (please state)

Your comments

04 Do you support the proposed design and increased landscaping?
(Please tick one)

strongly support
 support
 Neutral
 Do not support

Please explain

05 Would you be likely to stay at a Great Wolf Lodge?
(Please tick one)




Yes
 No
 Maybe
 Don't know


Please explain

Please turn over for further questions

Page 1

GWL - Feedback Form - v1.indd 1
10/06/2019 11:51



GREAT WOLF RESORTS
FEEDBACK FORM

06 Would you bring your friends and family to a Great Wolf Lodge?
(Please tick one)

Yes
 No
 Maybe
 Don't know

Please explain

07 Do you support the plans for a new, dedicated local coach service for visitors and staff?
(Please tick one)

Yes
 No
 Maybe
 Don't know

Please explain

08 Any other comments:

Your comments

ABOUT YOU

01 Your postcode:

02 Your email address:

03 Your age
(Please tick one)

0-15
 16-30
 31-45
 46-60
 61-75
 Over 75

Please tick this box if you **DO** want to be kept up-to-date with the proposals

We would like to collect the above information so that we are able to understand where we have received feedback from. This data is being collected and processed as part of our legitimate interest in understanding the local response. Your personal details will not be shared further.

once you have completed this feedback form please drop it in the box provided, if you would like to take more time to consider your responses, please ask one of the team for a freepost envelope or send the letter direct to:


FREPOST RTHR-RBUS-CTCY
Great Wolf Resorts
49 Greencoat Place
London
SW1P 1BS

Alternatively, you can submit feedback via email to info@gwresortsbuk.com
Deadline for response is 1 July 2019.
For more information, please visit www.gwresortsbuk.com.

Thank you for your participation

Page 2

OWL - Feedback Form - v1.indd 2




10/06/2019 11:51

Appendix 9 – Coverage (Bicester Advertiser, online)

News
4 hrs ago

US water park, Great Wolf Lodge, could come to Bicester

By Indya Clayton | [@oxmailindyac](#)
Reporter



Great Wolf Lodge, US

A MULTI-million-pound indoor water park resort could come to Bicester in the next few years.

American company Great Wolf Resorts has drawn up proposals to build a resort designed to be an affordable and fun-filled destination that families can enjoy.

The company plans to open a Great Wolf Lodge - which is a leading family resort in the US - near Chesterton, next to Bicester Hotel Golf and Spa which lies next to the M40.


Proposals include an 'expansive' indoor water park, filled with twisty slides, pools and other water features.

Appendix 10 – Coverage (Oxford Mail, online)

27th June

US water park, Great Wolf Lodge, could come to Bicester

By Indya Clayton
Reporter



Great Wolf Lodge, US

[f](#) [t](#) [in](#) [e](#) 28 comments

A MULTI-million-pound indoor water park resort could come to Bicester in the next few years.

American company Great Wolf Resorts has drawn up proposals to build a resort designed to be an affordable and fun-filled destination that families can enjoy.

Appendix 11 – Coverage (BBC, online)

Bicester water and adventure park plans unveiled

28 June 2018

[f](#) [b](#) [t](#) [e](#) [Share](#)



Proposals have been put forward to open a 46-acre family resort in Oxfordshire.

Great Wolf Lodge, which operates 17 parks in North America, wants to redevelop half of Bicester golf course.

It estimates the resort, which will feature a four-floor hotel, a water park, and an adventure park, will support about 600 full and part-time jobs in the area.

The company said it chose Bicester because of its transport links, with two major roads and a station nearby.

It claimed it could receive about 500,000 annual visitors.


The 8,800 sq m water park would be an indoor facility with a variety of pools and slides for children and adults, while the 5,000 sq m adventure park would have a ropes course, climbing wall, miniature golf, bowling, arcade games, and what the company describes as an "interactive mystical quest" game.

It also intends to develop a public nature trail in the area.


Appendix 12 – Coverage (Bucks Free Press)

NEWS
28th June

Huge new 'Alton Towers-style' water park could open off M40



Huge new 'Alton Towers-style' water park could open just off the M40.

 5 comments

A MULTI-million-pound indoor water park resort could be built a short motorway drive from south Bucks, it's been announced.

