



Yorkshire Wildlife Park

Framework Function Traffic Management Plan

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Mott MacDonald
4th Floor
Derwent House
150 Arundel Gate
Sheffield S1 2JY
United Kingdom

T +44 (0)114 2761242
mottmac.com

Yorkshire Wildlife Park
Warning Tongue Lane
Doncaster
DN4 6TB

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1 Introduction

1.1 Background

The expansion of Yorkshire Wildlife Park (YWP) was granted planning permission in July 2018. To accompany this expansion, the park plans to host occasional functions on their new site.

This Framework Function Traffic Management Plan outlines proposals for the management of additional traffic generated by these functions. It indicates measures that YWP will use to control traffic moving within the site and to minimise disruption to the surrounding highway network and residential areas, so far as is reasonably possible. This document is intended to be used as a framework plan and details a site-specific package of high-level potential measures to manage additional function traffic at the park. These can then be implemented, as necessary, alongside the park expansion's Travel Plan that aims to promote public transport and sustainable modes of travel to the site. Bespoke Traffic Management Plans may be required depending on the type of function and should be tailored to a specific function scenario.

1.2 Traffic Management Objectives

The objectives of this Traffic Management Plan are to:

- Provide a safe environment for all road users including attendees, the general public, pedestrians, cyclists and motorists
- Prevent any traffic hazards which may arise as a result of a function taking place
- Minimise disruption, delays and congestion for all road users
- Ensure access to surrounding residential and commercial properties is maintained at all times
- Minimise the impact of traffic associated with functions

To achieve these objectives the function organiser will:

- Ensure that delays and congestion within and on the road directly next to the site are dealt with immediately through the use of stewards
- Use appropriate and sufficient road signage if required
- Ensure that travel guidance is provided to attendees and staff prior to the function
- Ensure that the needs of all attendees are accommodated at and within the site, including motorists / motorcyclists, taxi arrivals and people with disabilities
- Have an adequate number of stewards / car park attendants to ensure vehicles are parked as quickly and safely as possible, keeping the external highway as clear as possible
- Liaise with the appropriate authorities, including Doncaster Metropolitan Borough Council (DMBC), prior to functions taking place

1.3 Responsibilities

Traffic management responsibilities lie with the function organiser, Yorkshire Wildlife Park, who provide all the staff and stewarding for their functions.

Any management requirements regarding the external highway will be discussed with DMBC prior to the function taking place. YWP understand their duty under the Traffic Management Act

2004, to consult with the Local Highway Authority, on an event that may cause congestion on the local traffic network.

1.4 Supporting Documents

This Framework Function Traffic Management Plan includes a summary of more detailed Transport Assessment and Travel Plan documents which were part of the approved YWP Expansion planning application (reference 17/02189/OUTA). If further information is required reference should be made to the following:

- **Transport Assessment (ref. 381569/003/C)**
- **Travel Plan (ref. 381569/004/C)**
- **Framework Travel Plan - Supporting Facilities (ref. 381569/005/B)**

1.5 Report Structure

Following the introduction contained in this section, this report is composed of the following sections:

Section 2: Function Details

Section 3: Traffic Management

Section 4: Communications

Section 5: Conclusion

2 Function Details

2.1 Introduction

At the time of writing, definitive details of the proposed functions taking place at the park are unknown. The following section therefore provides an overview of likely function characteristics as well as transport considerations.

2.2 Function Assumptions

YWP have the capability to host a wide range of activities at the new site, within the park itself, within the supporting facilities and within a specific function area known as the Hexagon. Therefore, specific details of functions are currently unknown and will vary over time and as the 'offer' at the park develops. The following bullet points outline typical functions that could take place and the current assumptions around them:

