

WELCOME

Universal Destinations & Experiences is a leader in operating the most innovative and immersive theme parks and resorts around the world. It is part of Comcast Corporation, a global media and technology company that also includes NBCUniversal and Sky in the UK.

Last year, we confirmed the purchase of an approximately 476-acre parcel of land just south of Bedford with the goal of exploring a potential new theme park and resort experience at this site. We have spent the last several months undertaking feasibility and due diligence work, as well as discussing the project with local and national stakeholders. It will still be some time before any decisions are made on whether or not to proceed with the project, however we want to share our proposal with local communities.

We are beginning a period of public engagement in connection with the planning proposal for this potential project. We would like to hear your feedback about our potential proposal and now is your best opportunity to influence the project. We are particularly interested in understanding what is important to you when considering these potential plans and how we might best celebrate the history and heritage of the area, improve local transport, protect wildlife and ecology, and enhance local walkways.

We also welcome suggestions for who we might be able to partner with locally should we take this project forward, be they charities, business groups, education institutions or other local organisations working in the local community. You can share your feedback and any other thoughts you may have with us through our survey digitally, by providing us a paper copy of the survey, by calling our Freephone, or by emailing us.

This represents an important milestone in our feasibility and due diligence work and is a key part of the planning process; it does not mean we have made a final decision on this potential project. It is really important we hear from local communities before our engagement closes on **Friday 3 May 2024** so we can consider and incorporate your feedback where appropriate.



About Universal Destinations & Experiences

Universal Destinations & Experiences has five branded theme parks and resorts across the globe, including Universal Orlando Resort, Universal Studios Hollywood, Universal Studios Japan, Universal Beijing Resort, and Universal Studios Singapore. Each of these world-class resorts feature thrilling, immersive attractions, exceptional hotel and resort options, unique merchandise and culinary experiences as well as live and virtual entertainment. We design, build and construct attractions and experiences that lead to memorable, and emotionally fulfilling moments for people of all ages. Our resorts also feature beautifully designed and landscaped areas. They also create thousands of jobs, generating significant positive economic impact, both locally and further afield, and they are a positive contributor to local communities. We have provided more detail on what this means for the Bedford site.



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EXPLORING IN EUROPE

Universal's first branded theme park

This potential project would not just be Universal's first branded theme park and resort in the UK, but our first in Europe. It means Bedford would be host to one of only a few world-class theme parks and resorts. It would also create another significant reason for visiting the UK.



Why the UK?

We know Universal's incredible experiences resonate with people of all ages and millions of UK residents travel to our theme parks and resorts around the world every year. We are excited by this potential opportunity to bring this world-class experience right here for people to enjoy in the UK.

The UK is a very attractive market for a new theme park experience with its large population, creative industries, strong tourism, transportation infrastructure, and links to Europe. In 2023, the UK welcomed 38 million tourists, and this number is growing. These visitors are expected to spend approximately £34 billion annually, supporting a wide range of valuable employment opportunities across several sectors.

Our parent company Comcast Corporation has a strong presence in the UK, with NBCUniversal International and Sky's headquarters both based here.

Why Bedford?

The site is located to the south of Bedford town centre, near Kempston Hardwick, and located between the villages of Wixams, Stewartby and Wootton. It includes the former Kempston Hardwick brickworks site, as well as some fields to the south, none of which form part of the Green Belt. The site as a whole is already allocated for development by the Council through the proposed Local Plan. The site is also in an ideal location with convenient, fast rail links to London and London Luton Airport. It has the size and flat topography that is important for a large-scale theme park resort. Both the site and Bedford are well connected for travel from all parts of the UK. The East West Rail (EWR) project also plans to deliver additional transport improvements locally, specifically improvements to the existing railway between Bletchley and Bedford.

The Site we are exploring

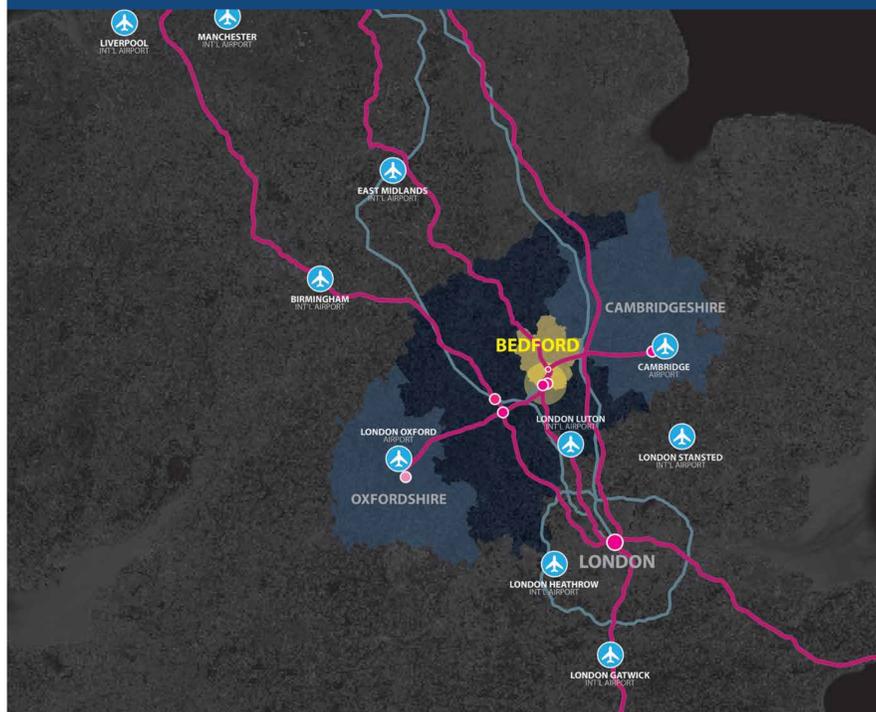
The extent of our project is shown in red and is approximately 700 acres in size. It includes the approximately 476 acres purchased last year, along with a smaller parcel of land to the southwest, which we have an option to acquire. This parcel of land would allow a direct link between our site and the A421, as well as other local transport routes that could be improved through this project.