American company Great Wolf Resorts has drawn up plans to build a resort and hotel designed to be an affordable and fun-filled destination for families.

The company plans to open a Great Wolf Lodge - which is a leading family resort in the US - near Chesterton, which lies next to the M40 at junction 9.

Proposals include an 'expansive' indoor water park, filled with twisty slides, pools and other water features.

5.2 Second exhibition

Appendix 13 – Second exhibition flyer



GREAT WOLF RESORTS LOOKING TO COME TO THE BICESTER AREA!

**Great Wolf Resorts is proposing to build
a new family resort in Oxfordshire.**

Great Wolf Lodge, which is owned, managed and developed by Great Wolf Resorts, is a leading brand of family resorts in the U.S that promotes a fully integrated experience anchored by an indoor waterpark.

Following a consultation in June, we have made some updates to our proposals and want to hear from you again to ensure that we deliver the best result for the community.

Our next round of consultation events will be taking place on:

Thursday 26 September
4.00pm – 7.00pm (Chesterton)

Friday 27 September
4.00pm – 7.00pm (Bicester)

Saturday 28 September
9.30am – 2.00pm (Bicester)

Come and share your views with the project team and explore a Great Wolf Lodge using state-of-the-art virtual reality!








GREAT WOLF LODGE, BICESTER

Public Exhibitions, September 2019

EXHIBITION DETAILS

The exhibition will take place over three days in Bicester and Chesterton:

Thursday 26 September
4.00pm – 7.00pm
(Chesterton)

Friday 27 September
4.00pm – 7.00pm
(Bicester)

Saturday 28 September
9:30am – 2.00pm
(Bicester)

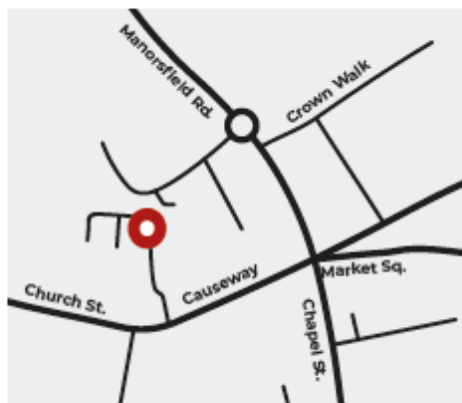
CHESTERTON VENUE

Bicester Hotel
Golf and Spa, Chesterton Bicester,
OX26 1TE



BICESTER VENUE

John Paul II Centre
Webb Court Causeway Bicester,
OX26 6AW



CONTACT US:

✉ info@gwresortsuk.com
🌐 www.gwresortsuk.com



Appendix 14 – Flyer distribution area



Appendix 15 – Newspaper advert



GREAT WOLF RESORTS

Looking to come to your area!

Great Wolf Resorts is a leading brand of family resorts in the US. We are proposing to build a new, indoor family resort in Oxfordshire and are hosting a series of public exhibitions.

Following a consultation in June, we have made some updates to our proposals and want to hear from you again to ensure that we deliver the best result for the community, local area.

CHESTERTON EXHIBITION

Bicester Hotel
Golf and Spa, Chesterton
Bicester, OX26 1TE

Thursday 26 September
4.00pm – 7.00pm

BICESTER EXHIBITIONS

John Paul II Centre
Webb Court Causeway
Bicester, OX26 6AW

Friday 27 September
4.00pm – 7.00pm

Saturday 28 September
9.30am – 2.00pm



CONTACT US:

✉ info@gwresortsuk.com
🌐 www.gwresortsuk.com

Appendix 16 – Press release

**GREAT WOLF LODGE INVITES LOCAL COMMUNITY TO SECOND EXHIBITION FOR
FAMILY LEISURE RESORT NEAR BICESTER**

17 September 2019 – Great Wolf Resorts, a well-respected international leisure operator, is looking to set up a new, family-focused indoor waterpark resort in Oxfordshire. Following an initial consultation in June this year, the developer will present updated proposals over three days between 26-28 September in Chesterton and Bicester respectively.

