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LEGOLAND® Windsor Resort

Welcome

Thank you for joining us today.

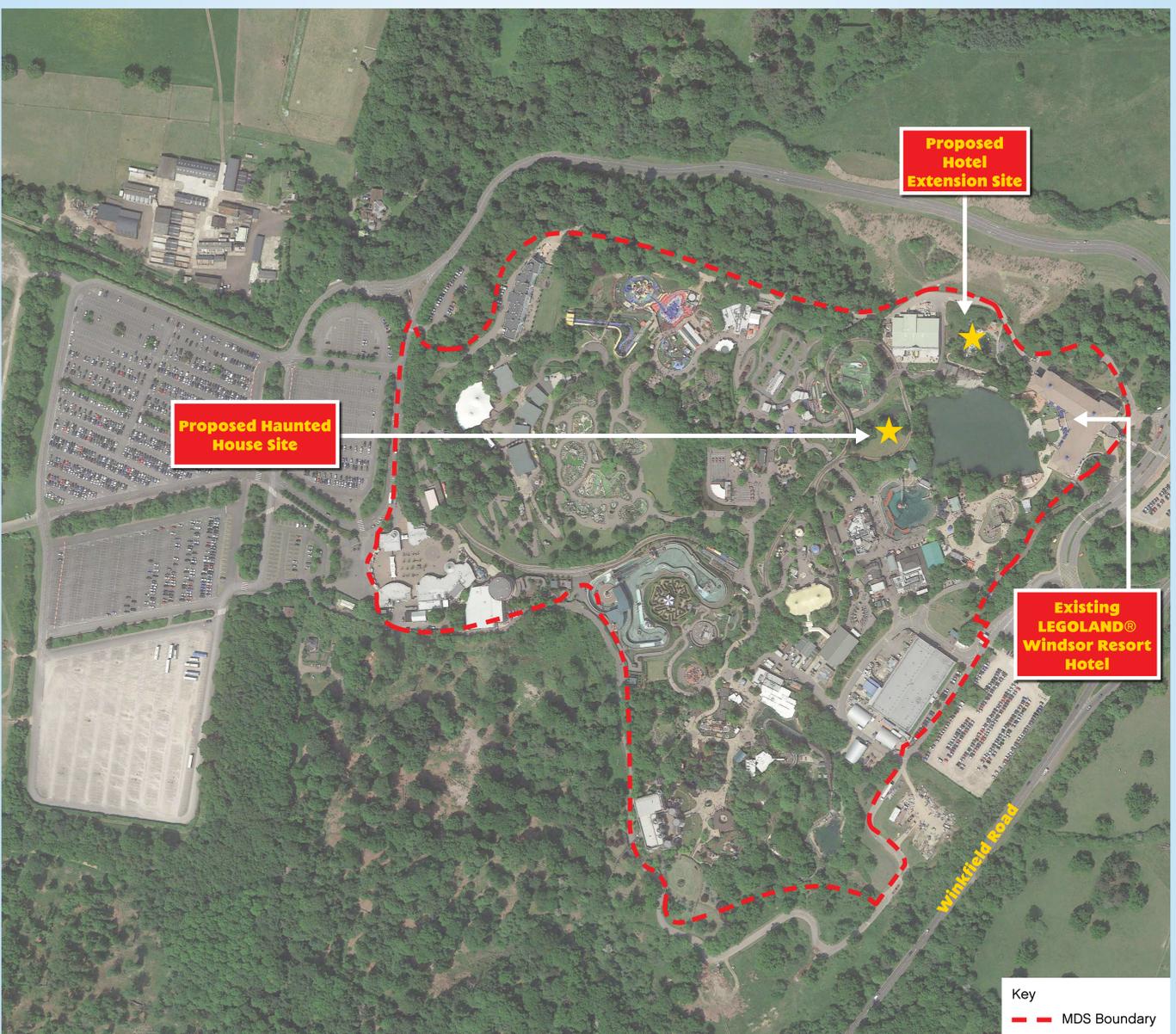
At this exhibition you will find information about the LEGOLAND® Windsor Resort and details of our exciting plans; (i) to extend our popular Resort Hotel and (ii) a proposed Haunted House attraction.

