



ZIP WORLD ADVENTURE HOTEL INFORMATION SHEET

Zip World is currently consulting with the public on its plans to develop a brand new hotel in Llanrwst. The answers to the following commonly asked questions give more information about the proposed Zip World Adventure Hotel and will help inform the feedback that you give. If there's anything else you want to ask, email carly@zipworld.co.uk

What are your proposals for the Zip World Adventure Hotel?

The planning application will be for a 5 floor 75-bedroom adventure hotel with accommodation over 3 floors and ancillary facilities including dining area, sauna and glass lane pool. The proposals also include adventure based features such as a slide from the top to the ground floor, underground caving, external climbing wall and virtual reality experience and activity pods.

Where in Llanrwst will the hotel be located?

The Zip World Adventure Hotel will be located on land at Parc Tŷ Gwyn on the edge of the town. The site covers an area of 4630sqm and is accessible from the A470.

Will the development benefit the local economy?

The development will involve significant investment in the local economy which will, in the short to medium term, benefit the construction supply chain and in the long term create valuable permanent jobs once operational. Zip World believes that, once operational, the development will also complement the current tourism offer in the area and help ensure that visitor spend is retained locally.

Evidence shows that many holidaymakers who visit Zip World's various sites stay outside north Wales, which means that the north Wales economy misses out on visitor expenditure in terms of accommodation. Some holiday makers who visit Zip World's sites stay in accommodation as far as Chester, Liverpool, Manchester and Shrewsbury.

By providing additional accommodation in Llanrwst, which is central to the adventures and many other local attractions, people can be encouraged to extend their visit. This will increase tourist expenditure in the area and will benefit businesses such as shops, restaurants, pubs and other amenities as well as other tourism operators. The aim is to ensure synergy between the hotel development and other local businesses and facilities in Llanrwst and Betws y Coed such as shops, pubs, restaurants and cafés.

As one of the leading providers of adventure tourism in north Wales, Zip World's adventure hotel development will promote tourist attractions and facilities available locally. Visitors can have a preview of all north Wales has to offer in terms of adventure tourism in our virtual reality experience pods. Visitors will be able to book their adventure there and then.

Zip World's recently opened Fforest Coaster at Zip World Fforest, Betws y Coed, is the only Alpine Coaster of its kind in the UK. It provides the latest addition to North Wales's adventure tourism attractions and is located close to Llanrwst. Therefore, it is expected that existing demand for local accommodation will continue to increase.

How many jobs will be created?

It is estimated that we will require a minimum of 32 personnel to work at the hotel at any one time, creating upwards of 80 jobs, through direct employment as well as the use of local service providers. The construction phase will also support a number of jobs in the construction sector with additional indirect jobs supported through the local supply chain. Zip World is a major employer in North Wales, especially in Llanrwst and the surrounding area, currently employing over 300 people.

Will these be jobs for local people?

Yes. Wherever possible, Zip World shall seek to employ people from the local area and the wider North Wales region to fill vacancies. We will work closely with local higher and further education providers to develop suitable training, development and recruitment programmes as appropriate.

A significant amount of Zip World's current employees are local, with well over half Welsh speaking. Supporting the local community by providing jobs for the local population is an integral part of Zip World's ethos.



Will the development have an impact on the environment?

From early on in the process, Zip World has engaged in discussions with officers from Conwy County Borough Council to ensure that the design is sympathetic with the environment in which it is set whilst being contemporary. The choice of materials reflects and complement local materials such as slate, wood and zinc.

The hotel is designed to meet BREEAM (the world's leading sustainability assessment method for buildings) 'Excellent' rating. Environmental sustainability has therefore been a core element of the design of the hotel from the very beginning.

The planning application documents include a Landscape and Visual Impact Assessment which considers the visual effect of the hotel from the surrounding area, including viewpoints from Snowdonia National Park Authority and historical features in the area.

There is also a landscaping strategy for the site which presents a scheme of soft landscaping within the site, complementing the adventure element of the proposal as well as additional tree planting along the site boundaries with the A470.

What about the Welsh language?

Supporting the Welsh language is important to Zip World and an integral part of this is ensuring that there is the provision of high quality employment opportunities for local people, a high proportion of which are Welsh speakers. It is expected that the majority of the staff will be local and Welsh speaking. A synergy exists between economic growth and future viability of Welsh language and culture; therefore, the new employment opportunities as well as the support to existing construction jobs in the short term, are expected to have a beneficial effect on the Welsh language and culture locally.

Much thought is being given to the integration of Welsh into the name of the hotel. All signage on site will be bilingual.

When will construction start, and how long will it last?

Subject to planning permission, Zip World intends to start construction during the first part of 2018. The intention is to open for the 2019 holiday season.

Will the development lead to a significant increase in traffic?

An assessment, by independent consultants, envisages that the hotel will generate approximately 30 two-way trips in the morning peak period and 24 two-way trips in an afternoon peak period. The planning application includes a Transport Assessment.

What about parking?

Parking for 88 car parking spaces including disabled and staff parking will be provided on site, together with 25 secure cycle parking spaces. The site is located in an accessible location on the edge of Llanrwst and within an acceptable walking distance from Llanrwst with a recently constructed cycle and pedestrian path providing safe access for pedestrians and cyclists into Llanrwst town centre. A bus stop is also located directly outside the site with regular bus services.

Where can I find more information about the development?

The Zip World team will be at the Eagles Hotel in Llanrwst between 11am-2pm on Saturday 17th June - you can drop in to get more information and ask any questions which you may have.

You can download all planning application documents, forming part of this consultation, from www.cadnantplanning.co.uk/consultations

The planning application documents will also be available to view in Llanrwst Library, Plas yn Dre, Station Road, Llanrwst, LL26 0DF.

How can I give feedback on the proposals?

You can fill in a feedback form and submit online at www.zipworld.co.uk/hotel, or download a copy and email back to carly@zipworld.co.uk. Alternatively, you can pick up a hard copy during our drop in consultation event at the Eagles Hotel, between 11am-2pm on Saturday 17th June and send it back by post to ZWAH Consultation, Zip World Base Camp, Dolanog, Llanrwst LL26 0BW.

The deadline for receipt of feedback is 5pm, Monday 10 July 2017.

What are the next steps?

Zip World will be consulting with the local community and a number of statutory bodies between 12 June-10 July 2017. After the feedback has been received a planning application will be submitted to Conwy County Borough Council.