29th May 2014

The Occupier
11 Dawney Close
Ascot
Berkshire
SL5 7PQ.

Dear Resident

Royal Ascot 17th – 21st June 2014
Traffic Arrangements

We at Ascot Racecourse Ltd are working in partnership with the Royal Borough of Windsor and Maidenhead and Thames Valley Police and we would like to draw your attention to the traffic arrangements in place for this annual event.

This year’s Royal Ascot race meeting commences on Tuesday 17th June. Advance ticket sales still indicate substantial numbers of visitors, with the usual large crowds on the Thursday and Saturday. This will inevitably generate considerable traffic on all five days of the race meeting.

Bearing in mind residents’ concerns about the extra traffic in the area, Ascot Racecourse Ltd. will again be using a number of measures designed to help reduce the impact on the area around the racecourse. Feedback indicated that the methods implemented in 2012 and 2013 were successful in further reducing congestion at peak times and we will be implementing several more initiatives to continue this improvement for 2014. As always RBWM, TVP and our Traffic Management Company will continually monitor the situation and this year have introduced additional monitoring points as well as improved command, control and communication structures meaning that we will be quicker in reacting to situations as they develop.

We are always looking for further ways to improve the traffic arrangements and in an effort to make your lives a little more tolerable during one of the busiest social occasions of the year, we have arranged to have:

- No Waiting traffic cones in the roads adjacent to the racecourse
- Signs warning motorists that cars left in these areas will be towed away
- Enforcement of the Prohibition of Waiting by Council Civil Enforcement Officers
- Two tow trucks to be parked in a highly visible location to deter motorists from parking illegally
- A new Taxi zone at the front of Car Park 3 has been introduced. The increased capacity and layout of this area will significantly improve the flow of traffic on the High Street throughout the day.
- The power to introduce the closure of Burleigh Road at its junction with the A332 Windsor Road in the afternoons just before the end of the race meeting if necessary.
- The closure of Course Road because of anti-social behaviour in previous years.
- The prohibition of U turns in the High Street to help with road safety.
- A system of routing colours designed to advise racegoers of the most convenient routes to their car parks.
- The one way system will be in place.

Information has been sent to all those pre booking car parks and will be reflected on the traffic signage erected for the week. The system will help racegoers to plan their journey to utilise the most effective routes to their chosen car park, maximising flows and reducing conflicts.

In order to properly manage the traffic during the week and identify potential improvements for the future, an extended network of cameras will be installed around the local networks.

Manually managing the mini-roundabout at the top of Station Hill during peak periods helped to reduce delays from all approaches and will be implemented again this year.

We hope these measures will go some way towards reducing the inconvenience caused by this large sporting event. A summary of the traffic management measure for the area during Royal Ascot 2014 is attached.

Yours sincerely

Alastair Warwick
Chief Operating Officer
Ascot Racecourse Ltd

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ASCOT RACECOURSE LIMITED
Registered in England No. 6320977 Registered office: 14 Old Bailey Road, London EC4M 7EG
ROYAL ASCOT -Tuesday 17th June to Saturday 21st June 2014

ARRIVAL PHASE (MORNINGS)

- Between approximately 10.30 hrs and Noon it is likely that a one way system on the A332 Windsor Road from the “Peanut” roundabout (junction of Mounts Hill and A332 Sheet Street Road) southbound to the Heatherwood roundabout (at the western end of the A329 Ascot High Street will be implemented to maximise traffic flow whilst minimising disruption to local traffic. However, if traffic conditions warrant, the one-way system will only run as far as the double mini roundabouts at Shepherd’s White. Between there and the Heatherwood roundabout the road will run as normal, i.e. two-way,
- No exit from Kennel Avenue if one-way system is in place in southern section of A332
- Straight ahead only from Lovel Lane junction with A332 Windsor Road
- When one-way system in place on entire length of A332 Windsor Road no entry into A330 Winkfield Road north of Shepherd’s White Roundabouts as both lanes are used for southbound traffic, but will be two-way if one-way system is in place only north of Shepherd’s White of double mini roundabouts
- Two-way traffic (coned down centre line) on the A330 Winkfield Road south of Shepherd’s White Roundabout (junction of A330 Winkfield Road and A332 Windsor Road).
- When one-way system is in place on entire length of A332 Windsor Road any traffic using the northbound lane on the A330 Winkfield Road (between High Street and Shepherds White Roundabout) has to turn left onto the A332 Windsor Road at Shepherd’s White Roundabout to join the southbound traffic travelling to Heatherwood Roundabout. From here routes to the south towards the M3, west towards Bracknell or east along the High Street will be available, but will be two-way if one-way system is in place only north of Shepherd’s White of double mini roundabouts.

DEPARTURE PHASE /AFTERNOONS/EVENINGS

- Between approximately 16.40 hrs and 20.00 hrs a one way system will operate on the A332 Windsor Road from the Heatherwood Roundabout (at the western end of the A329 Ascot High Street) northbound to the ‘Peanut’ Roundabout (junction of Mounts Hill and A322 Sheet Street Road). Please note that on Thursday 21st June (Ladies’ Day) this may be extended to 20.30 hrs.
- On the A330 Winkfield Road all traffic will be northbound between Holloway’s Gate and the A332 Windsor Road. South of Holloway’s Gate two way traffic is maintained
- No left turn into Lovel Lane junction from the A332 Windsor Road
- On New Mile Road, between Winkfield Road and Cheapside Road, all traffic will be eastbound only.
- Additional capacity has been created inside Car Park 3 for Taxi Pick up and waiting
- Burleigh Road will be closed at its southern end at its junction with the A332 Windsor Road

GENERAL INFORMATION

- Coaches are not permitted on the High Street between the roundabouts at the top of Station Hill and Heatherwood Hospital neither should they use Cheapside Road and those that did in 2013 were not following the signed coach route and signage has been improved to address this.
- Parking Restrictions to the East have been reduced on the southern side of Cheapside Road to include only the section between Watersplash Lane junction and the Village Hall and on the Northern side to include only the first 50m from its junction with Watersplash Lane. There will be no restrictions on Hilltop.
- Dedicated Spaces are allocated to taxis within car park 6, and drop off areas exist inside Car Parks 6 and 8.
- The High Street will be heavily congested in both directions during the arrival and departure periods, so for your own convenience please avoid it if at all possible.
- Introduction of a Prohibition of U turns in the High Street
- Additional parking restrictions will be in place throughout the area to ease congestion and these measures will be vigorously enforced
- Council Parking Officers will be responsible for enforcing parking offences and will arrange for the removal of vehicles for parking violations. The tow truck hired by the Council will be based at Heatherwood Roundabout.
- Thames Valley Police will be responsible for removing vehicles that they deem to be causing an obstruction or are a security threat. The TVP tow truck will be based in car park Z.

Every effort will be made to minimise the time these restrictions are in place and we thank residents in advance for their support and co-operation.