



LEGOLAND® NEWS

Autumn 2023

SUPPORTING THE ROYAL BOROUGH'S ECONOMY

Having now been at LEGOLAND Windsor for almost three years, I fully recognise the important role that the Resort plays in the wider local community.

Our contribution to the Royal Borough is fresh in my mind as I pen this message, as we are currently responding to the Council's consultation about its new Corporate Plan.

Following the council elections in May, we are exploring how the Resort can best support the priorities of the new RBWM administration, such as sustainability and growth. In addition, we continue to liaise with ward councillors: Helen Price and Alison Carpenter (who represent the main park area), and Suzanne Cross (who represents the western part of our site). I am grateful to them for working constructively with us on various matters.

As we have discussed with the Council, our focus — as we look ahead to the next decade — is to continue transforming LEGOLAND Windsor from a traditional day visitor attraction to a destination resort. This journey will take a major leap forward in 2024, when phase one of our **Woodland Village** accommodation opens (see overleaf).

And in recent weeks, our offer has further diversified with the launch of the new **Adventure Golf** attraction, which is accessed separately to the park (again, see overleaf).

With additions such as these, more guests will be able to stay longer with us — and will have time to visit the wider local area. Working with the **Visit Windsor Partnership**, we want to ensure this part of Berkshire is the destination of choice for families with children aged 2 to 12 years old.

All this allows us to create new jobs, sustain existing roles and provide more year-round employment on site.

However, crucially, we're not increasing daily guest numbers. Following changes made during the pandemic, the park now operates (even at peak season) with a lower capacity than before. This results in a better visitor experience.

Instead, by expanding our offer (through more overnight accommodation and indoor attractions, as per the examples mentioned above), we are able to change how and when our guests visit — with resulting local benefits.



In particular, by making such changes, we are able to:

- shift the arrival and departure of vehicles to off-peak times, improving traffic flows on local roads; and
- persuade guests to visit outside of the main season, now there is more to do during inclement weather.

These changes not only make business sense for us, but also allow us to continue reducing the impact on the wider area — which I hope is welcomed.

With this in mind, we will shortly unveil proposals for phases two and three of the Woodland Village, in line with the outline permission granted in 2019. These plans will be shared through a public exhibition.

As part of this, we will set out some initial thoughts for how the bridleway — which intersects the Woodland Village site — might be managed (and possibly improved) in the future. Please see overleaf for a few more details.

With many of these changes currently taking place, we are grateful for the understanding of local residents. We look forward to the completion of these works, and the resulting positive impact on the wider area being fully realised.

If you have any questions, please get in touch.

Best wishes

Helen Bull

Divisional Director, LEGOLAND Windsor Resort



LEGOLAND® WOODLAND VILLAGE



In 2019, RBWM issued planning permission for the Resort's Long Term Plan, including new visitor accommodation: the Woodland Village. This scheme — on land to the west of the park — will be implemented in three phases.

PHASE 1: DETAILED

Full (detailed) planning permission was granted for 150 accommodation units, on land immediately to the west of the Resort's main car parks. These units are made up of a mixture of woodland lodges and barrels.



Occupying 10 acres, phase 1 is designed around a woodland area and lake. It will host enchanting nature trails, along with an amazing variety of animals built out of LEGO® bricks, an entertainment space, an on-site restaurant, brick building activities and story time areas.

The energy provision will be fossil fuel free. This will be the first operationally carbon-neutral accommodation built by LEGOLAND's owner **Merlin Entertainments**.

Following delivery of the accommodation units over the summer, fitting out is continuing during the coming months, ahead of opening in May 2024.

Bookings for the Woodland Village (phase 1) are now open.

PHASES 2 & 3: OUTLINE

Outline permission was granted for 300 accommodation units (150 in each phase), on land to the west of Woodland Village phase 1. The image below shows an indicative layout of phase 2 (bottom) and phase 3 (top).



The proposed design, layout, appearance and landscaping are currently being worked up, in line with the parameters set in the 2019 permission. Particular care is being taken to ensure that veteran tree reserves are protected, which would be complemented by landscape enhancements across the site.

