



The planning application for the proposed Moneystone Park development will be considered on Thursday 26th November by Staffordshire Moorlands District Council Planning Committee.

We wanted to provide the local community with an update on the proposals and to directly address some important points which have been raised.

GREAT FOR THE LOCAL ECONOMY

Laver Leisure commissioned independent consultants to produce a socio-economic report which looked at the benefits which would be generated by Moneystone Park. The report concluded that Moneystone Park **will create around 250 full time permanent jobs, with as many as 230 further jobs at the peak of construction.**

This report also found that staying visitors could generate just over **£1 million per year of additional spending** in the local area.

Through visitor spending, use of local supply chain and wages, Moneystone Park will help to deliver a **further 78 full-time equivalent jobs elsewhere in Staffordshire Moorlands.** This comes at a time when two of the largest local employers, JCB and Alton Towers have announced disappointing job losses.

Laver Leisure has signed an agreement with Staffordshire Moorlands District Council (SMDC) containing **initiatives to enable local people, including those with disabilities and the long-term unemployed, to benefit from the jobs and training opportunities created here.** In addition, we have agreed to support local suppliers where possible. For example, once operational **we will aim for a target of 40% of goods and services on-site to be provided via businesses based within Staffordshire Moorlands boundaries or within 15 miles of the site.**

Significant restoration of the quarry has been carried out in accordance with the planning consent, in discussion and through site visits with Staffordshire County Council.



WWW.MONEYSTONEPARK.CO.UK



MONEYSTONE PARK





WHAT IS MONEYSTONE PARK?

It will not be a 'holiday camp' but more like a Forestry Commission type property such as Sherwood Pines Forest Park, with outdoor facilities alongside wooden lodges. **It will be open to local residents and the general public who will be able to use all of the facilities here**, from footpaths and bridleways (which will be free of charge) to the boating lake (non-motorised), gym and other indoor facilities. **Laver Leisure will look at a season ticket arrangement for chargeable activities to ensure that local people get preferential rates.**

HIGH QUALITY ACCOMMODATION

We envisage Moneystone Park will be similar to Bluestone National Park Resort in Pembrokeshire, or Cheddar Woods Resort in Somerset. There will be up to 250 high quality wooden holiday lodges on site, a proportion of which will be sold to long-term owners. There will be no touring or static caravans at Moneystone Park.

CONSIDERATE DESIGN

Our guests will be coming to Moneystone Park in order to enjoy the Churnet Valley. It is therefore in our interests to ensure that we only add to the attraction of the area. We will not 'spread' the development across the valley and it will not create an unacceptable visual impact. Our designers have used the topography and layout of this naturally well-screened former quarry, to carefully position lodges and leisure facilities to ensure that views into the site are protected.

In terms of scale, **the planning application states the provision and location of leisure facilities and a defined quantity of up to 250 holiday lodges, in line with the Churnet Valley Masterplan.** This is illustrated by a very clear masterplan which is available on our website.

WHO IS MONEYSTONE PARK AIMED AT?

There won't be any 'thrillseeker' rides or attractions at Moneystone Park. We're not trying to compete with Alton Towers. **Instead we are aiming at 'countrysiders' and families who enjoy the kind of outdoor activities which will be available at Moneystone Park, such as walking, cycling and horse-riding.**

Laver Leisure has worked very hard to secure access rights from Moneystone Park to incorporate the wider Churnet Valley trails. The Park will be set up in such a way that limits the use of cars. People will be able to make use of the numerous walking, cycling trails and bridleways to explore the area.

The proposed development is in accordance with the Churnet Valley Masterplan adopted by SMDC in March 2014.





PROMOTING LOCAL ATTRACTIONS, PUBS AND RESTAURANTS

Moneystone Park will have an on-site tourism information point for visitors.

Through this we will actively encourage visits to other fantastic local attractions like the Churnet Valley Railway, Peak Wildlife Park, Dimmingsdale, the Staffordshire Peak District and the towns of Cheadle and Leek. **We will also promote local restaurants and pubs and help guests explore the area.**

ACCESS

A thorough transport assessment and travel plan has been submitted as part of our planning application to Staffordshire Moorlands District Council. This information, which looks at the impact on local roads and road safety amongst other things, has been reviewed by Staffordshire County Council highways department and **no objections** have been raised, subject to appropriate conditions.

Laver Leisure will invest in improvements to the local highways. This will include the creation of a new right-turn lane on the eastbound A52 which will improve road safety. If the scheme is approved, Laver Leisure will apply to the local authority for a reduction in the speed limit to 30mph on the A52 through Whiston.

We are well aware that some people have concerns about cars turning right out of Moneystone Park and going through Oakamoor via Carr Bank. Laver Leisure will introduce a comprehensive road signage package which

will discourage people from turning right. The existing weight limit will also remain in place to ensure that unsuitable large vehicles do not travel down Carr Bank.