- Hexagon-based functions that would typically take place on a weekend in the evening. These could include weddings, conferences, team events or trade shows
- Family-orientated functions such as the Christmas Fair, Halloween Spectacular and charity runs that already take place on-site, generally between Spring and Autumn (other than the Christmas Fair)
- Summer Safari Nights such as those that already take place on-site during the summer school holiday period
- Different functions will have different visitor profiles and there is no 'one-size fits all' approach
- Most functions will be targeted at a family audience, but some will be adult-only, or will be likely to attract a greater proportion of adults
- With the supporting facilities including a hotel it is anticipated that a proportion of guests will combine attendance at a function with an overnight stay
- Functions will attract an element of organised transport to and from them
- YWP will continue to promote public transport and sustainable transport modes

2.3 Transport Considerations

Key considerations for functions from a transport perspective are as follows:

- Due to the out-of-town location and visitor profile of YWP, it is acknowledged that a large proportion of visitors travel via private car
- Family oriented functions result in a relatively high vehicle occupancy, whilst those that are more adult orientated will have a lower occupancy
- Different functions are likely to experience different mode share and vehicle occupancies and should be planned for accordingly
- Arrivals to functions could occur over a long time period as attendees may combine function attendance with a visit to the rest of the park
- Departures from evening functions will be joining the local traffic network at one of the quietest parts of the day and not during peak hours

2.4 Visitor Behaviours

Learning from previous functions hosted by YWP there are a number of key observations which influence visitor behaviours. The following bullet points outline key factors to consider when planning for a function at the park:

- Outdoor function attendance is often significantly influenced by the weather forecast for the day in question
- Arrivals for large, park-organised activities are often spread throughout the day as guests make use of the park's other facilities
- On busy function dates it's expected that the 148-bedroom hotel on-site will be at full occupancy
- Some evening functions lead to a higher proportion of guests staying overnight in the local area. This often results in guests using organised transport to access the park.

3 Traffic Management

3.1 Introduction

This section of the Framework Function Traffic Management Plan aims to serve as a guide for managing function traffic at the park. Traffic management proposals will, however, need to be tailored to each individual function and should take into account time of day, the type of occasion and the number of visitors expected to attend.

3.2 Stewarding

Stewards will be used at YWP functions to manage the car park, direct traffic, assist with the efficient parking of cars and ensure the safe use of the parking area. All stewards will be employees of YWP and will be dressed in high visibility jackets and use foam fingers to direct traffic. On a regular park day, staff will manage the car park from 8.30am until visitor dispersal. On busy function days staff will also assist with cars exiting the park and supervise pedestrian crossing points to ensure guest safety.

All staff will have a company radio for communicating with each other and keeping management informed of traffic flows, as well as any problems or emergencies. Each day all staff will attend a briefing meeting prior to overseeing the car parks assigned to be used for that day / night. In summer periods the welfare of the parking stewards will be ensured by a 'staff drive around' to ensure that car park staff have sufficient water and sun protection and to cover breaks where required.

It is noted that traffic control on the public highway can only be done by a police officer in uniform and stewards do not have the authority to control traffic on the public highway. If traffic management is likely to be required outside of the park's boundary, then DMBC will be consulted on this prior to the function.

3.3 Public Transport

Travel by public transport to functions will be promoted by the park where possible and made as easy as possible. Liaising with public transport operators at an early stage may make it possible to increase the frequency of bus services and free, or reduced price, buses may also be an option where large numbers of people are expected to attend.

Visitors are able to access information on public transport options to the park via the YWP website. For online ticket purchases, a communications strategy will be considered as an appropriate means of informing attendees on the available public transport options.

On a Saturday, the 57a and 57c buses, which run along a circular route from Doncaster Centre to Auckley, arrive at the current bus stop on Hurst Lane / Poplar Way roughly every 15 minutes with the last bus arriving at 23:44. This provides a sufficient time to enable visitors exiting evening functions to use the bus to travel to Doncaster, to access hotels or for onward journeys.

Additionally, the newly constructed YWP site access on Hurst Lane, which will be used as the main entrance for the expanded park, includes the provision of two new bus stops with shelters on Hurst Lane. These bus stops are located just north of the proposed site access and are served by a new footway along the western side of Hurst Lane. The bus services 57a, 57c and 57f are scheduled to call at these new stops. The location of these new bus stops is away from

residential housing and therefore any noise associated with public transport users waiting for a bus should not impact the local community.

