

Project: Great Wolf Lodge, Chesterton  
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Date: 16<sup>th</sup> September 2019

### 1.0 Introduction

- 1.1 Motion has been instructed by Great Wolf Resorts (the parent company of Great Wolf Lodge) to advise on highways and transport matters associated with development proposals for a new family resort at a site in Chesterton near Bicester.
- 1.2 The site is situated to the south of the A4095 to the west of Chesterton. The site currently forms part of the Bicester Golf Course and Hotel site that benefits from a main customer/ visitor access from Green Lane and a secondary access from the A4095 which operates as the service access to the golf course.
- 1.3 The development proposals comprise the redevelopment of 9 holes of the existing 18 holes of the golf course and construction of a 500-bedroom hotel and indoor family resort. Vehicle access to the proposed hotel would be taken from a new priority junction access from the A4095.
- 1.4 Motion submitted a Scoping Note to Oxfordshire County Council (OCC) dated 25<sup>th</sup> April 2019 and Motion subsequently met with Officers at OCC on 7<sup>th</sup> May 2019 to discuss the proposals and Scoping Note.
- 1.5 This Scoping Note Addendum dated 9<sup>th</sup> July 2019 which provided an assessment of the expected trip generation of the development proposals. The contents of the Scoping Note have been agreed with Officers at OCC.
- 1.6 Since submission and agreement of the Scoping Note Addendum, additional matters have been identified and this Technical Note seeks agreement with Officers on the following matters:
  - ▶ Day visitors to the resort, details of the arrangements/restriction on day visitor access and a sensitivity test assessment of the trip attraction of day visitors; and
  - ▶ Amendments to the distribution of guest trips based on the proposed signage strategy.

## 2.0 Day Visitors Sensitivity Test

- 2.1 The Addendum Scoping Note submitted in June 2019 detailed the expected trip generation of the development proposals during a weekday morning, weekday evening and Saturday peak periods. The trip generation analysis presented in the Addendum Scoping Note was based on the principle that all visitors to the resort would be staying at the resort and there would be no day visitors, as this is the approach at most existing Great Wolf resorts. Following feedback at public consultation events, Great Wolf Resorts are seeking to allow some day visitor access to the resort at times when the hotel is below full capacity.
- 2.2 As set out in the Addendum Scoping Note, the proposed hotel will have a total of 500 bedrooms and Great Wolf Lodge have advised that their business model is based on a typical room occupancy of 4.5 guests per room, including children. On that basis the proposed hotel would accommodate up to 2,250 guests if the hotel were fully occupied.
- 2.3 Day visitor access to the resort would only be allowed at time when the hotel is below full capacity of 2,250 guests and, on that basis, the total occupancy of the resort would never exceed peak occupancy of 2,250 guests, as assessed within the Addendum Scoping Note. On that basis it is considered that the inclusion of day visitor access to the site at times when the hotel is not fully occupied would not be materially different for that assessed within the agreed Addendum Scoping Note.
- 2.4 Day visitor passes would be released on a sliding scale dependant on the occupancy of the hotel. The maximum number day passes that would be released would not exceed 20% of total capacity of the resort, 450 guests, even if hotel occupancy were to fall below 80% occupancy. Table 2.1 below provides an example of the release of day passes based on the level of hotel staying guest occupancy.

Hotel Guests	Day Passes	Total Guests
1,800 (80% Capacity)	450 (20% Capacity)	2,250 (100% Capacity)
2,025 (90% Capacity)	225 (10% Capacity)	2,250 (100% Capacity)
2,250 (100% Capacity)	0 (0% Capacity)	2,250 (100% Capacity)

Table 2.1 – Day Pass Provision

- 2.5 Given that the allowance for day passes would not exceed the overall capacity of the resort previously assesses, the inclusion of day visitor access to the site at times when the hotel is not fully occupied would not be materially different for that assessed within the agreed Addendum Scoping Note. However, to ensure a robust assessment a sensitivity test has been undertaken to assess the trip generation of the site in a scenario where hotel occupancy is at 80% capacity and day visitor capacity is at 20% (450 guests).
- 2.6 Table 2.2 below summaries the total trip generation of the site, as presented in the previously agreed Scoping Note. This is based on surveys of existing Great Wolf sites and is considered the most appropriate basis for the trip generation analysis.