Respecting this site's local history

For over 100 years, this area was one of the principal suppliers of bricks to the British construction industry. The industry shaped the growth of Kempston Hardwick, Stewartby and other local villages, and whilst the site's brickworks were closed and demolished many decades ago, they still form an important part of this area's rich history.

If we were to proceed with this potential project, we would like to continue exploring with local stakeholders, including the Council, on how we could reflect and celebrate this area's vibrant history in our plans. We are open to feedback, but would like to incorporate some of the bricks still found on-site into some of the potential buildings and design select food and drink facilities and attractions with Bedford's town history in mind.

Rail & Air Connections



Project Perimeter



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How this project could **BENEFIT BEDFORD** and **THE UK ECONOMY**

This project has the potential to be transformative for Bedford and deliver significant benefits for the UK economy. Our developments create thousands of jobs, help to drive footfall to existing local businesses, and unlock major investment into other local enterprises and infrastructure. Should we proceed with this project, the benefits would include:



The creation of an expected 8,000 new jobs once operational, rising to 10,000 by year 20 of operation

This project would become one of the largest single employers in Bedford, the surrounding areas, and indeed the whole of the UK. Evidence from our other theme parks suggests that, for every job supported within the theme park, it can be expected that at least 1.5 further jobs would be supported across the economy, meaning a net additional 20,000 jobs could be supported by the project at its peak.



Partnerships with local institutions

We play an active role in our local communities and have a proven track record of partnering with local schools and colleges. We are eager to collaborate with wider organisations such as The Prince's Trust Team Programme and 4YP to explore how we can provide opportunities to local young people. We have done this very successfully in the past and have included two case studies in these materials.



Thousands of jobs generated through construction, with an estimated onsite peak workforce of 5,000

We have shared further details on how we would approach construction on Board "A considerate approach to construction", but clearly this would be a major economic boost to the region.



Partnerships with local businesses

We work with local businesses to support a healthy and growing local economy at our parks and resorts around the world. As part of our outreach to local businesses, we typically conduct information seminars on how to do business with Universal. If the project moves forward, we will provide further information on these programmes.



Ongoing investment and development

As a long-term owner and operator, forming deep relationships in our local communities is important to us. Not only do we make significant initial investments, but we continue to invest in our theme parks and resorts over time. Our initial plan would include expansion areas and we would consistently update and improve our theme park and resort by building new and innovative attractions and concepts.



A site that celebrates the beauty of the natural world

Across all of our resorts, we carefully consider landscaping and greenery and have recently won awards for our theme park in Beijing to this end. We would plant thousands of new trees here, both within our site and along the site's boundaries.



Prioritising local employment first

We would commit to advertising jobs to local residents first, where feasible. We want to ensure we offer local people opportunities that would benefit them. Initial estimates suggest that over 75% of the workforce would come from Bedford, Central Bedfordshire, Luton and Milton Keynes. We would be committed to making our job opportunities accessible to all.



Facilitating significant infrastructure improvements

Our developments facilitate significant infrastructure improvements locally. These would potentially include rail and road upgrades, and we have identified some of these on the board "Investing in local infrastructure". We would also look carefully at existing services, such as healthcare providers, and ensure we understand any increased demand we may have on those services, and ways in which we can engage with providers.



Dedicated training programmes

We invest significantly in our people with training and development programmes and we would do the same here. For example, our ride technicians typically join us partway through the construction period, and then remain as permanent members of staff once operational. As a point of reference, nearly 50% of our management team at our theme park in Hollywood started as hourly employees. A range of jobs at different experience levels would be created, each with genuine growth opportunities.



A major boost to local and UK tourism

Our theme parks and resorts draw tourists from all over the world. The AECOM Global Attractions Attendance Report shows that the top 25 global theme parks (which includes four Universal destinations) attracted on average over 8 million attendees in 2022, with visitors at Universal operated theme parks between 8.4 million to 12.4 million. Like our other theme parks, we would expect to attract a mix of local people and domestic and international tourists. Many of our visitors stay in the local area around our theme parks, providing a welcome boost to the local economy.