These emerging plans will be shared through an exhibition (details to be advised separately), ahead of a "reserved matters" application being submitted to RBWM.

Another consideration is how the interface with the bridleway (a public right of way) is managed. Phases 2 and 3 sit to the west of this route, meaning that those guests staying in this accommodation would need to cross the bridleway to access the main park.

We have, however, identified an opportunity to take an alternative approach: extend the bridleway route to the west, thereby giving the public access to a wider area. Whilst this will not form part of the reserved matters application, we will sharing initial ideas at the exhibition.

ADVENTURE GOLF OPENS TO THE PUBLIC



Pro Golfer Charley Hull (Solheim Cup winner) tees off with Lucy, Zoe, Olivia and Evie (members of Berkshire Junior Girls Golf Club) on the colourful LEGO City course.



Divisional Director Helen Bull (middle) welcomes Cllr Alison Carpenter (left) and Cllr Helen Price (right) to Adventure Golf, situated just outside the main park.

The new attraction features four 9-hole courses each with its own unique theme. From putting to Pirates and swinging into Space, to driving into LEGO City or taking your best shot in a Medieval village, each course guarantees family fun.

- Adventure Golf is separate from the main park, allowing guests (including those living locally) to directly access it.
- It is open until 8:30pm every evening, and tickets can be purchased online at www.legoland.co.uk/tickets.
- Free parking (up to 90 minutes) is made available for Adventure Golf guests.
- The Tee Time Cafe offers food and drink options, including vegan / vegetarian substitutes and gluten-free products.
- 3 courses are wheelchair accessible, and accessible golf clubs are also available. There is a Changing Places facility.



LEGOLAND's Halloween special has returned, with the Resort once again hosting **BRICK OR TREAT**, with LEGO Monsters throwing a Monster Party. A range of themed activities are taking place, daily, until 5th November.

A giant pumpkin, made of 50,350 LEGO bricks, was recently unveiled. It took 250 hours to create.



On selected days between 25th November and 2nd January, the Resort will be open for **LEGOLAND AT CHRISTMAS** activities.

There will be lots of festive scenes hidden in Miniland, along with live entertainment taking place and characters to meet. Father Christmas will also roam the park on his magical sleigh.

Fireworks will take place on 31st December, to welcome in the New Year. (Please note that there are no fireworks taking place in November, as was the case in previous years.)

Adventure Golf will remain open throughout the festive period, except on Christmas Eve, Christmas Day and Boxing Day, and from 1st January onwards.

The Resort will be closed after 2nd January until 10 February (hotel will be open from 2nd February) for half-term activities. It will then re-open for its main season on 15th March, with exciting additions including a new rollercoaster! More details to follow.



HOSTING A FAMILY FUN FESTIVAL FOR ALEXANDER DEVINE CHILDREN'S HOSPICE

We were pleased to recently welcome children and families to the Resort for the Hospice's VIP Family Fun Festival.

LEGOLAND Windsor has been a longstanding support of the Hospice, including through the sponsorship of a sensory garden (with LEGO characters) at its site in Maidenhead.

Speaking about the recent day out (which takes place annually), the Hospice said: *"Days like these provide unique memory making opportunities together for the whole family, that otherwise simply aren't possible for the majority of those we care for. It was a fantastic, fully accessible experience for all involved."*



MERLIN BECOMES A CARE FRIENDLY EMPLOYER

LEGOLAND Windsor's parent company (Merlin Entertainments) has signed up to the **UK Care Leaver Covenant** — an inclusion programme designed to assist care leavers aged 16-25 to live independently. Businesses like Merlin are pledging to help these young people find pathways into employment.

Merlin has put together a dedicated programme entitled '**Merlin Illuminate**'. This includes support with interviews, a range of virtual events and information (offering advice on CVs and career development), tickets to visit any UK attraction, an Illuminate Mentor Day (an annual event) and the offer of cultural work experience at key Merlin events across the UK. A dedicated section on the Merlin website has been created for care leavers and will be regularly updated with podcasts and more information.