Both of the proposals are located within the designated Major Developed Site (MDS) boundary and within the 'core' of the Park.

Today you will be able to read about the details of both applications as well as learn about LEGOLAND more generally and the contribution we make to the local area. Please feel free to speak to any of the team members on hand and ask any questions you may have.

We would encourage you to leave any feedback you have with us by filling in the forms available.

Sue Kemp & the LEGOLAND® Windsor Resort Team



LEGOLAND® Windsor Resort Aerial View Plan



LEGOLAND® Windsor Resort

About LEGOLAND Windsor

Originally opened in 1996 the LEGOLAND® Windsor Resort is part of the LEGOLAND Parks division and owned by Merlin Entertainments plc. There are currently six LEGOLAND parks around the world; Windsor, Denmark, Germany, two in the USA and Malaysia – with planned openings in Dubai, Japan and S. Korea in the next three years. LEGOLAND Parks offer an interactive and unique day out for families with children aged 2 – 12 years old.

At the LEGOLAND® Windsor Resort our success relies on providing a safe, fun, memorable experience for our guests. To ensure we remain a world class, quality theme park we need to ensure we offer a diverse range of attractions and facilities for all our guests.

The LEGOLAND team achieve over 90% satisfaction for overall guest experience year after year. To ensure guests have a great day out with us we limit the number of families that enter the Park.

The LEGOLAND® brand is in the unique position of attracting families with children aged 2-12. This specific and targeted age group allows the Resort to attract new guests every year without having to grow in volume. Marketing new rides and attractions is vital for a theme park. However, as children get older they naturally wish to spend a day out elsewhere, allowing LEGOLAND to ‘recruit’ new families with young children.



Various Images of LEGOLAND® Windsor Resort



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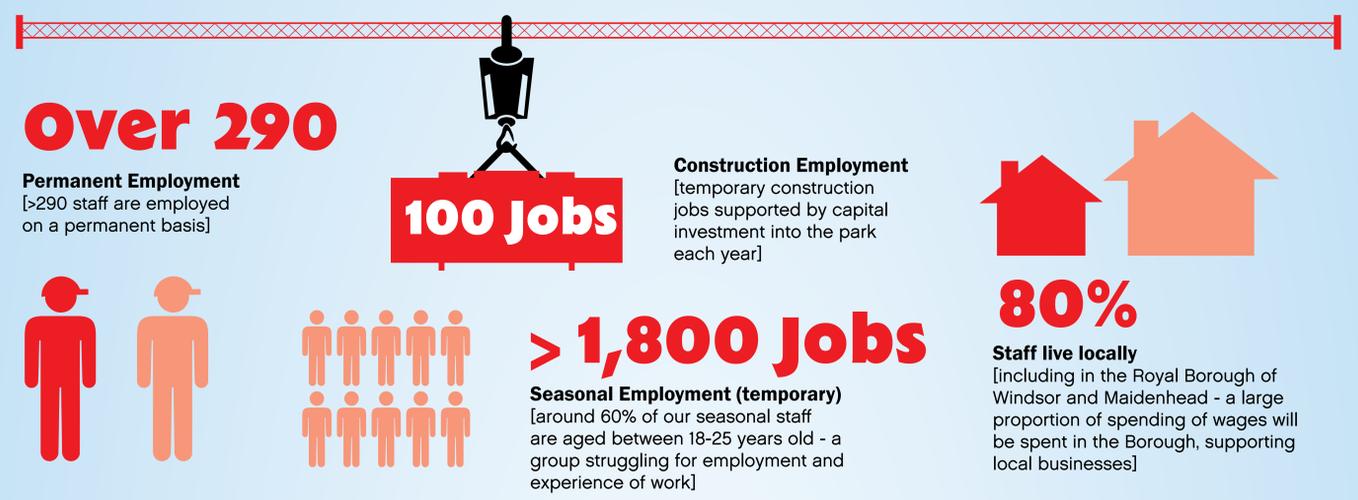
LEGOLAND® in the Community