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Our impact in Orlando **A CASE STUDY**

Universal Destinations & Experiences is committed to higher education partnerships year-round that enable support for students interested in the themed entertainment industry and careers in Science, Technology, Engineering, and Mathematics (STEM). These partnerships include under sourced areas where sponsorship, mentorship and professional development are key components. Two examples are our Creative Lab programme with the University of Central Florida (UCF), and our partnership with Florida Agricultural and Mechanical University (FAMU).

The University of Central Florida - Creative Lab Programme



Offered during the Spring and Summer terms, this partnership provides students with specially designed coursework and hands-on learning – alternating sessions at Universal Orlando Resort and classes at UCF with industry experts from Universal. Students interact with show producers, engineers, creative directors, executives and other industry professionals to provide an in-depth look at the design and development process. The course offers both an educational benefit and provides valuable real-world training for future careers in our sector. Since the programme's inception, Universal has hired 38% of the UCF Creative Lab graduate students as either full-time Team Members or skilled interns. Approximately 100 students participated in the UCF Creative Lab in the first year of the programme.

Florida Agricultural and Mechanical University



We introduced this programme in Autumn 2023 to increase awareness of career opportunities in the themed entertainment industry and empower the next generation of innovators, storytellers and creators. We provide academic support, curriculum enrichment and professional development, nurturing students' interest in STEM and themed entertainment careers. The programme also includes school supplies, career fairs, project assignments within Universal Orlando Resort, as well as valuable mentoring and recruitment opportunities. Universal is sponsoring the programme's first-year students for their full four years at FAMU. Universal has committed to hire 20% of participating students as full-time Team Members or as interns.

Universal Education Center and School-to-work programme



For the past 29 years, Universal Orlando Resort has also partnered with the local state school system to provide an alternative approach to traditional learning for local high school students through its School-to-Work program. The Universal Education Center (UEC), which provides a learning environment for students who are not thriving in a traditional classroom, is located on the grounds of Universal Orlando Resort and, in addition to attending classes, each student works as a part-time Team Member at the theme park. The programme welcomes up to 40 high school juniors and seniors, the equivalent of UK school years 12 and 13, to participate in this alternative approach to education each year. Since its inception, the programme has supported more than 550 graduates.



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ABOUT OUR PLANNING PROCESS

Our project would have wide-ranging economic, social and cultural benefits both for, and well beyond, the local area (including for the wider region, and country).

One route for securing the necessary planning approvals to move ahead with our investment is through a planning permission granted directly by Government, via a special development order (SDO), where appropriate following consideration by a Secretary of State. The decision to determine whether this route is appropriate is evaluated on a case-by-case basis. The Secretary of State at the Department for Culture, Media and Sport (DCMS) has agreed to act as the sponsor for the project within Government. The Government has indicated that the consideration of any proposal will be subject to administrative arrangements to ensure functional separation between DCMS as sponsor Department and the Department for Levelling Up Housing and Communities (DLUHC) as planning decision-maker. It is anticipated that public consultation by DLUHC will be carried out prior to any planning decisions, should we decide to take the project forward.

Our planning submission would be accompanied by an Environmental Statement, which will be publicised and subject to consultation with statutory consultation bodies and the public. The Environmental Statement, together with any other information which is relevant to the decision, and any comments and representations made on it, must be taken into account in deciding whether or not to grant consent for any proposal.

Our public engagement

As we continue to explore the feasibility of this project, we remain committed to engaging with Bedford Borough and Central Bedfordshire Councils, and our surrounding communities. As part of this, we are now beginning a period of public engagement to hear local feedback on our proposal. This is the best time to influence the potential project, whether or not you agree with it, disagree with it, or believe it can be improved. We want to hear the views of the local community on the implications of this proposal.

This engagement will run for **28 days from Friday 5 April 2024 and close on Friday 3 May 2024**. We have prepared a short survey which we hope many local people can complete. This feedback will be reviewed and taken into account where possible as we develop our plans if the project moves forward. We will provide a summary of the feedback received and how it has influenced our proposal to DLUHC if and when we submit our planning proposals to the Secretary of State.

There are some areas of our proposal where there is more opportunity for your feedback to influence our proposed plans, such as routes of new footpaths and cycleways and areas of landscaping and biodiversity outside of the theme park and resort, and other areas where there is less opportunity to influence our plans, primarily within the boundaries of the theme park and resort itself. This is because we have spent years delivering some of the best theme parks in the world and believe this is an area where we can best determine the visitor experience. We are however inviting comments on all aspects of the proposal and will take account of feedback where appropriate in developing our proposal further.



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An overview of **OUR PROPOSAL**

Any new development of this size takes time and significant investment. Across the world we are focused on delivering a world-class experience for our guests, and we would want any resort in the UK to be among the best of its kind in the world.

