



# Community NEWS

Hello, and welcome to your December 2011 Community News update! Before we get into all this issue's news, we'd just like to let you know that unfortunately this will be the last printed issue you'll receive to your door. Whilst we've encouraged as many of you as possible to sign up to the email version of the newsletter, we've only had a small number of residents respond - and due to escalating printing costs and environmental concerns, we can no longer print the update in such large quantities. However, please rest assured that everyone on the email database will continue to receive their quarterly copy, and we will aim to distribute copies in places such as local shops and hairdressers to ensure the newsletter reaches as many of you as possible. You will of course continue to receive advance notifications to your door regarding issues such as road closures and sound testing for events. To sign up for our email database to ensure you still receive your own copy of Community News, please email [liz.greenwood@alton-towers.com](mailto:liz.greenwood@alton-towers.com) or call 01538 704017 - your details will only be used for sending the newsletter, not for marketing purposes. Thanks for your ongoing co-operation!

## Since we last wrote...

2011 has been a varied and busy year for us here at the Resort - with two fantastic concerts, more themed events than ever before and stacks of new entertainment on offer, we had a wonderful season.

Of course, we know how to end the season in style - and this year was no exception, with Scarefest and Fireworks returning once again to great acclaim. Scarefest was particularly successful for us this year, and in fact is now our busiest period, far outstripping even the summer holidays. Whilst this is brilliant for us and for the businesses around us that benefit, it also meant that we restricted local resident passes so they weren't valid for the second week and we received plenty of feedback about this change. We do understand how disappointing it was, but restricting free tickets is the only way we can manage our volume so it was done with the best intentions. Still, we have taken your feelings on board and we will make sure to review the dates for 2012. Following on from Scarefest, our Fireworks event was even more spectacular than last, thanks to better weather and more fireworks. Evidently they were also clearly visible from Alton given the very complimentary emails we received after each event! As part of these events we ran Traffic Management programmes that were discussed with Staffordshire Moorlands District Council, the emergency services and Staffordshire County Highways. We employed an independent company to run them for us and we hope their restrictions were not too onerous for you. The main change this year was the re-introduction of the one way system on Wootton Lane so we could exit traffic off the grassed areas more quickly - we are never going to be able to clear up to 8000 vehicles in half an hour, but we did beat our own targeted times and so we were very pleased with the overall effort.

## What's coming UP SOON...

2012 is set to be yet another exciting year for us - after our half term opening from 11th-19th February, we'll be debuting two brand new attractions at the start of the full Theme Park season on 24th March. Codenamed 'Nemesis: What Lies Beneath', a thrilling enclosed ride experience will be joining the line-up in our Forbidden Valley area; whereas Cloud Cuckoo Land will see the debut of 'Ice Age Dawn Of The Dinosaurs: The 4D Experience'. We'd also like to let you know that a planning application for our 2013 rollercoaster will shortly be submitted to Staffordshire Moorlands District Council - we'll be emailing out further details in January. There's still stacks going on this winter, though - we've more themed weekends taking place than ever before in the Hotels, such as our first ever Zumba Dance Getaway. Plus, our tropical Waterpark is defying the chills with its popular special events, such as 'Wet Wednesdays', which feature games such as Giant Jenga by the poolside!

## Local and charitable initiatives

We've had another fabulous year for donations of tickets, goods and services, all of which support charities within Staffordshire - in fact, by the end of the season, we'd donated £84,600 worth of tickets and countless bags of goodies to smaller charities for them to raffle off! We were also able to donate some gifts to St Peter's in Alton, the Faber school in Cotton and the Valley in Oakamoor.

We were also delighted to donate the revenue from our Where to Stay Guide to some fantastic local organisations - Scropton Riding for the Disabled, Douglas Macmillan Hospice, Katharine House Hospice, Breast Cancer Care and the Beatrice Charity. They were all very pleased with their cheques and we hope it helps them with their wonderful causes. We'd like to say a special thank you to Martin from the Londis shop for his support this year with our own fund raising efforts – the cakes that he donated for our Pink day helped us raise over £1,500 for Breast Cancer Care! St Peter's School in Alton has also been very helpful and we are grateful to them and to the parents for letting us borrow their children for various PR exercises and for the use of their hall for our Community Surgeries. We hope the Waterpark tickets we've donated to the PTA raise lots of additional funds for them.

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As we advised in our last newsletter, our Community First Responder team are keen to get out and about in the local area to spread the word about the importance of knowing First Aid. With the time it can take the emergency services to reach such a rural area, having good First Aid knowledge could potentially be a life saver, so this is a great opportunity for you to brush up on your skills. If you or your community group would like a talk from the First Responder team, please give Sue Evans a call on 01538 704003.

Of course, with our commitment to the local community we're always looking ahead, which is why we're already getting a head start on planning local visits for next summer! If your school or community group would like to arrange a visit to us in 2012, from garden tours to historical talks, we'd love to hear from you - just call Julie Deacon on 01538 704023 for more information!

## Alton Towers Spa - exclusive local Resident offers

**Christmas Sparkle (£45)** – For some added sparkle this Christmas why not enjoy a relaxing 3 hours in our Aqua Relaxation Rooms offering access to the pool, hot tub, sauna, crystal steam room, multi-sensory showers and effervescent footbaths. The deal also includes a lunch in our Secret Garden Restaurant and the choice of either a Back Massage or Facial (offer available Monday to Thursday until 22<sup>nd</sup> January 2012).

**Party Package (£35)** – This fabulous makeover package includes an ID Make Up application to help you look the part for any special event, and long lasting, smudge-free Minx nails, which are made of a flexible film and have no drying time (offer available Monday to Thursday until 31<sup>st</sup> December 2011).

**Winter Warmer (£55)** – This luxury package includes a deluxe 55 minute full body massage using hot stone therapy, 6 hours' use of our beautiful Aqua Relaxation Rooms and a delicious light lunch in our beautiful Secret Garden Restaurant (offer available every day until 22<sup>nd</sup> January 2012!)

**Gift vouchers** - the perfect Christmas gift, gift vouchers are available for any of our Spa experiences!

We would also like to let you know that our Aqua Relaxation Rooms will be closed for a fabulous makeover between 23<sup>rd</sup> Jan - 3<sup>rd</sup> Feb 2012. However our luxurious treatments are still available after 5pm! To find out more, pre-book or purchase simply call 01538 704632 to talk to a Spa receptionist.

That's it for this issue – in the meantime, details of all our special events can of course be found on our website, [www.altontowers.com](http://www.altontowers.com). Thanks for your continued support - if you have any feedback, feel free to email [liz.greenwood@alton-towers.com](mailto:liz.greenwood@alton-towers.com).

From all of us here at the Resort, have a Merry Christmas and a fantastic New Year!

