

# CASE STUDY

JCW Acoustic Fencing

March 2014

## Alton Towers based in Stoke on Trent

**Client:** Merlin Entertainments Group (owners of Alton Towers)

**Contractor:** Kettle & Talbot – Stoke on Trent

**Project Location:** 'Big Fun Show Time Pavilion' (CBeebies Fun Park – Alton Towers Resort)

**Products:** JCW Absorbent Sound Screen & JCW Sound Gates

**Duration:** 11th Feb – 5th March 2014

**Labour:** – 3 men

**Contract Value** – £31K

**Client Requirement:** Noise abatement to satisfy nearby residential neighbour noise and planning issues

**Scope of Works:** Supply & Install 64m of JCW Absorbent Sound Screen @ 3.5m high with 4m wide steel frame double opening JCW Sound acoustic gates



<https://www.altontowers.com/things-to-do/cbeebies-land/>

## JCW does CBeebies fun park at Alton Towers.....

The world's first ever CBeebies Land is set to open at the Alton Towers Resort on May 24<sup>th</sup> 2014, bringing some of the most loved children's characters to Britain's number one theme park, including Postman Pat, Mike The Knight, Tree Fu Tom, Iggle Piggle and Upsy Daisy.

The Land will be home to a unique range of themed rides, attractions and live entertainment – a completely immersive and interactive world for children and young families. The Big Fun Show Time Pavilion, a centre piece of the new CBeebies Land, will host live experiences and entertainment including shows from Mike the Knight, The ZingZillas and Nina & The Neurons.



The Big Fun Show Time Pavilion

## Why in need of an acoustic fence?

JCW Acoustic Supplies was asked to provide an acoustic solution that was both practical to install and effective in delivering the acoustic performance needed to mitigate the noise likely to be generated by pre-schoolers in this busy area of the 5 acre site

### The solution

Our recommendation was a 3.5 metre high JCW Absorbent Sound Screen, installed in a 'non uniform' 64 metres long semi-circle to fit the irregular site topography and a double opening JCW Sound Gate needed to provide occasional access for heavy vehicles and equipment.

These products have excellent acoustic performance when installed at the correct height and position.

### Why purple?

However, like the rest of the JCW Acoustic Fencing range, they are finished to an acceptable industrial standard.

A major additional challenge on this project was to get the finished "look" of the installation to match Alton Tower's company colour scheme. To get these aesthetics right and after many painstaking discussions, all parties agreed that the fence and gates would feature brightly coloured timber and a coloured Geotex protective mesh to deliver an appearance in tune with Alton Towers corporate image.

The results were stunning in both sound performance and visual appearance.

**A solution in pictures**

The installation of JCW's Absorbent Sound Screen and Sound Gate. The images are a selection taken during the construction of the fence.

In the beginning



Starting to take shape



# Getting there.....



## The finished product



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