Boosting the Economy and the Community

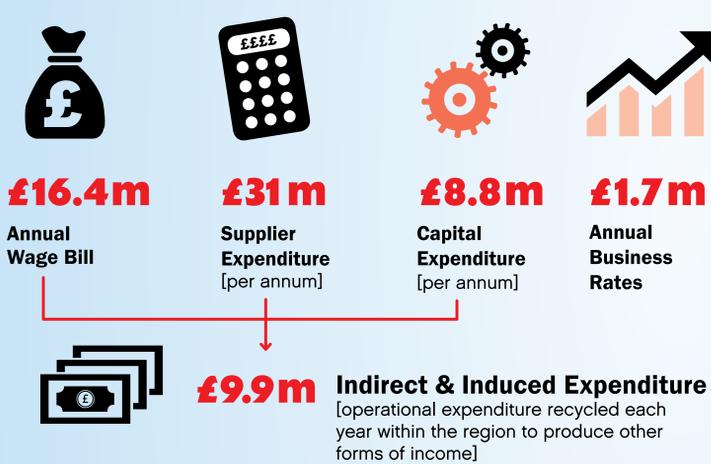
The LEGOLAND® Windsor Resort is important locally and regionally – it benefits the local community through the creation of a range of jobs, support for local charities and schools.

Here are some key facts and figures about LEGOLAND Windsor and our role within the local community.

