

RBWM and the LEGOLAND® Windsor Resort: Traffic Management Solutions

Updated: June 2014



Working RBWM Strategy Document

Issue	Action	Date	Who?	Status
Controlling movements from LEGOLAND link road and off-site junctions	Introduce loop detectors on link road and connect these to RBWM UTMC system for monitoring of congestion and tying into up and down stream junction management by UTMC. Allows RBWM to instigate pre-fixed signal plans at off peak demands	March 2014	LLWR / RBWM	RBWM systems unable to automate, however LLWR will share Data. Action becomes part of on-going analysis
Clarification of congestion at Winkfield Road junction	Provision of a new CCTV camera at the junction linked to Legoland Security and RBWM Control Room and UTMC	June 2014	LLWR	Complete
Traffic Light systems from M4	Look to extend the green wave between junctions outside the control of the Borough such as Junction 6 of the M4. This will involve a series of new staging plans for these peaks which are to be agreed with the Highways Agency	July 2014	LLWR / RBWM/ HA	Engaged and on-going dialogue taking place.
Data collection	Previously there was limited data from either party that offers a coordinated dataset allowing for a more robust strategy	April 2014	RBWM/ LLWR	Data collection conducted during all traffic trials and remains in place. Complete.
VMS on A and B roads	Expand the VMS Strategy to include the adjacent authority roads and bring in other Merlin Attractions on a coordinated approach – Chessington, Thorpe Park etc	2014	RBWM/LLWR	Bracknell Forest Council engaged - Agreed to include in their 'pinch point' upgrades. Business Case reviewed and not feasible. Action won't be moving forward.
Clarification of congestion Visually	LEGOLAND currently have 2 CCTV cameras on the internal link road, top and bottom of the hill, which can provide added information for congestion management	- July 2014	LLWR	On-going action
Alternative Routes	The limitation of sign posted routes and the defined formal routes led to bottle necks and issues locally, if additional routes from the motorways could be defined then the impact could be spread and managed better. Investigate a set of alternative routes which could be promoted for access to and from Legoland, noting that there needs to be allowances for other attractions which may be allocated those routes currently.	-March 2014 -March 2014	LLWR	Traffic trial complete Recommendations in place for Summer 2014 Awaiting council approval for permanent changes

2014 Specific Solutions

Issue	Action	Date	Who?	Status
Strategic route review	Complete actions below and update as appropriate	Ongoing 2014	LLWR / RBWM / HA	Ongoing
Employ additional social media / communications and car parking staff members	Employ successful candidates	March 2014	LLWR	Complete
New and enhanced route signage	Motion (traffic consultants) to complete proposal for agreement with LLWR / RBWM	- February 2014 for document completion - April 2014 commencement of trials.	LLWR / Motion	Trials complete. New proposals with RBWM for approval
Highway infrastructure (yellow box marking + filter lane)	LLWR to agree design with RBWM	March 2014	LLWR	Box junction complete Filter lane complete Signage in progress
Additional Park and Ride options	- LLWR to discuss options with First Buses to identify requirements - Agree trials where appropriate	-April 2014 -April – June 2014	LLWR	Business Case reviewed and not feasible. Action won't be moving forward.
Hotel shuttle bus options	- LLWR to produce business case with cost options. -Assess risks to partner hotels - Implement appropriate trials	-March 2014 - March 2014 - April 2014	LLWR	Yellow Bus service put in place over Easter for Slough partner hotels. On-going feasibility to be researched by LLWR.
Enhanced website visitor information	-Improved route advice -Improved visibility for park and ride option	-March 2014 -March 2014	LLWR	Complete Leaflets also created for guests leaving the Resort.
Alternative route trials	Trial alternative access routes for weekends and weekdays	-18 th – 21 st April 3 rd – 5 th May 24 th - 30 th May	LLWR / RBWM / HA	Complete
On-park Wi-Fi	LLWR to implement	May 2014	LLWR	Wifi launching on 21 st July



Medium Term Solutions 2014 - 2016

Issue	Action	Date	Who?	Status
Reducing traffic pinch point into LEGOLAND	Investigate entry / exit points in partnership with other stakeholders	Medium term	LLWR	Ongoing
Reducing number of cars	Continue to support alternative travel choices with staff and guests	Medium term	LLWR	Ongoing
Providing more accommodation for guests visiting LEGOLAND	Implement additional accommodation at the existing LLWR site	Medium term	LLWR	Ongoing
Growing additional accommodation requirements	Purchase additional land adjacent to the existing LLWR site for further accommodation	Medium term	LLWR	Ongoing