We recognise the tremendous excitement our theme parks and developments bring, yet it is too early in the process to know the possibilities of featured attractions and experiences. Should we proceed with the project, we would confirm these at a later stage.

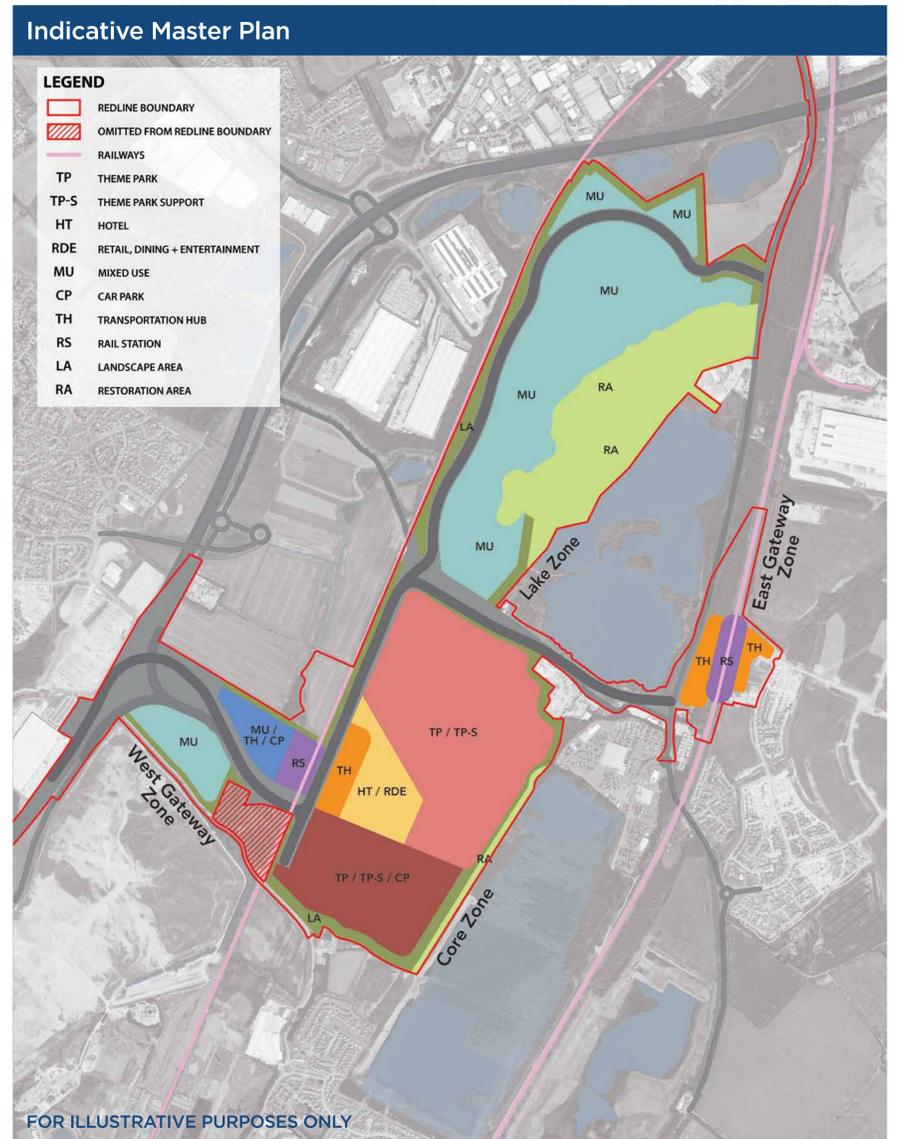
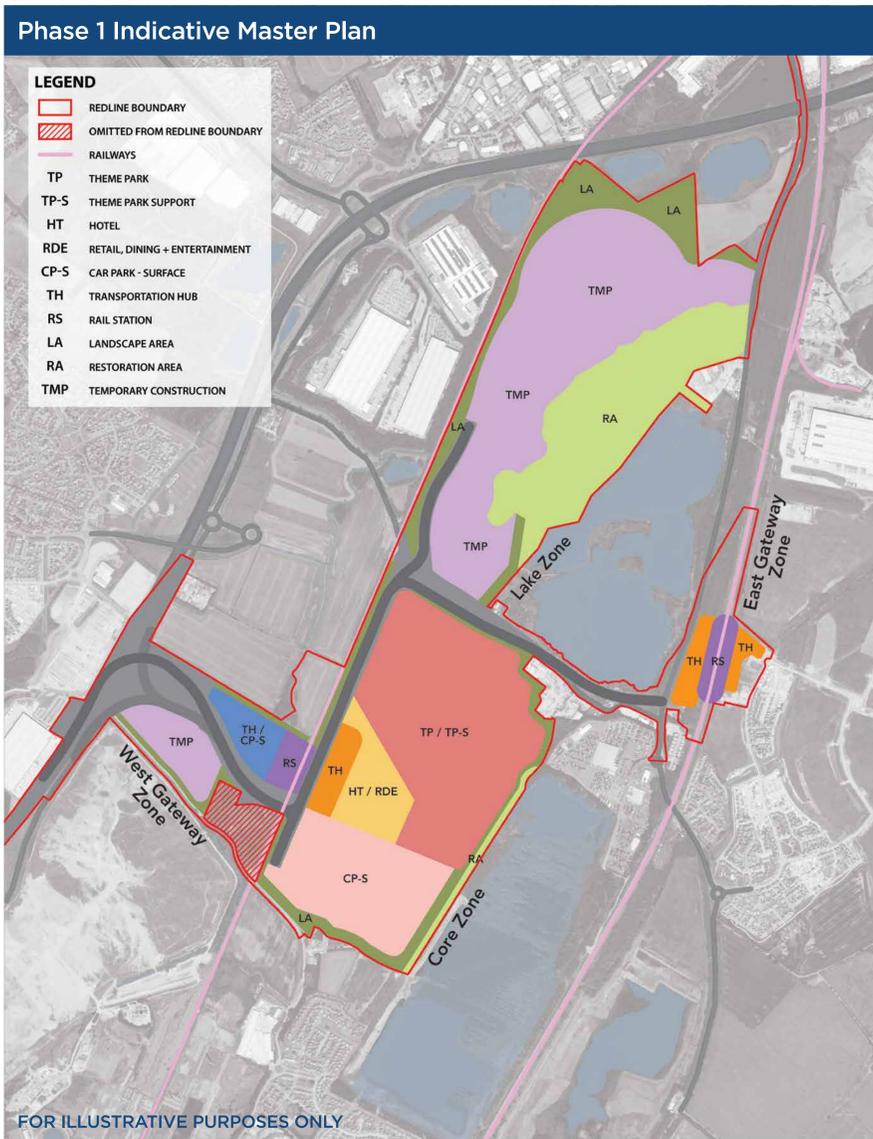
We have set out here indicative representations of a potential masterplan for the site. Designs would be finalised later if the project moves forward and the uses shown may shift to any location within a specified zone. Our proposal also includes upgrades to local infrastructure which would be consented as part of this project. More information is provided on Boards “Managing transport” and “Investing in local infrastructure”.