01 EMPLOYMENT EFFECTS



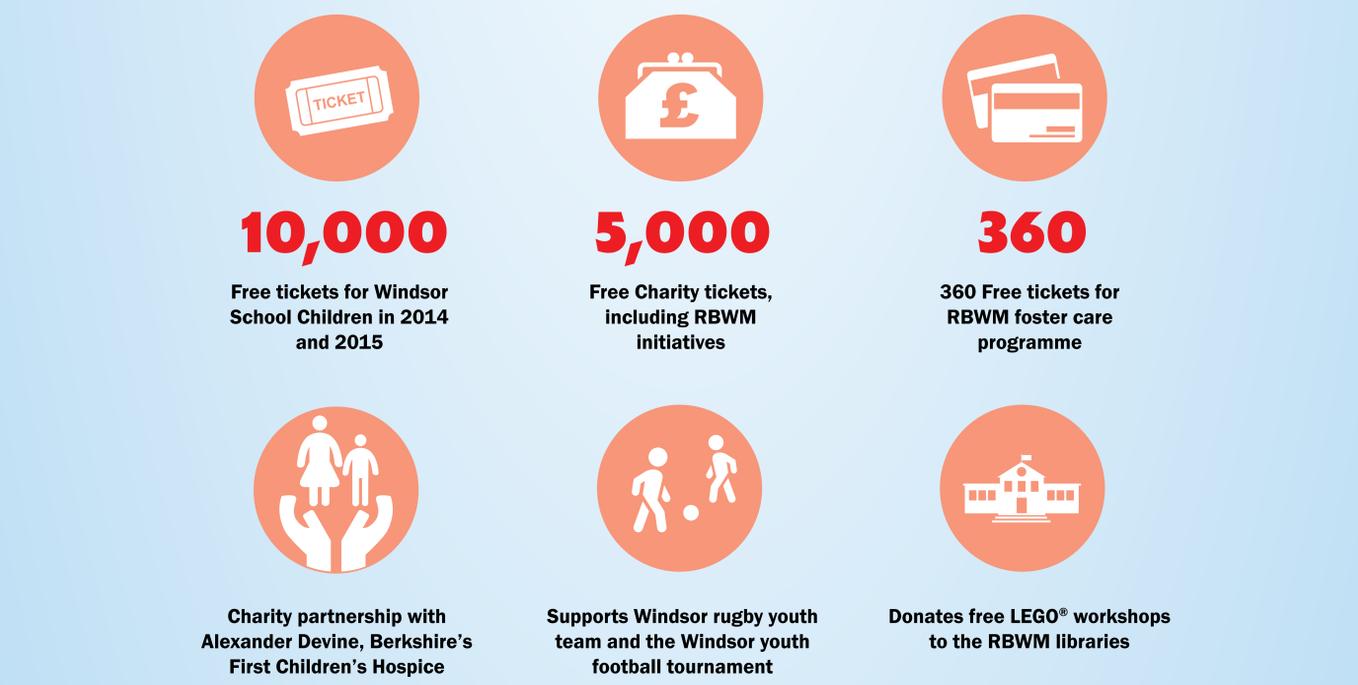
02 OPERATIONAL EXPENDITURE



03 VISITOR EXPENDITURE



04 LEGOLAND COMMUNITY IMPACTS



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LEGOLAND® Windsor Resort

Extension to the LEGOLAND Windsor Hotel

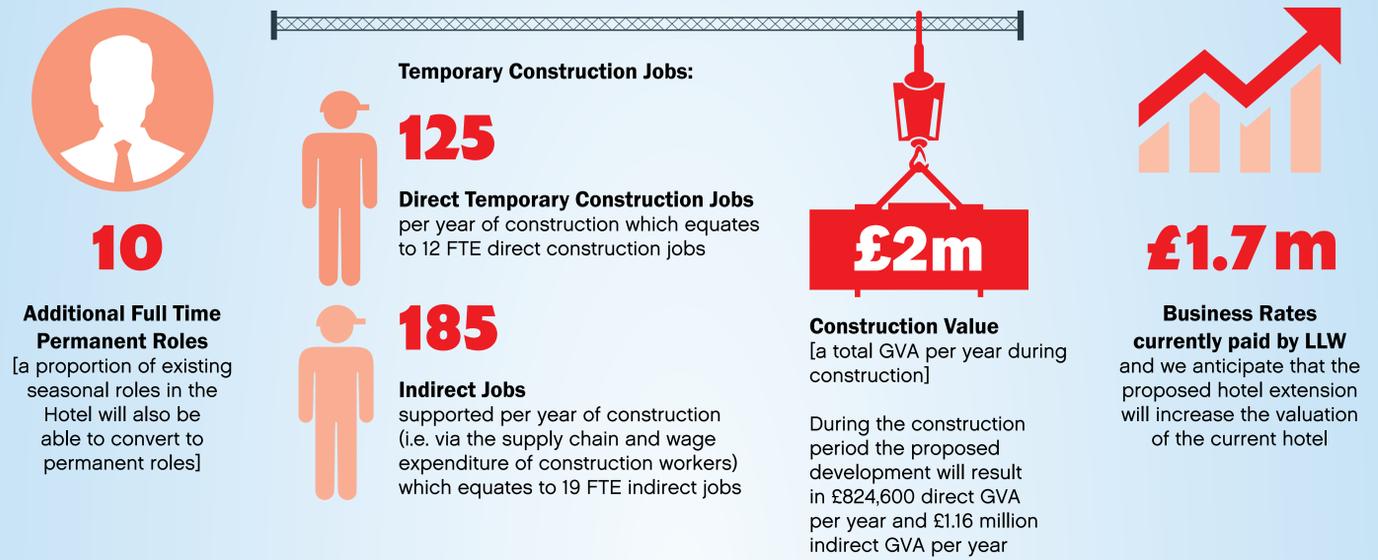
The proposed Hotel extension will both meet the Council's aspirations and ours to increase the number of overnight stays in Windsor given the area's significant tourism offer. At peak times we have a 95% occupancy rate, which tells us there is demand for more family accommodation on-site. The proposed Hotel extension will also help us to manage traffic – visitors staying on-site means reduced daily trips to and from the Resort.

The proposed extension will replace the existing 'Dino Safari' ride and a toilet block and is located next to the existing Hotel.