North America's largest owner, operator and developer of family-oriented indoor waterpark resorts, Great Wolf Resorts opened its first resort in 1997 and now owns and operates 18 resorts across North America. The proposed Great Wolf Lodge in Oxfordshire would provide a one-of-a-kind family experience with a range of attractions, including an indoor waterpark, hotel, entertainment and dining options all under one roof; offering an easy and fun-filled getaway families can enjoy together.

The proposed resort, which also includes a brand new public nature trail for the community and local public to enjoy, would be situated on part of the existing Bicester Hotel, Golf and Spa site, which would remain in place.

The project team will be available to answer the community's questions at the public exhibition, which will take place over three days in two locations in Chesterton and Bicester:

- Thursday, 26 September 4pm-7pm at Bicester Hotel Golf and Spa, Chesterton, Bicester, OX26 1TE
- Friday, 27 September 4pm – 7pm at John Paul II Centre, Webb Court Causeway, Bicester, OX26 6AW
- Saturday, 28 September 9:30am – 2pm at John Paul II Centre, Webb Court Causeway, Bicester, OX26 6AW

More information can be found on the dedicated development website: www.gwresortsuk.com or by emailing the team on info@gwresortsuk.com.

ENDS

Appendix 17 - Preview exhibition invitation



13th September 2019

Cherwell District Council
Bodicote House
Bodicote
Banbury
OX15 4AA

Dear [REDACTED]

Re: Great Wolf Lodge – proposed indoor family leisure resort in Oxfordshire

We are contacting you to invite you to a preview exhibition at the Bicester Hotel, Golf and Spa on Wednesday, 25 September at 5pm-6.30pm, where Great Wolf Resorts will present its latest plans for a new family leisure resort near Bicester.

This latest round of exhibitions follows consultation events in June, when we presented plans for the first time to the local community. Having received feedback from Cherwell District Council, Oxfordshire County Council, local residents, associations and businesses, we have made some updates to our proposals and want to hear from the community again to ensure that we deliver the best result for the area.

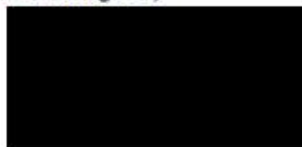
If you are not able to come on the Wednesday evening, you are more than welcome to attend one of the exhibitions for local residents and businesses at our venues in Chesterton and Bicester respectively:

EXHIBITION DETAILS

- Thursday, 26 September 4.00pm-7.00pm (Chesterton – Bicester Hotel, Golf and Spa)
- Friday, 27 September 4.00pm-7.00pm (Bicester – John Paull II Centre)
- Saturday 28 September 9.30am – 2.00pm (Bicester – John Paul II Centre)

We look forward to talking through the project face to face with you. If you have any questions or comments, then please do contact us.

Kind regards,



Redwood Consulting
49 Greencoat Place, London, SW1P 1DS
T: 020 7828 5553 M: 07860 866884 W: www.redwoodconsulting.co.uk

Appendix 18 – Golf club members’ exhibition invitation

Dear Member,

Re: Great Wolf Lodge – proposed family leisure resort in Oxfordshire

We are contacting you to invite you to a preview exhibition at the Bicester Hotel, Golf and Spa on **Wednesday, 25 September at 4pm-5pm**, where Great Wolf Resorts will take you through its latest plans for a new family leisure resort near Bicester and answer your questions.

This latest round of exhibitions follows consultation events in June, when we shared our plans for the first time with the local community. Having received feedback from Cherwell District Council, Oxfordshire County Council, local residents, associations and businesses, we have made some updates to our proposals and want to hear from golf club members alongside the wider community again to ensure that we deliver the best result for the area.

As highlighted in our previous communications, we would like to make it clear that the existing hotel, golf course and spa will still operate.

If you are unable to come on the Wednesday evening, you are more than welcome to attend one of the exhibitions for local residents and businesses at our venues in Chesterton and Bicester respectively.

EXHIBITION DETAILS

- Thursday, 26 September 4.00pm-7.00pm (Chesterton – Bicester Hotel, Golf and Spa)
- Friday, 27 September 4.00pm-7.00pm (Bicester – John Paul II Centre)
- Saturday 28 September 9.30am – 2.00pm (Bicester – John Paul II Centre)

We look forward to talking through the project with you face to face. If you have any questions or comments, then please do contact us at info@gwresortsuk.com.