	Vehicle Trips		
	In	Out	Total
Weekday Morning Peak (08:00-09:00)	66	47	113
Weekday Evening Peak (17:00-18:00)	66	88	154
Saturday Peak (13:00-14:00)	122	125	247

Table 2.2 Expected Vehicle Trips (based on Great Wolf Surveys)

2.7 The trip generation figures presented at Table 2.2 will include both guest and staff trips. In order to provide a split between guest and staff trips reference is made to analysis of staff trips presented a previous Addendum Scoping Note dated 7<sup>th</sup> June 2019 and this is summarised in the Table below. In order to assess the proportion of trip generation associated solely with guests, the staff trip generation presented below has been subtracted from the total trip generation presented at Table 2.2. Table 2.3 summaries the expected split of staff and guest vehicle trip generation based on the Great Wolf Surveys.

	Staff		Guests	
	Arrivals	Departures	Arrivals	Departures
Weekday Morning Peak (08:00 to 09:00)	52	0	14	47
Weekday Evening Peak (17:00 to 18:00)	6	24	60	64
Saturday Peak (12:00 to 13:00)	5	6	117	119

Table 2.3 Expected Staff and Guest Vehicle Trips

2.8 In to assess the expected trip generation of the reduced capacity of the hotel, the guest trip generation presented in Table 2.3 has been reduced by a factor of 0.8 to represent the hotel at 80% occupancy. The staff vehicle trip generation has not been reduced. Table 2.4 below shows the expected trip generation of staying guests based on 80% occupation of the hotel.

	Staff		Staying Guests (80% Occupancy)	
	Arrivals	Departures	Arrivals	Departures
Weekday Morning Peak (08:00 to 09:00)	52	0	11	38
Weekday Evening Peak (17:00 to 18:00)	6	24	48	51
Saturday Peak (12:00 to 13:00)	5	6	94	95

Table 2.4 Expected Staff and Guest (Staying Guests at 80% Occupancy) Vehicle Trips

2.9 The maximum number of day passes that could be issued is 450. Day passes will only be eligible to access the site after 10am. On that basis day passes would not be expected to arrive at the site during the morning peak hour and, as such, no assessment of the effect of day visitors during the morning peak hour is considered necessary.

2.10 In order to assess the likely day visitor movements during the weekday evening and Saturday peak periods, reference has been made to visitor profile data presented with a Transport Assessment supporting development proposals at the Legoland resort in Windsor (Planning Ref: 17/01878/OUT). Whilst the Legoland resort is not a comparable use to the proposed hotel and resort, it is considered that the arrival/ departure profile of day visitors would be a reasonable comparison.

2.11 Data presented within the Legoland Transport Assessment shows the daily arrival and departure profile of visitors (predominantly day visitors) on a weekday and Saturday during peak periods. That data shows that during the weekday evening peak period 2% of daily arrivals and 15% of daily departures would be expected to occur. During the Saturday mid-day period 11% of daily arrivals and 3% of daily departures are shown to occur. These proportions of daily visitors have been applied to maximum 450 day pass visitors and this is summarised at Table 2.5 below.

2.12 Information presented in the previous Addendum Scoping Note dated 9<sup>th</sup> July included expected car occupancy for visitors to the proposed development and set out that an average car occupancy of 3 guests per car is expected. The expected car occupancy has been applied to the person trips to calculate the number of day visitor vehicle trips during the weekday evening and Saturday peak period. Table 2.5 below summarises the expected vehicle trips associated with day visitors.

	Day Visitor - Person Trips			Day Visitor - Vehicle Trips		
	In	Out	Total	In	Out	Total
Weekday Morning Peak (08:00-09:00)	0	0	0	0	0	0
Weekday Evening Peak (17:00-18:00)	9	68	77	3	23	26
Saturday Peak (13:00-14:00)	50	14	64	17	5	22

Table 2.5 Expected Day Visitors Arrival/ Departure (Person & Vehicle Trips)

2.13 The expected vehicle trips associated with day visitors, as presented at Table 2.5, has been added to the expected vehicle trips associated with staying guests (at 80% capacity) and staff, as presented at Table 2.4. Table 2.6 compares the expected trip generation of the hotel when full occupied by staying guests, as presented at Table 2.2 (and agreed in the Addendum Scoping Note dated 9<sup>th</sup> July) and the scenario with up to 20% occupancy of day guests.