We propose 61 new 'Premium' family bedrooms (a net increase of 59 as two existing hotel bedrooms will be lost) in a 3 storey, 'castle' themed building. There would also be a decked seating and play area overlooking the lake.

The proposed extension would not be taller than the existing Hotel and would not change views from the Windsor Great Park.

Direct Economic Benefits



Proposed CGI of Hotel Extension



LEGOLAND® Windsor Resort

The Haunted House

You may remember that previously we explored plans to add a new attraction known as 'The Haunted House' to the Resort. Planning permission was refused in 2014 and we have submitted an appeal against the Council's decision. We are also intending to reapply for planning permission locally for this attraction, providing more information to respond to the traffic concerns of Members.

The LEGOLAND® Windsor Resort is an important and established part of the local community and so we want to work together with the Council to achieve consensus. By working proactively with the Council we hope to save time and money that would be incurred by an inquiry.

The proposed Haunted House is located in the most popular area of the Park, which includes 'Boating School' and 'Driving School'.

The attraction is a 'drop ride' housed within a themed Haunted House building with a maximum height of 13.15m. The height of the front of the Haunted House façade has been reduced by 1m as part of the revised planning application.

The height and location were very carefully considered. We do not want the building to have any external impact. The proposed elevations below show how the ride will fit into the Resort. It will not be visible from outside.



Proposed 'Haunted House' Elevations



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LEGOLAND® Windsor Resort

Traffic in Windsor

We understand that traffic is a concern of local residents. We have and will continue to invest in mitigating the effects as best we can; it is not in our interests to have visitors held up in traffic on arrival and departure from the Resort. We want the traffic to flow.

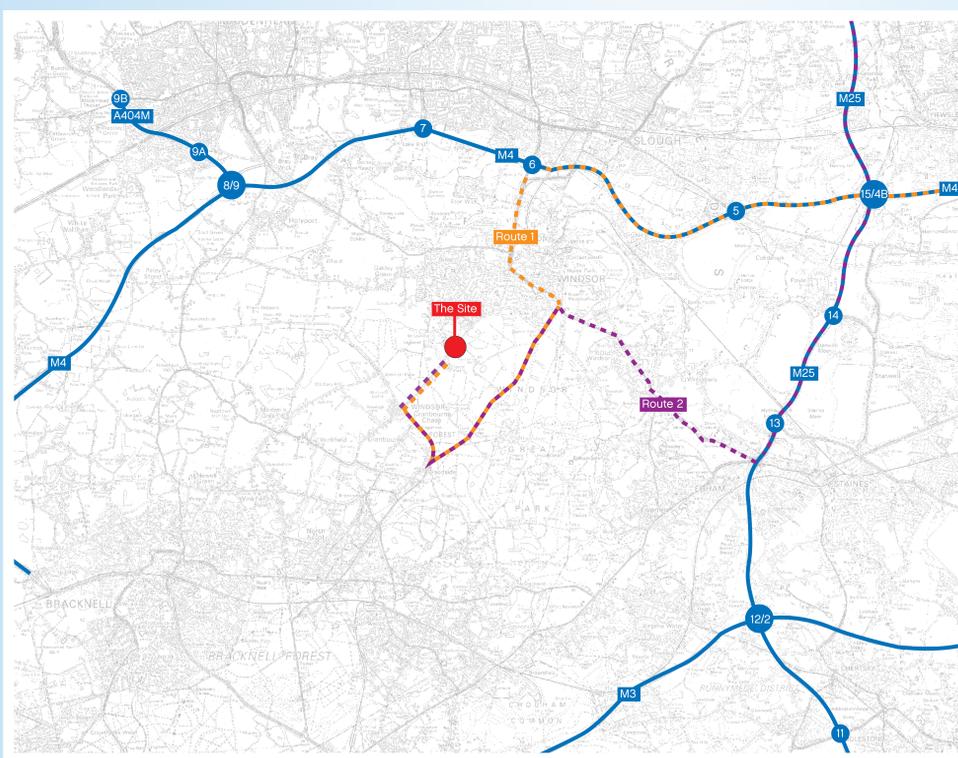
LEGOLAND's Signage Trials

In 2013 LEGOLAND Windsor established a multi-agency working group with highway representatives from the Royal Borough of Windsor and Maidenhead, Bracknell Forest Council, Surrey County Council and Highways England.