Merlin recognises that many care leavers do not have a support network, which is why advice, information and other benefits are being offered through this initiative. Even if applicants are not successful straight away, they will still be offered a day out with a friend at one of our UK attractions to experience our Merlin magic.

As one of Merlin's largest UK sites, LEGOLAND Windsor will play a full part in this programme – and will work with RBWM in doing so. The Council has its own responsibilities for care leavers, as the local children's services authority. In particular, we are asking RBWM to signpost care leavers in the Royal Borough to our Merlin Illuminate programme – and the job opportunities both at LEGOLAND Windsor Resort and Merlin's other sites in the UK.



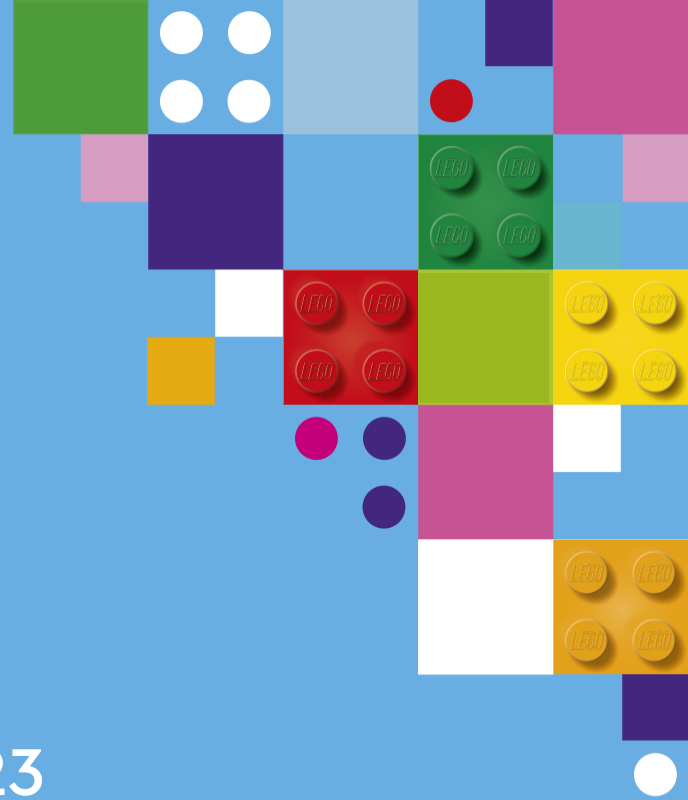
Residents' Hotline

From time to time local residents may need to contact the Resort. The Residents' Hotline is available 24/7 so should contact be needed, please call 01753 626590. The caller's name, contact details and a brief overview of the concern raised will be taken so it can be passed to an appropriate member of the Management Team, who will return the call.



Residents' Meeting

Wednesday 8th November 2023



INTRODUCTION: KEY DATES – LOOKING AHEAD



- Our main 2023 season has concluded, and the Resort is now closed for most of November.
- "**Brick and Treat**" ended at the weekend.
- Our first "**LEGOLAND at Christmas**" Day is on Saturday 25th November, and then at weekends, and then every day from 18th December to 2nd January (except Christmas Day & Boxing Day). Fireworks will take place on New Year's Eve.
- We will open during February half-term, and our main 2024 season will start on Friday 15th March.
- Bookings for the **Woodland Village** (opening May 2024) are now open.
- Our **Adventure Golf** attraction is now open, and available daily throughout November & December.
- Residents joining us for golf on 17th Nov & 4th Dec.
- Public exhibition (regarding Woodland Village phases 2 & 3) next Monday (13th November).

OUR LONG TERM PLAN

Overall objective: transforming **LEGOLAND Windsor**
from

**a traditional day
visitor attraction**



to

a destination resort
(with more overnight stays)

This will be achieved through the provision of:

1. more on-site visitor accommodation; and
2. more indoor attractions.

By making such changes, we are able to:

- ✓ shift the arrival & departure of vehicles to off-peak times;
- ✓ persuade guests to visit outside of the peak season (as reflected in our pricing strategy); and
- ✓ create new and secure existing jobs.

