

DP4819

13 January 2020

FAO Clare Whitehead
Place and Growth Directorate
Cherwell District Council
Bodicote House
Bodicote, Banbury
Oxfordshire
OX15 4AA

BY EMAIL

Dear Ms Whitehead

**PROPOSED GREAT WOLF LODGE, LAND TO THE EAST OF M40 AND SOUTH OF A4095, CHESTERTON, BICESTER.
CDC REFERENCE: 19/02550/F**

As part of our review of the consultation feedback received we recognise that there is a recurring comment that the proposed development does not provide sufficient opportunity for local people to use the proposed Great Wolf Lodge. As set out in the planning application material, the proposed development currently allows for two types of users, namely hotel guests and day pass guests (the latter having full access to the indoor waterpark and leisure offer).

In terms of day passes, and again as set out in the planning application material submitted, these will be released on a sliding scale dependant on the occupancy of the hotel and will be secured through a Section 106 Agreement. In addition, a discount will be provided for local residents and applied at the time of booking (as is commonplace with a number of tourist attractions). The day pass has been carefully considered and offered so that additional vehicle traffic is not generated where there is a fully occupied hotel; as we recognise that this is a key concern being raised by local people. In addition, 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. This responds to an anticipated difference in trip distribution relating to hotel guests when compared to day pass guests.

Great Wolf Resorts recognise and agree that these day passes will therefore be available in fewer numbers at popular times of the year (i.e. during school holidays and at weekends the hotel will be closer to capacity and therefore fewer day passes would be available). As a response to this, Great Wolf Resorts would like to propose an additional stream of day passes allowing access to the waterpark and leisure facilities. These would also be secured through a Section 106 Agreement.

Great Wolf Resorts propose a 'Sustainable Day Pass' programme that would make additional day passes available, exclusively to those who travel to the proposed Great Wolf Lodge using the free shuttle bus provided. This exemplifies the efforts to actively promote the use of the free shuttle bus service as a sustainable, non-car mode of travel and, importantly, would not result in additional vehicular traffic being introduced onto the road network. The precise mechanism to manage this would need to be agreed with Cherwell District Council but it is envisaged that a ticket is validated or token provided as one arrives by shuttle bus. Again, such mechanisms and controls are commonplace in comparable circumstances.



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In terms of the quantum available, Great Wolf Resorts would make 30 *Sustainable Day Passes* available per day, which would be booked in advance and be available in addition to hotel guest stays and regular day passes. In addition, and as with the regular day passes, there would be a discount available for local residents. This programme would generate 10,800 tickets per year and would be targeted specifically at local people; those in the Bicester area who are most likely and able to arrive by the free shuttle bus being provided. As the programme does not link the release of *Sustainable Day Passes* to the occupancy levels of the hotel, availability will remain at this level during peak times such as school holidays and weekends.

We trust that the offer of *Sustainable Day Passes*, over and above the existing offer, will be well received by a number of local families. Should you have any questions we would be happy to discuss these further.

Yours sincerely,

Peter Twemlow

DP9 Ltd

CC

Jeremie Babinet – Great Wolf Resorts