	Staying Guests Only			80% Staying Guests/ 20% Day Guests		
	In	Out	Total	In	Out	Total
Weekday Morning Peak (08:00-09:00)	66	47	113	63	38	101
Weekday Evening Peak (17:00-18:00)	66	88	154	57	98	155
Saturday Peak (13:00-14:00)	122	125	247	116	106	222

Table 2.6 Comparison of Expected Vehicle Trips

2.14 The analysis presented at Table 2.6 demonstrates that the expected vehicle trip generation of the resort, if up to 20% of total capacity was made available for day visitors would be lower than or no material difference to the scenario in which the hotel is occupied solely by staying visitors.

2.15 On that basis it is considered that, based on the principles set out in this Technical Note no additional or separate analysis of day visitors using the resort is required. The trip generation analysis presented in the agreed Addendum Scoping Note dated 9<sup>th</sup> July provides a robust assessment of the trip generation of the development under both scenarios.

2.16 In summary, day passes would only be issued on the following principles:

- ▶ Day visitor access to the resort would only be allowed at time when the hotel is below full capacity of 2,250
- ▶ Day visitor passes would be released on a sliding scale dependant on the occupancy of the hotel;

- ▶ The maximum number day passes that would be released would be 20% of total capacity of the resort, 450 guests, even if hotel occupancy were to fall below 80% occupancy; and,
- ▶ Day Pass access to the resort will only be valid after 10am.

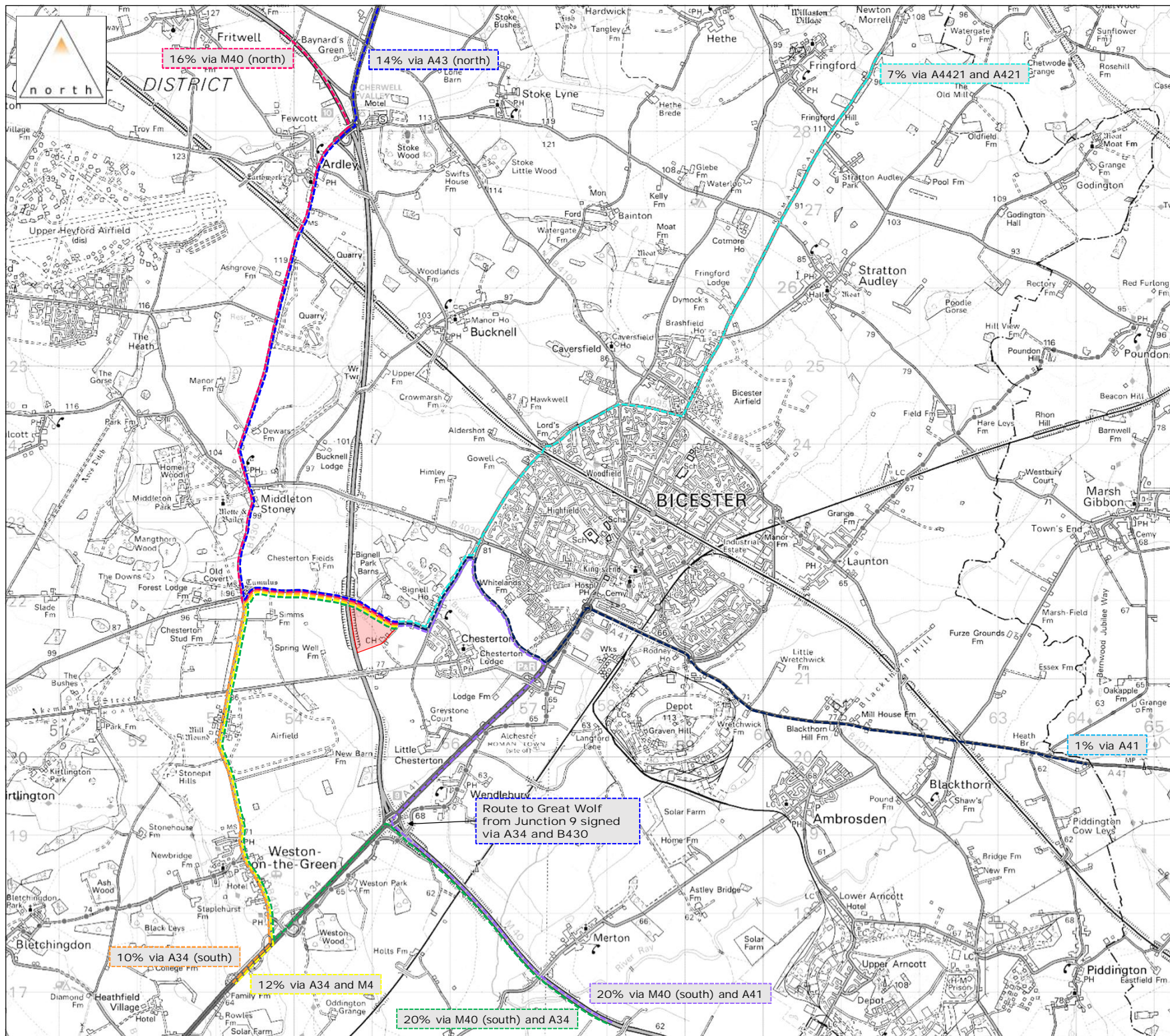
### 3.0 Signage Strategy and Distribution