A series of traffic trials took place in 2014 to examine whether signing alternative routes to and from the Resort would reduce the impact on the already busy routes, particularly, Imperial Road and Winkfield Road. The results of the trials show that traffic was successfully redistributed as 18% of vehicles (over 1,000) arriving at the Resort came from the south and via the alternative signed routes.

Route 1 (shown on the below plan by the orange line) comes from Junction 6 of the M4 onto Sheet Street (A332) via Goslar Way and approach to LEGOLAND Windsor from the south via Mounts Hill. This route has been implemented with new permanent signage.

Route 2 (shown on the below plan by the purple line) comes from Junction 13 of the M25 through Runnymede and Old Windsor and approaches LEGOLAND Windsor from the south via Sheet Street (A332) and Mounts Hill. Permanent signing on the M25 (Northbound) of this route has been agreed and will be implemented once road improvements at Junction 13 by Highways England and Surrey County Council are completed.



Signage Trials Routes 1 and 2



New Route 1 Permanent Signage



LEGOLAND® Windsor Resort

Managing Traffic in the Future

The Planning Applications

The Haunted House and Hotel extension planning applications will fully assess the impact of these proposals on the highway network. The findings and any necessary mitigation will be presented in a Transport Statement with each application.

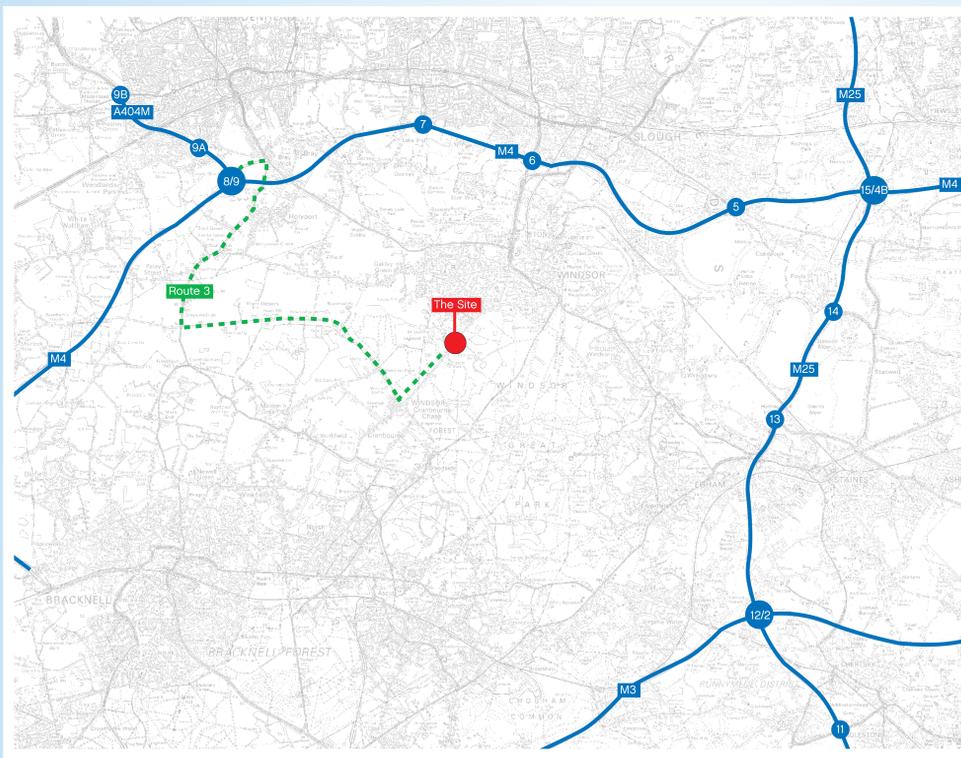
Initial work has identified the following:

- The hotel extension will actually help to manage traffic by reducing daily trips to and from the Resort.
- The proposed Haunted House will not result in a material increase in traffic on the local highway network, particularly when considered against the successful redistribution of traffic through the signage trials.