Have your say

This is your best opportunity to provide feedback about our potential proposal so that we can consider your input.

We are particularly interested in understanding what is important to you when considering these potential plans and how we might best celebrate the history and heritage of the area, improve local transport, protect wildlife and ecology, and enhance local walkways.



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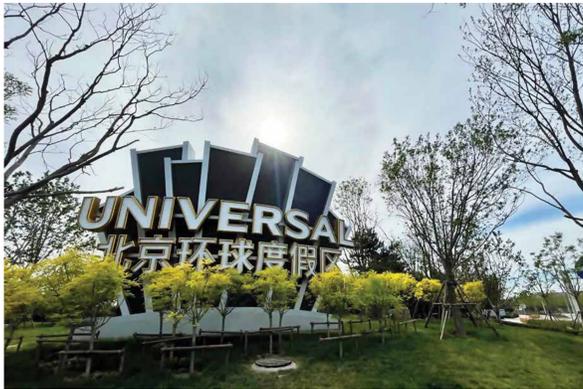
OUR DESIGN STANDARDS

We would set out a series of Design Standards for this theme park and resort experience which, among other things, would seek to decrease its visual impact on the area. This includes creating an 'open sky scheme' to reduce the apparent bulk and mass of development as it appears from the surrounding area and allow light to reach ground levels. The key design principles of this are:



Landscape Perimeter

We beautifully landscape our theme parks and resorts and would provide an attractive landscape perimeter. In addition to creating significant green areas, the landscape perimeter reduces the visual impact of the resort and creates separation from the surrounding areas.



Articulated Skyline

Our theme parks and resorts include variegated skylines with extensive open sky views. We achieve this by incorporating components of varying heights. Most elements would not reach our maximum height limits and would typically range in height from 20m to 30m, while a few may rise to a higher level to create visual interest and orientation within the theme park and resort.



Maximum Heights

The maximum height of any component would be 115m, while the highest occupiable floor of any building would be limited to 75m. These maximum heights have been determined with reference to features at our other theme parks and resorts and other attractions throughout Europe. We have no current plans to build structured parking, but if that were needed in the future, the height would be further limited to 40m.

Non-theme park and resort uses would have lower heights, as appropriate, such as 75m for mixed-use commercial development, 30m for rail stations, and 20m for the transportation hubs. Minimal development would be permitted within the Restoration Areas, which would focus on preserving, improving, and celebrating the natural environment. More information is provided on Board "Being a good neighbour - managing our impact".



Orientation

Non-guest facing support (back of house) facilities would typically be located closer to our site boundaries. The heights of these buildings would be limited to reduce their visual impact and would typically range in height from 15m to 25m.

We believe that our theme parks and resorts speak for themselves and have provided images of our other parks to demonstrate how these design principles have been delivered elsewhere around the globe.