Appendix 19 – Exhibition boards



WELCOME

Welcome to our second exhibition on the proposal to bring forward the first UK-based Great Wolf Lodge, a family indoor water park resort.

AVAILABLE TODAY

Who we are:
Developer: Great Wolf Resorts
Architect: EPR
Landscape: BMD
Planner: DP9
Transport: Motion
Economist: Volterra

WE VALUE YOUR INPUT

Great Wolf Resorts, as owner, developer and operator of Great Wolf Lodge, is respectful and conscientious of your feedback.

So we can record any comments you have, please fill in a feedback form and return it before you leave. Alternatively, you can take one and return it in one of the

THE FOLLOWING BOARDS DETAIL

- Who is Great Wolf Resorts?
- What is the Great Wolf Lodge concept?
- Updated information on the proposals following your feedback

383 people attended our first exhibition. We listened to the feedback and included responses to many of the points raised in the following boards.

The project team are on hand to answer all of your questions and talk you through the boards.

THIS IS

GREAT WOLF LODGE

Great Wolf Lodge is a leading brand of family resorts in the United States that promotes a fully integrated experience including an indoor waterpark, aimed at families with young children.

Great Wolf Resorts is North America's largest owner, operator and developer of family-oriented indoor waterpark resorts. The company opened its first resort in Wisconsin Dells in 1997 and now operates 16 resorts across North America. In the UK, Great Wolf Resorts has selected this area for its first resort due to its profile, proximity to major urban centres and its links to the motorway network.

This Great Wolf Lodge will provide a one-of-a-kind family resort experience, highlighted by an expansive indoor waterpark, filled with slides, pools and other water features. Besides the waterpark, the resort offers additional attractions and entertainment offerings along with dining options all under one roof, creating an affordable and fun-filled getaway that families can enjoy together.



Images: Existing Great Wolf Lodge locations

THE NEW FLAGSHIP RESORT WILL INCLUDE:

<p>HOTEL: A 400-room hotel, with themed rooms the whole family can enjoy.</p> <p>WATERPARK: The centrepiece attraction at every Great Wolf Lodge is the indoor waterpark that includes a variety of pools and slides for every member of the family.</p>	<p>ADVENTURE PARK: Resort includes a family entertainment centre with attractions such as a ropes course, climbing wall, family bowling, arcade games and our own interactive 'magical quest' game.</p> <p>CONFERENCE FACILITIES: Mill up in of flexible conference facilities with natural light and access to an outdoor terrace.</p>	<p>DINING OPTIONS: Great Wolf Lodge offers a range of dining experiences from a high quality table service call Barbeque to satisfying your sweet tooth at the Great Wolf Candy Company.</p> <p>PUBLIC NATURE TRAIL: We are looking to develop a new almost six hectare public parkland including natural trails to provide an outdoor nature experience for our guests and the community.</p>	<p>'AMBASSADORS OF FUN' Great Wolf Lodge's 'Ambassadors of Fun' local groups of complementary family-friendly activities throughout the day and evenings including Story Time, a nightly gathering where kids are encouraged to dress their PJs for a bedtime story and meet-and-greet with the Great Wolf Lodge characters.</p>
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GREAT WOLF LODGE
OXFORDSHIRE

ABOUT THE SITE



▲ Aerial view of the current site (from the north looking south)

THE CURRENT SITE

The current site is home to part of the Bicester Hotel, Golf & Spa. The portion of the site that we are proposing to redevelop comprises nine holes of the existing 18-hole golf course.

The wider facilities outside of the proposed site include the remaining nine holes, a hotel, conference facilities and a members-only gym and spa.

THE PROPOSITION

The proposed Great Wolf Lodge would sit on an 18.6-hectare (46 acres) plot alongside the existing Bicester Hotel, Golf & Spa (which will remain on site), creating a complimentary offer. It would be located on the north west of the site, adjacent to the M40.

THE FUTURE OF BICESTER HOTEL, GOLF & SPA

Bicester Hotel, Golf & Spa will remain operational and continue under the same ownership and management.

These proposals would also allow for improvement in the remaining nine holes, alongside new facilities, including the outside swim lake as it exists already and a new restaurant.

