

# Alton Towers' Community Charter

Alton Towers has been contributing to the well-being of this community for hundreds of years, and this Community Charter is a key document for us as we continue to grow and move forward. It is a statement not only of our many commitments to the surrounding area, but also a demonstration of our overall social responsibility as a leading leisure operator. In brief, our aim is to engage with the District Council to devise a Local Development Framework, which will give us, and those that rely upon us, a future which is sustainable and commercially viable.

In the meantime, we are confident in our ability to deliver against the following commitments, subject to commercial demands.



**We will aim to use local suppliers and labour wherever possible.**

We not only spend large sums of money in the County by using local suppliers wherever possible (around 150 at the last count), but we are also the sole catalyst for the development of many support businesses - from B&Bs to grocers to taxi firms - who, without the resort and its visitors, would not be as viable.

**We will aim to generate substantial revenue for the County through our direct and indirect spending, and that of our 2 million plus visitors annually. This will support the tourism economy of the region.**

We are not the only ones who spend large sums of money in the County - we also facilitate other support businesses. Every one of our visitors has the opportunity to spend money on their way to visit us, or on their way back. By advertising what else is on offer in the County, we aim to increase the amount that our guests spend. Alton Towers is a unique economic catalyst for Staffordshire, but we can't capitalise on that in isolation; we need to work in partnership with Staffordshire Moorlands District Council and Staffordshire County Council.

**We will aim to reduce our environmental impact via the implementation of targeted plans. We will report back on the effectiveness of these systems to the Parish Council on a six monthly basis.**

We know that Alton Towers potentially impacts on the local environment in various ways - noise, light, traffic, waste management. We will always seek to manage these issues responsibly and to minimise any negative impact. To facilitate this, we have set up a new Environmental Management Committee, whose aim is to look at these issues. We are already working within a Noise Abatement order, and we are constantly looking at our existing product to see if there are ways we can improve this element. Light pollution has been reduced immensely, but there are still areas we can work on. We have also introduced an Active Traffic Management system to see if we can improve some of the issues in Alton village, and we are expanding our recycling of waste products.

**As the leading theme park resort in the UK, we will seek to raise the profile of the Staffordshire Moorlands and Staffordshire County, by pro-actively working with regional and national organisations to encourage tourism in Staffordshire.**

Alton Towers is the UK's number one theme park resort, with national awareness and recognition. We attract visitors from all over the UK, and many of them stay either in our own hotels, or within Staffordshire. The more people who want to visit Alton Towers, the more revenue they will bring to the area, and the more they will have the opportunity to discover what else is on offer in our County. It is in all our interests therefore to work together towards this aim.

**We will provide a wide range of skilled and unskilled jobs, both directly and indirectly, in a number of disciplines.**

In a rural area, Alton Towers employs around 1,200 people - some of those are permanent full time; some are fixed term; all are vital to our continuing success. Because of our location, the majority of our workforce comes from the local area and many have worked for us for many years. For those that come from further afield, we aim to provide accommodation, and that ensures that their disposable income still benefits the County and the local area.

**We will maintain and secure the historical buildings and grounds of Alton Towers for future generations.**

Alton Towers has been here for hundreds of years. It was the seat of the Earls of Shrewsbury for many generations and it has always been at the centre of the community. We are proud of our heritage and want more people to realise what a fantastic place we have here. We launched a Heritage website with North Staffordshire University last year to collate much of the information we have in our archives, and to provide a cohesive research tool. It's developing well and we have lots of plans for moving it forward in 2009. We are also driving forward with plans that will make greater use of the Towers themselves in what we do.

**We will play a vital role in the community through the provision of a team of qualified Community First Responders, who attend calls to local emergencies 24 hours a day.**

Many of you will know about the fantastic work our First Responders do in the immediate community. These are primarily our medical and security team who have been trained to Ambulance Technician level. We will continue to let them leave site to attend incidents wherever it is practicable for them to do so, and I'm sure, like us, the wider community is grateful for the time, effort and skills shown by these individuals, outside their normal 'day jobs'.

**We will support our local community and their charities through the donation of tickets and services. We will support local events by providing venues and support for charity fundraisers.**

Not only do we make provision for our local community to receive complimentary tickets for their own use (some £500,000 worth), but we also support many charities in this area, in a number of different ways. We sponsor local football teams by buying their kits; we donate soft toys and other merchandise to charities; we send costume characters to children's parties where we can; we often provide venues for meetings or fund-raisers at a heavily discounted rate (or even free!); we send out £80,000 worth of tickets every season to be offered as raffle prizes, as well as free waterpark entry, dinners and even overnight stays in our hotels. All this is in addition to the fundraising that our employees do via the social club - Triple A.

**We will help local accommodation providers market themselves to our visitors via the Alton Towers website.**

We can't possibly accommodate all of those guests who visit us in the peak summer season in our own hotels. We therefore have a "Where to Stay Guide" on our website, just two clicks away from our home page. We have made this more reactive by allowing advertisers access to their own entries which they can now update and alter themselves.

**We will communicate regularly with the local community through regular meetings with the Parish Councils, and quarterly emails; we will listen to their concerns and we will action wherever we possibly can.**

We will communicate our activity regularly via email to everyone who has registered their details with us; we will ensure that we have regular meetings with the Parish Councils; we'll hold presentations whenever we are applying for new developments; and regular 'surgeries', at which you can raise your concerns.

**We will manage ticket touts in the local area by making our promotions less transferable and by actively discouraging them to the site.**

We introduced a dedicated Anti-Ticket Tout team in 2005, which works to try and ensure that the small number of active touts do not inconvenience either our guests or the local community. As our promotions get harder to forge, we are able to make more of an impact in this area.

**We will encourage our employees to support local businesses through the various offers made to them in the employee social club (Triple A).**

Our 1,200 or so employees are all members of the social club - Triple A. Our Welfare Officer works tirelessly to get as many discounts and offers for the membership pack as she can, which means all of our members are eating out, having their cars serviced, carpets cleaned etc in the local area.

**We will provide litter pickers to maintain the appearance of the village and surrounding areas.**

The importance of avoiding a litter nuisance, not least as part of local efforts to become the Best Kept Village, cannot be underestimated. We will do our best to ensure that our visitors have as little impact as possible on the local environment by ensuring regular litter picking.

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