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THE UNIVERSAL EXPERIENCE

The theme parks and resorts we create and operate globally are very different to a typical amusement park, and are unlike anything that currently exists in the UK. We take guests to places they couldn't otherwise go and that typically exist only in their imagination. To do this, we use cutting-edge technology and partner with some of the world's most beloved storytellers to create fully immersive experiences where the attractions, placemaking, food, merchandise and costumes all work together.

Inside a Universal resort and park – our rides and attractions

As part of our offer, we invite guests to experience beloved stories and exhilarating adventures in immersive new ways. The rides and attractions we create are only made possible by pairing innovation and technology with exceptional creative delivery. Guests in our theme parks may find themselves chased by Velociraptors, fending off an alien attack or escaping an indoor tomb. Each theme park is unique and allows guests to be fully immersed in different lands.



The wider resort – CityWalk, hotels and entertainment

As well as exhilarating experiences, our theme parks provide spectacular live entertainment. This is hosted both within the resort and by the entrances as part of our CityWalks. Accessing CityWalk does not require a ticket, and this is where visitors and the local community could come for a unique culinary experience, with themed restaurants like our Toothsome Chocolate Emporium & Savory Feast Kitchen, for example, in CityWalk Orlando. CityWalk's themed experiences are very different from typical entertainment and therefore are not direct competitors to the leisure options that you experience in a town centre or on the high street.

Alongside the CityWalk could be a range of hotel and other accommodations, although we expect that many of our guests would also be staying in a range of different locations across the UK, including within Bedford itself.

We are also considering other mixed use development at the site that would be complementary to the theme park and resort, but could also be used by other parties, such as conference facilities, exhibition spaces, sport experiences, employment uses, and associated uses.



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VALUING ACCESSIBILITY & INCLUSION

Universal Destinations & Experiences works hard to prioritise accessibility and inclusion and make these values an integral part of everything we do across our resorts, theme parks and attractions around the world.

We are committed to creating a theme park experience that's inclusive and accessible to everyone, ensuring that all our guests can embark on unforgettable journeys regardless of their abilities. On this board you can find out more about how we would make Universal UK a place where everyone can thrive.

Thoughtful Park Design

From the moment you enter one of our parks, accessibility is built into many aspects of our design. Our pathways are wide and smooth, making it easy for guests using wheelchairs or mobility aids to navigate with ease, and ramps and elevators are strategically placed, to ensure that each corner of the park is accessible to all. All toilet blocks have accessible facilities and are placed in easy to navigate locations, and we also offer a variety of accommodations at our hotels and restaurants, to ensure that every guest feels comfortable and supported during their visit.

A Choice of Attractions

Our attractions are designed to accommodate a wide range of ages and abilities. Typically, an attraction or roller coaster would have one seat or row that can accommodate guests with walking impairments or wheelchair users. We do not patent any accessibility features, like the seats on the rides pictured, which allows others to make positive changes across the industry.

Assistive Technology

We provide state-of-the-art assistive technology to enhance the experience for guests with sensory, visual or hearing impairments. This includes captioning, audio description services for shows and attractions, as well as tactile maps and guides. Our parks have a phone app in place to provide more accessibility information, including ride usability requirements.

Team Member Training

MyAbilities is a Team Member resource group that creates an environment that expands awareness, generates empathy and works for the betterment of our colleagues with varying abilities. In addition, we employ sign language interpreters at our parks and have them available at our various shows and performances.

Continuous Improvement

Accessibility is an ongoing journey, and we are committed to continually improving and innovating to better serve our guests. We welcome feedback from our visitors and work closely with accessibility experts to identify areas for improvement and implement solutions that enhance the experience for all.



Ride Example: Jurassic Park - Seat Lift & Transfer



Ride Example: Men In Black - Cartridge Device & Loading onto Ride Vehicle



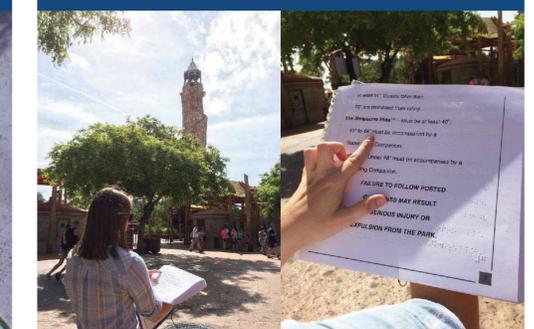
Ride Example: One Fish Two Fish - Ramp & Wheelchair Access



Assisted Listening Device



Braille Rider's Guide



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INVESTING IN LOCAL COMMUNITIES

We have a long-standing track record of partnering closely with and investing in the local communities where we operate. Should we proceed with this project, we would continue to explore with the Council and local groups how we can best embed ourselves into and support this community.

Some of the ways we have done this elsewhere have been included below and we'd welcome any initial suggestions for the sort of community initiatives and engagement you think we should consider in future here.



Close up - supporting our communities (Universal Orlando case study)

Since opening in 1990, our team at the Universal Orlando Resort has led initiatives that have produced real and tangible benefits for our local communities:



The Universal Orlando Foundation

Since its formation in 1998, the Foundation has awarded more than \$32 million in grants to organisations in Central Florida that provide aid to local individuals, children and families.