Due to planning and construction timelines, no existing memberships will be immediately impacted by this change and future membership fees will reflect the status of the new nine-hole golf course.



GREAT WOLF LODGE
OXFORDSHIRE

DESIGN OF THE RESORT



▲ Facade appearance



▲ Interior lobby



▲ The main entrance



▲ Aerial view of the proposed Great Wolf Lodge



▲ Entrance of the water park facilities



▲ The indoor water park



▲ View from the nature park



GREAT WOLF LODGE
OXFORDSHIRE

SUSTAINABLE TRAVEL AND ACCESSIBILITY

▼ Dedicated shuttle bus for staff and visitors, funded by Great Wolf Resorts



▼ Utilising and promoting the use of nearby train stations



▲ Entrance to the proposed Great Wolf Lodge

We want to make our site as accessible as possible to hotel guests and staff.

Our team of consultants, including transport and infrastructure planners, Motion, are working to ensure the new resort will promote sustainable travel modes, minimising the impact on surrounding road networks and particularly residential areas, including Chesterton and Little Chesterton.



▲ Electric vehicle charging facilities



▲ On-site cycle parking for guests and staff



GREAT WOLF LODGE
OXFORDSHIRE

LANDSCAPE APPROACH

We are working with landscape architects BMD to create a high-quality, sustainable landscape scheme that is considerate to the site and the surrounding area.



▼ Improved wildlife habitats for indigenous species



▼ Existing landscape features will be retained and enhanced



▲ High density of landscaping along boundaries



▲ New woodland, trees, hedgerows and shrubs



▲ Creation of paths and trails connecting to public right of way network

▲ A new, almost six hectare public nature trail for all



GREAT WOLF LODGE
OXFORDSHIRE

TRANSPORT ROUTING

Following feedback from our first exhibition we have also adapted the proposed routing options to minimise traffic flow through the village of Chesterton.



▲ Previously proposed route

▲ New route

We will look to direct arriving and departing traffic via the M40 (south), along the A34 and B430, rather than the A41 and A4095 as originally intended.

We will actively promote this route for future visitors to the resort through signage and booking instructions, and agree to entering into a legal agreement to secure this route for construction traffic, as well as servicing and delivery vehicles to the resort when operational.



GREAT WOLF LODGE
OXFORDSHIRE

PROJECT DELIVERY

We are working on a construction management plan to ensure minimal disruption during the construction period.

This will include specific agreements on working times and control of distribution and methods of working.

The Bicester Hotel, Golf & Spa will remain operational, although with a phased reduction in the number of holes on offer. We do not anticipate other existing amenities to close as a result of the construction of the resort. Any closures will be properly communicated to members and others with good warning.



CONSTRUCTION HOURS

8:00 - 18:00 (Mon to Fri)

8:00 - 13:00 (Sat)

No works on Sunday

CONSIDERATE CONSTRUCTION

Noise, vibrations and dust will all be actively controlled, and monitoring equipment installed to ensure limits are maintained in accordance with agreed levels.

We are working with the council and our consultants to identify the best route for construction traffic to enter the site to minimise disruption, particularly on nearby residential areas.

The construction phase will support an average of 945 - 1,350 jobs on site per year over the construction period. These workers are expected to support a total of £1.3m - £1.8m of worker expenditure over the construction period.

We are also already speaking with local colleges to offer construction apprenticeships and training on site during construction.



GREAT WOLF LODGE
OXFORDSHIRE

ENVIRONMENT AND SUSTAINABILITY

PROJECT GREEN WOLF

Great Wolf Lodge has implemented several programmes to reduce its environmental impact, under "Project Green Wolf". This would also come to Oxfordshire's Great Wolf Lodge to ensure the environmental impact of the development is minimised.

PROJECT GREEN WOLF

Project Green Wolf launched in 2007 as a brand-wide sustainability initiative focused on energy and resource conservation. Some of the programmes implemented as part of Project Green Wolf range from energy-efficient LED lighting, to resort-wide recycling programmes (including dedicated

recycling bins in every room) and low-flow shower heads. Great Wolf also recently announced that it will discontinue the use of plastic straws and replace them with more environmentally friendly paper straws.