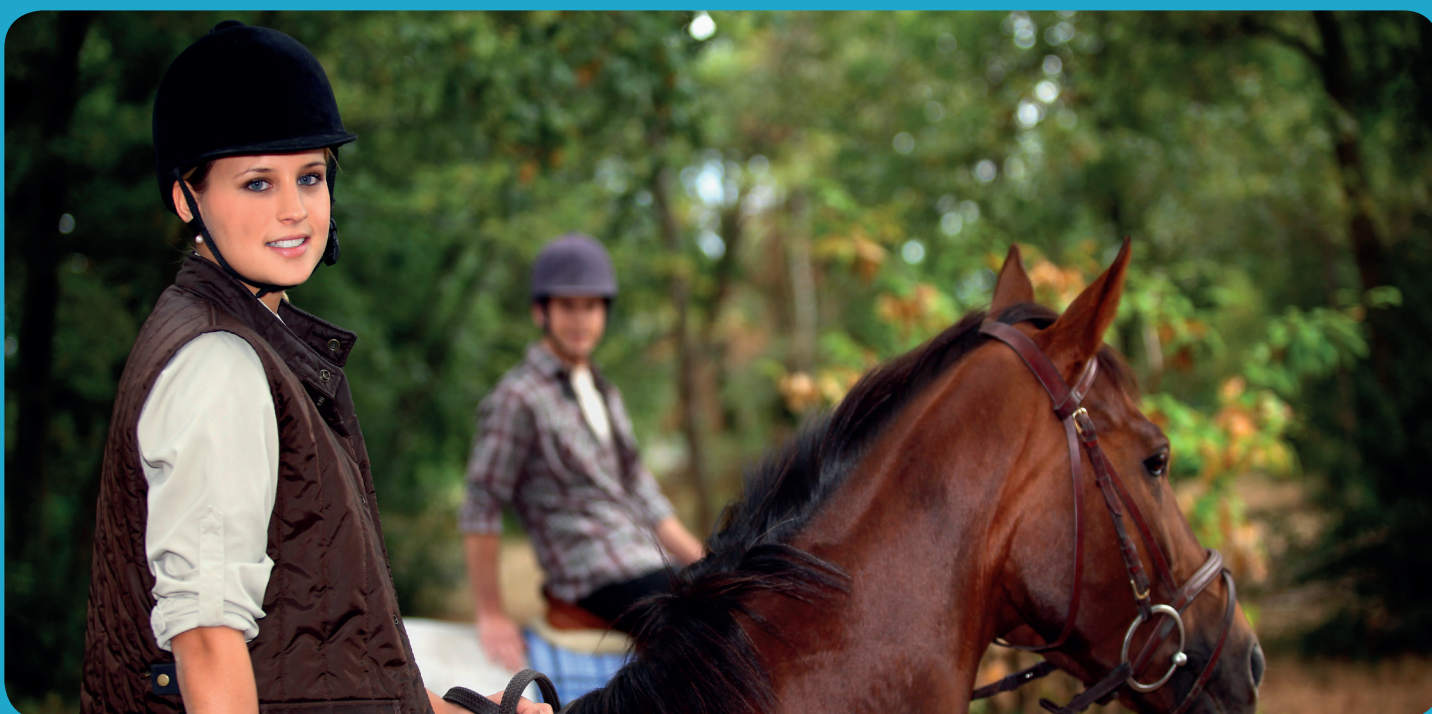
To provide evidence to support the Churnet Valley Masterplan, SMDC appointed WS Atkins, specialist highways consultants, to produce a Transport Study which considered all proposed sites in the area. The Atkins study demonstrated that the traffic generation for a leisure development at Moneystone Quarry can be considered to be relatively low and concluded that it would not lead to any notable congestion issues.

MONEYSTONE AND THE ENVIRONMENT

An Environmental Impact Assessment was undertaken by Laver Leisure as part of the planning application for Moneystone Park. **Staffordshire Moorlands District Council's Environmental Health Officer has no objection to the development (subject to conditions) in terms of noise, air quality, light impacts and the like.**

The Environment Agency and Natural England have been consulted on the proposals and have no objections to Moneystone Park. The development is acceptable in ecological terms and through new planting and land management will provide an overall improvement in habitat across the site.





WHAT LEISURE FACILITIES WILL MONEYSTONE PARK HAVE?

A leisure 'Hub' open to all members of the public, will include:

- 25 metre pool and a separate toddler pool
- Spa facilities
- Gym and studio
- Children's soft play area
- Indoor climbing area
- 4 lane bowling alley
- Cinema screening room
- Café
- Restaurant/bar and outside sun terrace

Other facilities across Moneystone Park will include:

- Woodland activity area, including an adventure playground and climbing/ropewalks
- Watersports centre
- Footpaths, bridleways and cycleways
- Children's play area
- Outdoor multi-sports area
- Archery centre
- Farm shop
- Visitor centre, with tourism information
- Lakeside café

For the latest masterplan, please see the website www.moneystonepark.co.uk

FURTHER INFORMATION

If you'd like to see Moneystone Park delivered, then **please make your voice heard**. Email your support to planning@staffs Moorlands.gov.uk or write to **Planning Services, Staffordshire Moorlands District Council, Moorlands House, Stockwell Street, Leek, Staffordshire, ST13 6HQ**. Please remember to quote the reference number **SMD/2014/0682** and tell the Council why you think this is a good idea.

For more information or if you have any comments or questions, please visit www.moneystonepark.co.uk or like us on Facebook 'Moneystone Park'. You can also email scott.royal@resolvepublicaffairs.co.uk or call Freephone on 0800 040 8404.



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