The Universal Orlando Resort Team Member Volunteer Program

Last year marked the 25th year of our volunteer programme, which aims to support local charities and community organisations. Over this period, Team Member volunteers have committed more than 600,000 hours of service, with 64,000 hours volunteered alone last year.



Bites. Camera. Action. partnership with Second Harvest Food Bank of Central Florida

Universal Orlando, the Universal Orlando Foundation, Orange County Public Schools and Second Harvest Food Bank partnered to create Bites. Camera. Action. more than a decade ago. This innovative programme features a mobile food pantry designed to provide food to families and youth throughout Central Florida. Over the past 12 years, this mobile food pantry has provided more than 1.6 million meals to school children, veterans, and other residents of Central Florida. The Universal Orlando Foundation has supported the Bites. Camera. Action. program with more than \$2.1 million in grants, and Universal Orlando Team Members have donated more than 50,000 volunteer hours to support the programme.

Have your say

Are there any local groups, organisations or educational institutions you think we should partner with should we take this project forward?



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BEING A GOOD NEIGHBOUR

Managing Our Impact

Collaboration and community engagement are at the core of any new experience we explore. We work to ensure that the significant benefits that our theme parks and resorts bring are reinvested into the wider area, but also focus on operating our theme parks effectively to minimise disruption.

Have your say

How do you think we could best protect local wildlife and ecology?

Wildlife and local ecology

Landscaping and greening play an important part in how we design and create our theme parks. We plant thousands of trees and create green, natural buffers around our sites to both enhance biodiversity and shield local communities. We are talking to the Forest of Marston Vale about how the proposal might contribute to their policy goals, including environmentally-led regeneration of the Forest of Marston Vale and possibly increasing tree coverage across the site. For this site, we plan to undertake a landscape and visual impact assessment and consider how landscape screening positioned around the boundary of the theme park and along access ways could help reduce its impact. We are undertaking detailed ecological assessments to further inform our thinking, and we are already considering how we could work with the local authority and wildlife groups to enhance and protect the County Wildlife Sites nearby such as Kempston Hardwick Pit and Coronation Pit.

Universal has been repeatedly recognised for its work to build healthy, sustainable environments. In connection with the development of its newest theme park (currently under construction in Orlando), Universal was recognised by both the United States Environmental Protection Agency and the Council for Sustainable Florida for “protecting human health and the environment” and restoring disturbed and dehydrated wetlands to their former natural habitat, “helping to ensure that Florida will be enjoyed for future generations.” This included one of the largest privately funded remediation projects in the United States. Universal also constructed a regional strategic surface water management system that addresses pollution abatement, provides stormwater treatment and flood attenuation, and established open water lakes and wetland buffers that provide diverse wildlife habitat and open natural trail areas while protecting Shingle Creek, the headwaters of the Everglades ecosystem. Featured here are pictures of the habitat we created, which serves as home to several protected species.



Water Resources

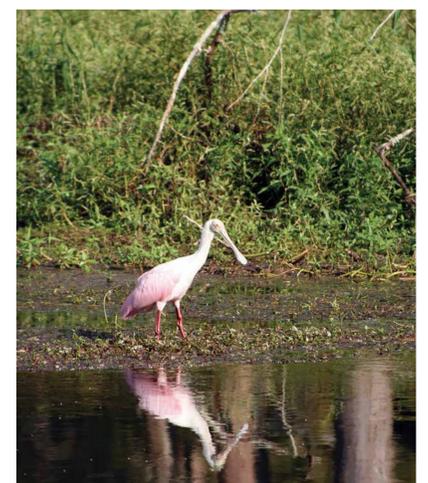
There are a number of water bodies within the site, including part of Kempston Hardwick Pit, Elstow Brook, and a tributary watercourse that crosses the proposed location of the theme park. Our development would include the design of sustainable drainage plans that control run off into water bodies and minimise flood risk.

Air Quality

Our environmental studies would include consideration of air quality impacts arising from the traffic associated with the construction and operation of the theme park. This would include consideration of potential impacts on the Air Quality Management Area (AQMA) that currently exists within Bedford.

Historic Environment

Bedford Borough has a rich history with evidence of settlement from prehistoric, Roman and medieval times. As part of our feasibility studies, we will undertake trial trenching across the site to understand what archaeological remains may be present. Findings of the trial trenching will inform plans for the excavation, removal and analysis of those remains before construction starts.



Noise and light

To make each area (we call them “lands”) within our theme parks work, we need our experiences to be truly immersive. A land at a Universal theme park cannot be an immersive experience if the music from the land next door is heard. That is why we design our lands, and use advanced technology, to focus all the sound and light effects inwardly. As a result, the noise and light emanating from each land – and the theme park as a whole – is minimised. We conducted noise monitoring at key locations around the site in order to understand the existing noise environment and inform appropriate measures to mitigate potential noise impacts from the construction and operation of the theme park.



