



Impact of a Go Ape Course at Alexandra Park on Traffic and Parking.

1. Introduction

- 1.1 The proposed development at Alexandra Park will comprise of one course that can accommodate two separate activities; one lasting three hours and one lasting one hour. These two activities have different capacities and usage patterns, which are described below.
- 1.2 For both activities, there are a maximum number of people who can start at any one time. The activities are also time constrained. This means that only a fraction of the total capacity for the day will be present at any one time and arrivals are staggered evenly throughout a day. Given this, the following analysis is based on the maximum car journeys over the course of an hour rather than the cumulative effect over the course of the day. This has the result in analysing worst case scenarios, as over a day the average impact will be lower than the maximum impact described here.
- 1.3 The course is planned be open from February through to November, and closed for the remainder of the year, although this may be extended if the demand presents itself. First briefing sessions will start at 8am where demand is sufficient, and the last session will be at 6pm latest for the three hour experience and at 7pm for the one hour experience. The time of this last session will get earlier throughout the year as we require all customers to have left the course by the time it is dark.
- 1.4 The analysis is based on maximum possible capacity, which will only ever be possible during peak periods (weekends and school holidays). During the rest of the year, capacity on the course will be reduced to allow us to be more efficient with staffing.
- 1.5 The analysis assumes that half the people on the course will complete the three hour experience and half the one hour experience. This ratio may change throughout the year.
- 1.6 The course will able to accommodate 70 participants starting every hour (staggered in 15 minute start times).

2. The Three Hour Experience

- 2.1 It is assumed that 15 participants will start the three hour experience every half an hour, so a maximum of 90 people can be on the course at any one time.
- 2.2 The three hour experience is based on our existing Tree Top Adventure courses, and the analysis is based on our experiences operating 28 of these courses around the country.

Parking

- 2.3 We have undertaken an analysis of the impact of a successful Go Ape course on traffic generation. Every booker was sent a post activity feedback questionnaire by email. For a period over the summer of 2011, we asked people how many people were in their group, and how many cars the group arrived in. From a sample of 1535 visitors, from all sites, the average was just over 3.2 people per car.
- 2.4 From large surveys at other London sites, it is concluded that for every 10 customers, there will be 2 cars required (the inference being that the majority of customers travel by public transport).
- 2.5 Therefore a maximum of 18 extra car parking spaces will be required at any one time.

Effect on Traffic Levels

- 2.6 Using the data above, the activity would be likely to generate some 6 vehicle visits per hour.

3. The One Hour Experience

- 3.1 It is assumed 10 participants will start the one hour experience every quarter of an hour, so a maximum of 40 people can be on the course at any one time.
- 3.2 The one hour experience is based on our existing Tree Top Junior (TTJ) courses, and the analysis is based on our experiences operating 12 of these courses around the country.
- 3.3 In order to better understand the possible effects on traffic levels and any subsequent pressure on parking provision of the TTJ courses, a further survey was undertaken of TTJ participants and/or members of their groups, at our existing sites. The survey was conducted over the whole of the peak summer period, from 14th July 2012 till the end of the English schools summer holiday on 3rd September 2012 (inclusive).

The survey asked the following questions:

Question	Total responses
How many people are in your group?	2941
How many cars have you arrived in?	906
How many of your group are booked on Tree Top Junior?	2004
Were you planning on visiting the park	Y = 298 (1654 in groups) / N =

today anyway? (Y / N)	238 (1285 in groups)
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- 3.4 The survey was undertaken by 536 individuals who answered on behalf of their groups. The number of individuals within their groups totalled to 2941. Of this, 2004 were Tree Top Junior participants (the rest were accompanying the participants).
- 3.5 The data shows that TTJ participants do not generally travel on their own, they are usually accompanied by others including people within their group who are not taking part in the activity (this is because the TTJ course is aimed at under 2 year olds). If we divide the number of participants by the total number of people within their groups we can see that for every 10 participants an extra 7 people come to the site. As the maximum number of participants on the course every hour is 40 we can multiply this by 0.7 and conclude that for every hour of operation there is a maximum of 68 people associated with Tree Top Junior (participants and accompanying visitors).
- 3.6 The groups that were surveyed arrived in 906 vehicles, giving us an average of 3.2 persons per vehicle and so an average of 21 vehicles per hour (this includes transport for accompanying non participants).
- 3.7 The survey also asked whether people were planning on visiting the site regardless of their TTJ booking. Of those surveyed 298 answered 'yes' (representing 1654 of the 2941 visitors), indicating that 56% of people who visited the site for TTJ, were planning on visiting regardless. As such half the participants should not be classed as newly generated car journeys and the pressure they put on parking is not totally associated with Tree Top Junior, but comes from existing site traffic.
- 3.8 Therefore, we can see that the TTJ course will generate fewer than 34 people an hour who are making a trip especially for the activity, with 3.2 people sharing per car.

Parking

- 3.9 Based on the data above, we can conclude that the number of cars created by participants on the one hour experience and their groups per hour will be 10 - 11. This figure of 11 cars is likely to be the very maximum or 'worst case scenario'. For the majority of the time the figure will be a lot lower as for the majority of the year, outside peak times, the TTJ will not be at full capacity. Even at Moors Valley Country Park which as a visitor destination receives around 800,000 visitors a year did not have completely full sessions even on the busiest day (they operated at 91.5% on the busiest day in 2014 so far).

Effect on Traffic Levels

- 3.10 Based on the figures above, we can see that the one hour activity will generate 11 vehicle visits an hour.

Staff

- 3.11 A maximum of 12 staff will be required to run the day. We assume each staff member will require their own car. We will wherever possible encourage them to car share and use public transport – staff are advertised for locally.
- 3.12 Staff will therefore be responsible for a maximum of 12 parking spaces.

4. Summary of Traffic Levels and Parking

4.1 In total Go Ape will be responsible for a maximum of:

- 41 car parking spaces.
- 17 car journeys an hour into the park (or one every 3.5 minutes).