SUSTAINABLE WATER MANAGEMENT

As an indoor water park, water conservation is beneficial to Great Wolf's business. The water park will utilize about the same amount of water as one Olympic sized swimming pool. The water is

filtered, treated and reused. Furthermore, because the water park is indoors, very little water is lost to evaporation.

THE SITE

Measures will be taken to promote and encourage sustainability on the site, including all buildings

being energy efficient and well insulated. We are aiming for a BREEAM 'Very Good' rating.



Energy and resource efficiency



Water conservation and sustainability



Dedicated recycling programme



GREAT WOLF LODGE OXFORDSHIRE

ECONOMIC AND SOCIAL

BENEFITS



▲ Public nature trail for all

JOBS & TRAINING

 600 PERMANENT JOBS <small>Equivalent to 400 full time</small>	 42% OF STAFF UNDER 22 <small>Local youth (including graduates) could be seeking work to train and gain relevant IT/employment capabilities</small>	 945-1,350 JOBS ON SITE DURING CONSTRUCTION <small>Working with local colleges offering hospitality and construction courses and apprenticeships and training</small>
 4,400 PEOPLE IN CHERWELL <small>who are economically inactive but seeking employment. Higher than the Oxfordshire and UK average</small>	TRAINING COURSES AND HOSPITALITY CAREER GROWTH <small>Working with local colleges offering hospitality and construction courses and apprenticeships and training</small>	

COMMUNITY

 A BRAND NEW NATURE TRAIL <small>A brand new 1.7km nature public nature trail for all ages - equipped to attract 8 natural patches</small>	 SUPPORTING CHARITIES <small>Support for national and local charities, such as existing relationships with Make-A-Wish Foundation</small>	 IMPROVING LOCAL ACCESS <small>Clearing up and improving public rights of way</small>
 DISCOUNTED DAY PASSES <small>Discounted day passes for those being treated following surgery are demand at our first admission</small>	 A NEW FOOTPATH <small>Creation of a new footpath to Cherwell</small>	 £2.4m ANNUAL BUSINESS RATE CONTRIBUTION

LOCAL ECONOMY

 £200m INVESTMENT INTO ECONOMY	 £5.7m ESTIMATED TO BE SPENT BY RESORT GUESTS THROUGHOUT OXFORDSHIRE PER YEAR
 £200K ESTIMATED LOCAL SPEND PER YEAR BY OPERATIONAL WORKFORCE	 USE OF LOCALLY SOURCED PRODUCTS AND SUPPLIERS



GREAT WOLF LODGE OXFORDSHIRE

TIMELINE & NEXT STEPS



*Subject to approval of plans

Thank you for taking the time to attend our exhibition, we hope you found it useful. The project team is on hand to answer any further questions you may have.

FEEDBACK FORMS

Please do also complete your feedback on one of the forms provided before you go – or take a copy and a freepost envelope so you can return it to us by **Monday, 14 October 2019**.

FURTHER INFORMATION

For further information, to view these boards or to complete a form online please visit our dedicated consultation website at: www.gwresortsuk.com



GREAT WOLF LODGE
OXFORDSHIRE

IF YOU VISITED A GREAT WOLF LODGE...


WHAT WOULD YOU LIKE TO SEE AND DO?

Use stickers to vote!



WATERPARK

Put your stickers here



ROPES COURSE

Put your stickers here



BOWLING

Put your stickers here



CHARACTERS

Put your stickers here



ARCADE

Put your stickers here




STORY TIME

Put your stickers here



GREAT WOLF LODGE
OXFORDSHIRE

Appendix 20 – Feedback form



GREAT WOLF RESORTS
FEEDBACK FORM

Your Name: _____ **Your postcode:** _____

Telephone: _____ **Email:** _____

Your age
(Please tick one)

<input type="checkbox"/> 0-15	<input type="checkbox"/> 16-30	<input type="checkbox"/> 31-45	<input type="checkbox"/> 46-60	<input type="checkbox"/> 61-75	<input type="checkbox"/> Over 75
-------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------	----------------------------------

01 **What do you think of the creation of a new family leisure facility and resort in Oxfordshire?**
(Please tick one)

<input type="checkbox"/> Support	<input type="checkbox"/> Neutral	<input type="checkbox"/> Do not support	<input type="checkbox"/> Don't know
----------------------------------	----------------------------------	---	-------------------------------------