- 3.1 The Scoping Note dated 25<sup>th</sup> April 2019 included information on the expected distribution of vehicle trips to the site based on information on the expected catchment area of visitors to the site. The April Scoping Note included an expected distribution of visitor trips based on the catchment area of visitors.
- 3.2 The distribution assessment presented in the April 2019 Scoping Note assumed that all vehicle approaching/ leaving the site to/from M40 Junction 9 would route along the A41 northbound and Vendee Drive to access and exit the site.
- 3.3 Following further consideration of a signage strategy for the development, it has been concluded that the more appropriate signed route between the resort and M40 Junction 9 is via the A34 and the B430. It is therefore proposed that the signage strategy to be developed for the resort will include signage at M40 Junction 9 signing guest via the A34 and B430. Similarly, for guests departing the resort towards M40 Junction 9 will be signed via the B430 and A34.
- 3.4 Notwithstanding the proposed signage strategy, it has been assumed that some guests approaching the site from the M40 Junction 9 will not follow the signed route and would connect to the site from M40 Junction 9 via the A41 and Vendee Drive.
- 3.5 On that basis it has been assumed that half of vehicles approaching the site via M40 Junction 9 would follow the signed route to the site via the A34 and B430 and half would utilise the alternative route via the A41 and Vendee Drive and this is reflected in the expected distribution of vehicle trips. [Figure 3.1](#) attached shows the updated distribution of visitor trips to/from the site.

### 4.0 Summary

- 4.1 Motion has been instructed by Great Wolf Resorts (the parent company of Great Wolf Lodge) to advise on highways and transport matters associated with development proposals for a new family resort at a site in Chesterton near Bicester. The Technical Note has been prepared to seek agreement with Officers from OCC in relation to matters associated with day visitor access to the resort and the expected distribution of vehicle trips.
- 4.2 This Note has presented a sensitivity test of day visitor access to the resort and has demonstrated that the inclusion of day visitor access to the park would not result in a material change in vehicle trips in comparison with the analysis presented in the agreed Addendum Scoping Note dated 9<sup>th</sup> July and that analysis provides a robust assessment of the trip generation of the development under both scenarios. Day visitor access to the resort would only be issued on the following principles:
- ▶ Day visitor access to the resort would only be allowed at time when the hotel is below full capacity of 2,250
  - ▶ Day visitor passes would be released on a sliding scale dependant on the occupancy of the hotel;
  - ▶ The maximum number day passes that would be released would be 20% of total capacity of the resort, 450 guests, even if hotel occupancy were to fall below 80% occupancy; and,
  - ▶ Day Pass access to the resort will only be valid after 10am.
- 4.3 The expected distribution of vehicle trips to the site has been updated based on a signage strategy that would sign vehicle arriving/departing via the M40 Junction 9 via the A34 and the B430, rather than the A41 and Vendee Drive. The proposed distribution of vehicle trip trips has been updated to reflect this revised signage strategy.





Great Wolf,  
Bicester  
Figure 3.1 - Visitor Distribution  
Not to Scale