Application for Consent to Advertise

Itchen Valley Country Park

Name and address of applicant:

Katharine Stephens
Adventure Forest Limited t/a Go Ape
Hargrave Hall
Church Lane
Hargrave
Bury St Edmunds
Suffolk IP29 5HH

Name and location of destination to be signed:

Go Ape
Itchen Valley Country Park
Allington Lane
West End
Southampton
SO30 3HQ

Nature of destination to be signed:

Background to Go Ape Tree Top Adventure:

Go Ape is a multi-award winning provider of high ropes adventure courses. Its courses are designed to enable anyone over the age of 10 to experience an eco-educational adventure high up in the tree canopy. Go Ape has had a Tree Top Adventure course at Itchen Valley Country Park since 2007.

The aim of the high wire forest activity course is to enable 10 – 17 year olds and their parents/guardians, as well as groups of adults, friends, students and corporates to experience the thrill of the forest from a unique, challenging and fun perspective. This appeals to the broad visitor profile that currently frequents this area.

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Supporting Statement

This Application is for the erection of two further signs to supplement those installed with consent in 2011. The signage is directional and will help ensure the efficient flow of traffic and pedestrians attending the Go Ape activity. The signs have been designed to complement the existing signs in look and feel. In addition, the signs will be placed alongside existing directional signage to ensure that minimal additional infrastructure is required and to minimise the amount of new signage.

The signage has been designed in consultation with the Parks team at Eastleigh Borough Council. A map and plan of the signage is enclosed, referenced by number.

1. Small Go Ape sign and arrows, to be attached to the rear of an existing sign on the approach to the carpark, supplementing the existing directional signage.

   Dimensions - 820mm x 250mm.





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2. Gallows style sign just prior to carpark entrance from main access, targeted at ensuring cars have confidence they are in the right place and thereby reducing cars turning around and creating congestion.

   Sign dimensions – 500mm x 1675mm.

   Frame dimensions:

   Height (from floor to highest point) – 2065mm

   Width at widest point – 900mm

   Height of bottom of sign from ground – 550mm.



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The southern facing banner will include and arrow directing straight on to the cabin. This artwork will be produced at the time of manufacture.

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