Please explain:

02 **What do you think of plans for a Great Wolf Lodge in the Bicester area?**
(Please tick one)

<input type="checkbox"/> Support	<input type="checkbox"/> Neutral	<input type="checkbox"/> Do not support	<input type="checkbox"/> Don't know
----------------------------------	----------------------------------	---	-------------------------------------

Please explain:

03 **Do you think a new resort will provide an economic boost to Oxfordshire and the immediate area?**
(Please tick one)

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Maybe	<input type="checkbox"/> Don't know
------------------------------	-----------------------------	--------------------------------	-------------------------------------

Please explain:

04 **How do you think the proposed designs and landscaping could be improved?**
(Please explain)

Please explain:

05 **Do you have friends or family that you think would use a Great Wolf Lodge?**
(Please tick one)

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Maybe	<input type="checkbox"/> Don't know
------------------------------	-----------------------------	--------------------------------	-------------------------------------

Please explain:

Please turn over for further questions

Page 1



GREAT WOLF RESORTS
FEEDBACK FORM

06 **Would you be likely to use day passes to visit a Great Wolf Lodge?** Yes No Maybe
(Please tick one)

Please explain:

07 **Which of the following leisure options would you be likely to use on a day pass basis?** Waterpark Adventure Park Bowling Games Arcade Restaurants
(Please tick any that apply)

Please explain:

08 **Do you support the changes that have been made to the proposals as a result of local feedback? (including introduction of day visits, changes to the transport route and greater accessibility)** Support Neutral Do not support
(Please tick one)

Please explain:

09 **Would it be beneficial for Great Wolf Resorts to foster new partnerships with pupils and students at local schools, colleges, training institutions and youth clubs?** Yes No Maybe Don't Know
(Please tick one)

Please explain:

10 **Would it be beneficial for Great Wolf Resorts to develop relationships with local suppliers in the Bicester area?** Yes No Maybe Don't Know
(Please tick one)

Please explain:

11 **Any other comments:**

Your comments:

Please tick this box if you **DO** want to be kept up-to-date with the proposals

Your comments will be analysed by Redwood Consulting on behalf of Great Wolf Resorts. Copies might be made available, in due course, to the local planning authority so your comments can be noted. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Redwood Consulting in accordance with the Data Protection Act 1998, will be used solely in connection with the consultation process and subsequent planning application(s), and, except as noted above, will not be passed to any third parties.

Once you have completed this feedback form please drop it in the box provided. If you would like to take more time to consider your responses, please ask one of the team for a freepost envelope or send the letter direct to:

FREEPOST
Redwood Consulting, 49 Greencoat Place, London
Email: info@gwresortsuk.com
Web: www.gwresortsuk.com

Thank you for your participation

Page 2

Appendix 20 – Coverage (Bicester advertiser)

Great Wolf Lodge water park plans to go on show in Bicester and Chesterton

By Indya Clayton
Reporter

PEOPLE can voice their opinions about a water park that could come to a town in Oxfordshire.

American company Great Wolf Resorts is looking to set up a new, family-focused indoor resort in Chesterton, near **Bicester**.

Following an initial consultation in June this year, the developer will present updated proposals this week in Chesterton and Bicester to allow people to ask any questions.

ALSO READ: US water park, Great Wolf Lodge, could come to Bicester

The first consultation will be held on Thursday at Bicester Hotel Golf and Spa in Chesterton from 4pm-7pm.

Appendix 21 – Coverage (Bicester advertiser)

1 hr ago

Great Wolf Lodge water park plans to go on show in Bicester and Chesterton

By Indya Clayton

Reporter

PEOPLE can voice their opinions about a water park that could come to a town in Oxfordshire.

American company Great Wolf Resorts is looking to set up a new, family-focused indoor resort in Chesterton, near **Bicester**.

Following an initial consultation in June this year, the developer will present updated proposals this week in Chesterton and Bicester to allow people to ask any questions.

ALSO READ: US water park, Great Wolf Lodge, could come to Bicester

The first consultation will be held on Thursday at Bicester Hotel Golf and Spa in Chesterton from 4pm-7pm.