As a result,
changes arise to how &
when our guests visit.

But, crucially,
we're not increasing
daily guest numbers.



VISITOR NUMBERS AND PATTERNS

A year ago, I wrote to RBWM to explain that we were maintaining visitor numbers *"at a level significantly lower to what would have been seen on 'peak days' prior to the pandemic"*.

I explained that:

- Lowering the visitor volume *"provided a much better experience for our guests"*.
- We were smoothing visitor numbers over the season by (a) being open for more days * and (b) dynamic pricing.
- During the summers of 2021 and 2022, we did not exceed 14,500 guests on any one day.

This remains our approach. This year (2023), our cap was 13,500, but we did not exceed 12,500 on any one day.

** 11 more days in 2023 than in 2022.*



MANAGING THE IMPACT OF TRAFFIC

We recognise that LEGOLAND Windsor – like other major attractions and businesses in the wider local area – has an impact on traffic volume on Winkfield Road (and elsewhere).

That is why we will continue to do all we can to reduce this impact, by:

- Capping our daily visitor numbers, and incentivising guests to pre-book.
- Making clear to guests staying overnight that check-in time is 4pm, encouraging them to arrive later in the day.
- Continuing to explore with RBWM how improvements to public transport connectivity (trains to buses) could be secured.
- Exploring how third party roadworks could be avoided during peak times.
- Reconfiguring our internal car parks and access roads, to get vehicles off Winkfield Road more quickly.



SUPPORTING THE LOCAL VISITOR ECONOMY

- We are a member of the **Visit Windsor Partnership**, which is led by RBWM.
- With more guests staying overnight, they have time to visit Windsor and enjoy what the area has to offer.
 - This aligns with RBWM's own objective, encouraging more overnight stays.
- At the same time, we are keen to see these journeys take place outside of peak time – so not at the same time when day visitors are leaving.
- As we prepare to open our Woodland Village, we will provide more information for our guests on what to enjoy locally and how / when best to access it.
- We have attended Job Fairs in Maidenhead, Slough and elsewhere.
- We continue to work with RBWM (and others) to promote jobs to other groups, including Care Leavers.



WOODLAND VILLAGE DEVELOPMENT: PHASE 1



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- Received detailed planning permission in 2019.
- Currently being built out, comprising of 150 units, including semi-detached lodges and 'barrels' along with a Club House and a facilities building.
- Opening in May 2024.



WOODLAND VILLAGE DEVELOPMENT: PHASES 2 & 3



WOODLAND VILLAGE DEVELOPMENT: PHASES 2 & 3

- Received outline permission in 2019, for up to 300 accommodation units and associated facilities 'hub' buildings along with a dedicated car park.
- Didn't include the detailed design, layout and appearance of these phases which were 'reserved' for a subsequent application.
- Maximum overall floorspace must not exceed 17,000 square metres.
- The maximum height of any building will be 10 metres.
- We have been developing the design and layout. This has evolved from the original indicative layout.
- The proposals still meet the parameters established in 2019 and incorporate sensitive landscape enhancements. We are proposing a continuation of the 'woodland theme' of phase 1, using the influences of the strong, verdant setting of the site and its surroundings. This will embrace the site sensitivities.
- A blend of natural materials will continue to be used to provide a rustic, hand-built feel with finishes reflective of the colour and surroundings of a lush woodland setting.



WOODLAND VILLAGE DEVELOPMENT: PHASES 2 & 3

LANDSCAPE AND VISUAL CONSIDERATIONS

- The impact on trees and hedgerows is the same as approved in 2019. It is very limited.
- Extensive new planting is proposed across phases 2 & 3 to enhance the character of the landscape, integrate the proposed development and achieve habitat improvements.
- This is supported by a Landscape and Ecological Management Plan, prepared by ecologists, and will be submitted for approval by RBWM.
- Due to the topography and intervening dense woodland, views of the site from within and outside the Resort will be very limited.

SUSTAINABILITY

- Phase 1 will be carbon neutral in operation.
- Phases 2 & 3 will go further: increasing energy savings, minimising use of materials with embodied carbon and a range of other measures.