3.4 Coach

Coach is the second most popular mode of transport to the wildlife park. Coaches will have access to two drop-off areas within the expanded site close to the new main entrance and well away from the public highway network, in addition to designated coach parking located at the southern corner of the site. After dropping off passengers, coaches will follow a one-way loop of the car park area before either exiting onto the external highway network or parking in their designated area. The coach parking area has capacity for up to 30 coaches.

Coach travel has the potential to reduce impacts of functions on the external highway network. New facilities to promote this mode of transport are provided at the expanded site such as the drop-off and designated parking areas detailed above however, take-up will be influenced by the commercial decisions made by coach and organised transport companies.

3.5 Taxi

Some visitors may wish to travel to functions by taxi, particularly from Doncaster town centre or nearby hotels. Taxi drop off areas are included within the layout of the expanded site, in close proximity to the park's entrance and well away from the public highway network. All function dates will be well-publicised in advance and informing local taxi companies of function dates may prove beneficial.

3.6 Car Parking

As noted earlier, stewards will be used at YWP functions to manage the car park, direct traffic, assist with the efficient parking of cars and ensure the safe use of the parking area.

The design and layout of the expanded site's internal access road allows for quicker parking, a series of new parking controls and an increased amount of internal vehicular stacking within the site during busy periods.

The first section of ring road and access to the car park areas will allow for 750m of two-lane vehicular stacking within the site (equivalent to 1.5km of single lane traffic). If a need for additional capacity is identified during peak periods to avoid queuing onto the external highway network, an additional loop will be introduced within the south end of the car park which will increase the queuing length for vehicles to approximately 1.3km of two lane stacking within the site (equivalent to 2.6km of single lane traffic). This arrangement, and the parking layout, allows individual lanes to feed different parking areas simultaneously, to speed up the parking process, reduce vehicular queuing and ensure that queueing related to car parking will not extend onto the external highway network.

The expanded site's main car park area has also been designed with one-way routing and in a way that means visitors will park forwards at an angle of 60 degrees. This is a more efficient method of parking, reduces the time spent manoeuvring and prevents blocking back of car park aisles. Nonetheless, parking attendants will be at hand to guide visitors to available spaces and to ensure the fast and efficient parking of high volumes of vehicles.

A breakdown of the available parking spaces at the expanded site are provided below:

- Main car park- 1255 spaces
- Priority parking- 208 spaces

- Electric cars- 20 spaces
- Disabled and inclusive parking- 148 spaces
- Seasonal overflow parking in the main car park- 1370 spaces
- Coach parking- 30 spaces
- Motorcycle- 50 spaces
- Overflow reinforced grass parking- 870 spaces
- Staff parking- 300 spaces

Figure 3.1: Carpark Layout and 60-Degree Parking Detail



- A. Main carpark
- B. Seasonal additional parking
- C. Inclusive, priority & electric car park
- D. Overflow car parks
- E. Motorbike parking
- F. Coach parking
- G. Staff car park

Source: YWP Expansion Design and Access Statement

Dedicated staff parking is located at the northern periphery of the expanded site whilst VIP and disabled parking are located in close proximity to the park's new main entrance. Those guests able to make use of these facilities will be provided with parking information in advance and to speed up their arrival process. A drop off / pick up area for coaches, cars and taxis is also provided adjacent to the visitor entrance and well away from the public highway network. For

busy function days there is the additional opportunity to utilise parking at the original YWP site, albeit this would not be a preferred option unless an incident occurred that necessitated its use.

As outlined above, YWP has sufficient car parking space, and an effective plan of how to manage vehicles and distribute them efficiently between car parks, keeping them away from the local road network.

To manage outbound flows as functions finish, stewards will once again manage and monitor traffic flows and, where necessary, could potentially 'meter' traffic flows out of the park to avoid undue congestion on the external highway network. Any such traffic management measures, and anticipated requirements will be discussed with DMBC prior to functions taking place.

