

# **Visitor Management Plan**

for

**Scare Kingdom Visitor Attraction.**

at

**Hawkshaw Farm  
Longsight Road  
Clayton Le Dale  
Blackburn  
BB2 7JA**

## **Management of visitors to eliminate noise nuisance for neighbours**

Prior to opening in 2016 a series of measures were put into place to manage visitors as they move around the site between different parts of the Scare Kingdom experience. These measures include the erection of fencing and large straw bale walls to deflect noise and all visitors are now escorted throughout the events. Signage around the site also reminds people to keep quiet in outdoor areas to avoid disrupting the neighbours.

The details below describe the route around the site which must be read alongside the map at Annex 1 which illustrates the location of barriers.

1. Parking - on arrival cars are parked in the visitor centre car park as per the plan and guests make their way to the visitor centre to book in.
2. Booking in is completed in the visitor centre building, marked 2 on the plan.
3. Following booking in visitors are escorted in small groups to the building marked 3 on the plan. Here they experience one of the horror performances within the building. Fencing around the building directs people into the building. The timing of the arrival of consecutive groups is such that people are not kept waiting outside.
4. On leaving this performance visitors are then escorted around the path to Manormortis, marked 4 on the plan. By the time guests are leaving site 3 they have already experienced the first horror act and could potentially be noisy when chatting and re-living the experience. A straw bale wall is erected during Halloween and during other events to deflect any noise away from residential properties. The solid bale wall just has a small gap to ensure use of the public footpath is not restricted. The escort stays with the group to remind them to keep the noise levels down in outside areas.
5. Visitors are then escorted back through the yard to the traditional barn where there are additional indoor activities and refreshments. A wall of straw bales is erected alongside the path to deflect any noise and as before guests are escorted by a member of staff.

The combination of erected temporary walls of straw bales to deflect noise and by ensuring guests are accompanied by a member of staff at all times to ensure the noise is minimal, proved effective throughout events in 2016.

Regular contact with neighbours ensured that they experienced no disturbance and this will continue as part of the event management.

## **Conclusion**

The erection of temporary straw bale barriers will be continued where deemed necessary and the neighbours will be consulted on a regular basis to enable any issues arising to be addressed in a timely manner.

Annex 1 – site plan illustrating visitor flow and measures implemented to prevent noise nuisance.