Future Measures

As well as Routes 1 and 2 which have been implemented and/or agreed, the multi-agency working group is seeking to progress Route 3 (shown on the below plan by the green line) of the signage trials. This route comes from Junction 8/9 of the M4, via the A330 Ascot Road/Drift Road and approach to the LEGOLAND® Windsor Resort from the south. The group is discussing with relevant Councillors and the Highway Authorities to agree Route 3 so that it can be implemented permanently.

LEGOLAND Windsor and the multi-agency working group continue to meet to ensure the routes are continuously reviewed and other transport measures are discussed. One idea is for changes to the LEGOLAND entrance roundabout to allow more efficient filtering of traffic in and out of the Resort.



Signage Trials Routes 3



Vehicle Approach to LEGOLAND Windsor



LEGOLAND® Windsor Resort

Newly Acquired Land

LEGOLAND® Windsor Resort has purchased part of St Leonards Farm, including the fields immediately adjoining LEGOLAND's overflow car parks and the main farm buildings complex.

The additional piece of land has been purchased to support our long term short breaks accommodation strategy. This would meet both our aspirations, and those of the Council, to increase overnight stays in the Windsor area given its significant tourism offer. We will also review the existing farm buildings complex to see how use can be made of this area for additional storage and workshops.

We will aim to manage the traffic and access arrangements to the new land and this will be a key consideration as we develop our long term proposals for the land. However, more visitors staying on-site and staying for longer, means reduced daily trips to and from the Resort.

LEGOLAND® Windsor Resort has only recently completed the purchase of this land, therefore, we are at a very early stage in considering our options. As our long term proposals develop, we will keep the local community informed through further public consultation events.



Photographs of some of the farm buildings



Photographs of some of the farm buildings



View along the bridleway between the farm buildings complex and LEGOLAND



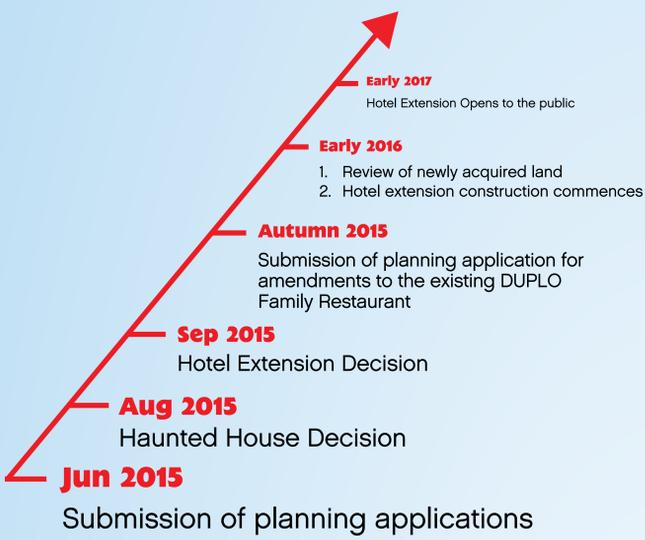


LEGOLAND® Windsor Resort

Next Steps

Thank you again for visiting us today.

We are seeking to work to the following timetable:



We will continue to take an active role in the Royal Borough of Windsor and Maidenhead new Local Plan and the Bray and Windsor Neighbourhood Plan processes. We will be working to ensure that our future plans fit in with the vision for the Borough as set out in these key documents.

We hope to be speaking to the community again later in the year to make sure you are kept up to date with our future plans.

Please feel free to leave us your feedback using the comment cards provided. Alternatively, you can always keep up to date with progress at:

www.legolandconsults.co.uk

Thanks again,

The LEGOLAND® Windsor Resort Team



The LEGOLAND® Windsor Resort Hotel