3.7 Hotel Stays

For busy functions it is expected that the new 148-bedroom hotel located at the expanded park, will be at full occupancy. This will therefore relieve some of the traffic departing the site after the conclusion of a function.

In addition, experience of previous functions has indicated that for some evening functions visitors often stay overnight in the local area, and that travel to the functions usually takes place via organised transport. This can therefore be accommodated via the provisions for drop-off and pick up noted earlier.

3.8 Walking and Cycling

Walking and cycling mode share is acknowledged as low for visitor trips made to the park. However, some functions are likely to attract attendees from the local community who may make the journey to the expanded park via active modes. These will therefore be catered for by the pedestrian and cycle facilities being constructed as part of the park's expansion.

3.9 Emergency Vehicles

At the expanded site emergency vehicles will be able to use the new internal service road, or a new emergency access point via the staff car park to gain access to the hub buildings.

4 Communications

Communications will be an effective way of managing traffic and influencing travel behaviours prior to a function taking place. Communications to different groups are outlined below.

4.1.1 Visitors

Communications made to visitors prior to a function will usually take place through social media. Additionally, the visitor website will be an important source of information for visitors and will be an opportunity to raise awareness of the travel options to YWP. If bookings have taken place online, the confirmation process can be used as an opportunity to communicate with visitors, for example by providing links to a location map and promoting public / sustainable transport.

4.1.2 Local Residents

Local residents will be kept informed of planned functions via social media, the YWP website and communication banners outside of the entrance to the park.

4.1.3 Road Users

Road users will need notifying if a function is going to generate large volumes of traffic or have a significant impact on the local highway network. For previous functions, YWP have used three ways of notifying road users that there may be higher volumes of traffic in the area on function dates.

- Hiring a contractor to supply temporary signage on roads likely to be affected that reads: EVENT TRAFFIC (DATE /TIME) EXPECT DELAYS.
- Requesting the Roadworks.org website to include details of the functions and timings to provide warnings to road users.
- Requesting that the Doncaster VMS Signs carry warnings about the risk of increased traffic due to the functions at YWP.

For larger functions it may be necessary to provide temporary warning signage south of the Hurst Lane railway bridge. Permanent 'active' queue warning signage is proposed for this location that will be triggered should queuing occur at the YWP access roundabout due to unforeseen circumstances but additional signage notifying road users of function traffic may be appropriate as further mitigation. Any signage requirements on the public highway network will be submitted to DMBC for approval prior to installation.

4.1.4 Relevant Authorities

Liaising with the relevant authorities, prior to a function, will take place. This will include liaison with South Yorkshire Police, DMBC, bus and taxi companies etc. and will be undertaken by YWP's Head of Guest Experiences. In addition to this, YWP will continue to liaise with the consultative committee set up to communicate information about the expansion to local stakeholders.

5 Summary

This Framework Function Traffic Management Plan has been developed to support functions hosted by YWP. It is intended to indicate measures that YWP will use to control traffic moving within the site and to minimise disruption to the surrounding highway network and residential area, so far as is reasonably possible. It is intended to be used as a framework plan and details site-specific potential measures and communications strategies that can be implemented as necessary. However, bespoke traffic management plans should also be produced where they are deemed necessary, depending upon the type of function and its likely impact.

YWP have hosted successful functions at their current site and will utilise these experiences to inform the implementation of appropriate traffic management techniques. There are existing procedures and co-ordination measures in place to manage traffic at the current site which will be transferred across to the expansion, for example, the use of stewards and carpark attendants.

It is also evident that traffic management measures have been considered throughout the development and design stages of the park's expansion, especially in relation to car parking capacity, layout and operation. These will support, and mitigate the impact of, functions hosted at the park.

Notwithstanding the above, YWP should endeavour to promote sustainable modes of travel and public transport to functions where possible, in addition to the promotion of the expansion's Travel Plan.

