

Dear resident,

I am writing to you on behalf of Laver Leisure regarding the Moneystone Park proposals. We are aware that a flyer has been circulated within the area which raises some concerns about the proposals. I would like to take this opportunity to address those concerns directly.

Visitor numbers

Professional research indicates that Moneystone Park will attract around 55,400 staying visitors per year – around 75% of those staying visitors are likely to stay for 3 to 4 days, with the remaining 25% staying for a week. In addition, research indicates that around 32,500 day visitors per year will visit Moneystone Park, including those people who live in the local area and wish to make use of the facilities on the site, such as the gym, spa or swimming pool.

It is anticipated that around 100 of the 250 lodges on the site will be made available for sale rather than rented out. We would therefore expect that the visitors to these lodges will stay for longer durations.

Transport

A transport assessment has been undertaken by an experienced Highways Consultant as part of the planning application. This comprehensive report considers the expected number of visitors to Moneystone Park and concludes that the development is acceptable in highways terms.

The transport assessment has considered the traffic generation associated with the development during the peak August holiday season, for Lodge visitors, day visitors and staff. Outside of the peak holiday season, the traffic generation associated with the development would be less. The calculations, which are based on evidence obtained at comparable types of leisure developments around the country, show that during the peak season, the expected maximum traffic generation over a full weekday, Monday to Friday, would be 188 vehicles arriving to site and 182 vehicles departing site per day. During a peak weekend, the expected maximum trip generation would be 375 arrivals and 375 departures over the full day. This traffic generation would be spread over the *full day* period.

The expected maximum traffic generation over a *one hour* period would occur during the weekday morning and evening peak hours, of 86 arrivals and 43 departures during the morning peak hour (8am to 9am) and 43 arrivals and 86 departures during the evening peak hour (5pm to 6pm). This level of traffic during the peak hours would not have a material detrimental traffic impact on the existing A52/Whiston Eaves Lane junction.

The advertised and signposted route for vehicles visiting Moneystone Park will be via the A52 and Whiston Eaves Lane – this is the route that the HGVs which used to visit the former quarry would have taken. Visitors will be asked to ignore Sat Navs and vehicles will be discouraged from turning right towards Oakamoor or Moneystone. The existing 7.5 tonne weight restriction, except for access, at this point on Eaves Lane will also remain in place, meaning that coaches, buses and HGVs will not be able to turn right out of Moneystone Park.

Transport delays

We appreciate that there may be concerns about the potential for delays to other road users. The potential for 'driver delay' (i.e. journey times) has been considered. Taking into account existing traffic conditions, including those related to Alton Towers, the highways assessment concludes that the development would have a 'negligible' impact (i.e. not noticeable). In conclusion the traffic impact on local villages and towns in the vicinity, such as Whiston, Oakamoor, Froghall, Alton or Cheadle, would be minimal.

Benefits to the local economy

Laver Leisure has commissioned independent consultants to produce a socio-economic report which considered the benefits which could be generated by Moneystone Park. The report suggests that around 250 permanent jobs will be created on-site, plus as many as 230 jobs at the peak of construction. These jobs are much needed in the area as a whole, as many of the traditional industries are in decline.

The report also found that staying visitors could generate just over £1 million worth of additional spending in the area. In addition to jobs created on-site, it is expected the development will help to deliver a further 78 full-time equivalent jobs off-site elsewhere in the district.

Environmental impact

Sensitively planned leisure developments, such as Moneystone Park, are not incompatible with Areas of Outstanding Natural Beauty or National Parks. Indeed, Moneystone Park is influenced by Bluestone National Park resort in Pembrokeshire. As the name suggests, part of this development is within the Pembrokeshire Coast National Park and includes 268 lodges. A similar tourism development at Cheddar Woods is in the Mendip AONB. More locally, Cannock Chase also combines AONB status with incorporating leisure and recreational activities. By their very nature, AONBs are also likely to attract tourism and visitors.

Jobs

It is expected that young people in particular will benefit from the jobs on offer at Moneystone Park. A wide variety of permanent jobs will be created at the site, ranging from management, marketing and sales through to educational, tradespeople and grounds maintenance.

Laver Leisure will use local suppliers and tradespeople wherever possible. We will also work with the Staffordshire Moorlands District Council and local employment organisations to enable local people to benefit from the job opportunities created.

Construction

We will take measures to minimise noise and disruption for the local community during construction. For example, it is likely that lodges will largely be pre-fabricated off-site to reduce construction activity on-site. It is worth noting that the major earthworks, which is one of the noisiest activities on any construction site, have already been completed as part of the works to restore the Quarry. This also applies to the demolition and clearance of the former industrial buildings on the site.

Laver Leisure firmly believes that the proposed development makes excellent use of this former quarry site. In redeveloping this site, we can bring much needed new jobs and investment to the area in a sensitive manner.

I do hope you find this letter helpful.