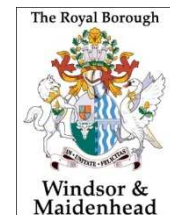


RBWM and the LEGOLAND® Windsor Resort: Traffic Management Solutions

Windsor Town Forum
(Thursday 6th February 2014)



Context



- Theme Park for families with children aged 2 -12
- 95% of visitors arrive to LEGOLAND by car
- 64% of visitors arrive via Junction 6 of the M4, Imperial Way and Winkfield Road.
- LEGOLAND has a maximum of 3,143 car parking spaces
- For 21 days a year (August) an additional 1,400 car parking spaces are available on grassed land. Grand total 4,543 car parking spaces.
- LEGOLAND generates 25% of Windsor's Tourism Economy and employees up to 2,000 people at peak times.

* RBWM welcomes 6.7 million day visitors (economic impact study 2012)

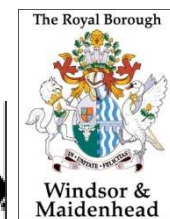
* 60% of visitors travelled by car increase from 47% in previous year (Windsor visitor Survey 2013)

* There are 1,900 car parking spaces during weekdays and 2,800 over the weekends in Windsor



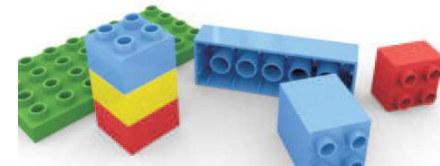
Objectives

- Royal Borough of Windsor and Maidenhead
 - Minimise impact on local road network
 - Minimise disruption to residents and business
 - Partnership working
 - Maximise Benefits to town
- LEGOLAND Windsor Resort
 - Reduce impact on local road network for local residents and guests
 - Continue to work closely with local council and neighbourhood organisations
 - Improve guest communications
 - » prior to arriving at the Resort
 - » when leaving the Resort
 - Continue to work closely with local councils and Highways Agency on alternative routing & signage into the Resort



Solutions successfully delivered between 2011 - 2013

- Traffic management meetings delivering joint strategy and action plan between RBWM and LEGOLAND
- Advanced ticket purchase and proactive website booking management
- Traffic signal improvements
- Traffic cameras
- Event management e.g. fireworks including temporary traffic lights
- LEGOLAND Resort opening and closing times
- Roadside travel information/VMS
- Overflow car parking agreement
- Entry time to car park reduced by 50%
- Alternative route promotion
- Reduced employee demand for car based journeys
- Trial schemes e.g. filter lane, signage, temporary traffic lights
- Extended partnership working (Bracknell Forest / Highways Agency)
- LEGOLAND 10 year master plan submitted to RBWM for review



2014 solutions

To be implemented by mid-March 2014

- Strategic route review
- New and enhanced route signage
- Highway infrastructure (yellow box marking and filter lane improvements)
- Employee additional Social Media/Communications and Car Parking staff
- Enhanced visitor information / proactive signing



To be implemented during April and May 2014:

- Alternative route trials
- Additional Park and Ride options
- Hotel shuttle bus options
- On-park Wi-Fi

Longer term:

- Investigating entry/exit points in partnership with other stakeholders
- Continue to support alternative travel choices