Waste management

Our theme parks are carefully curated so that any waste can be carefully and responsibly disposed of. The theme park and resort would have a robust and sustainable strategy for waste management, which focuses on minimising the amount of waste we produce and handling the waste we do produce in an environmentally friendly way. This includes endeavouring to use recycled or biodegradable materials for our packaging, promoting reusable products as well as ensuring that we have strategies in place to handle all types of waste, such as recycling, organic and compost. The collection and disposal would then be coordinated through the local waste authority.



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MANAGING TRANSPORT

Getting people in and out of our theme parks safely and without disrupting our neighbours is crucial to our guests' experience and our long-term relationships with our local communities. One of the main reasons we selected this site as a potential location for our first UK theme park is its exceptional transport links to London and the rest of the UK, and because the project can make use of existing spare capacity on local public transport services and roads.

How would people travel to this site?

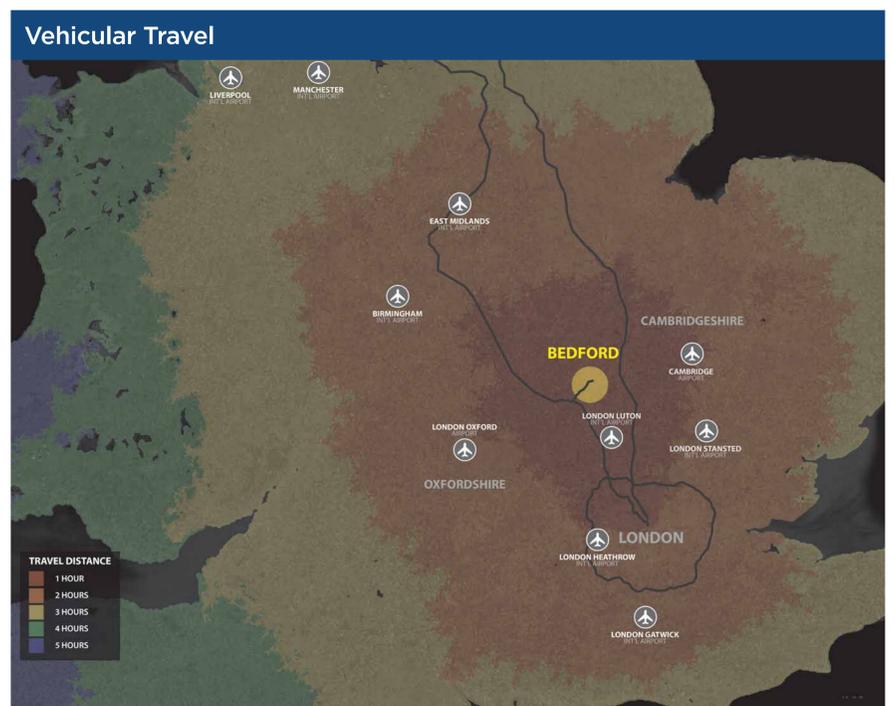
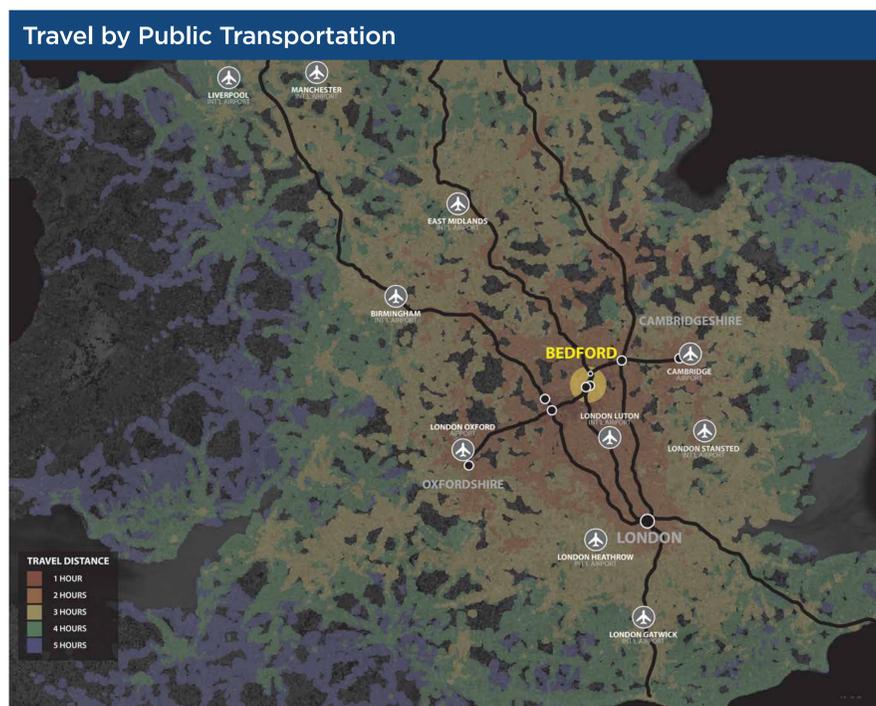
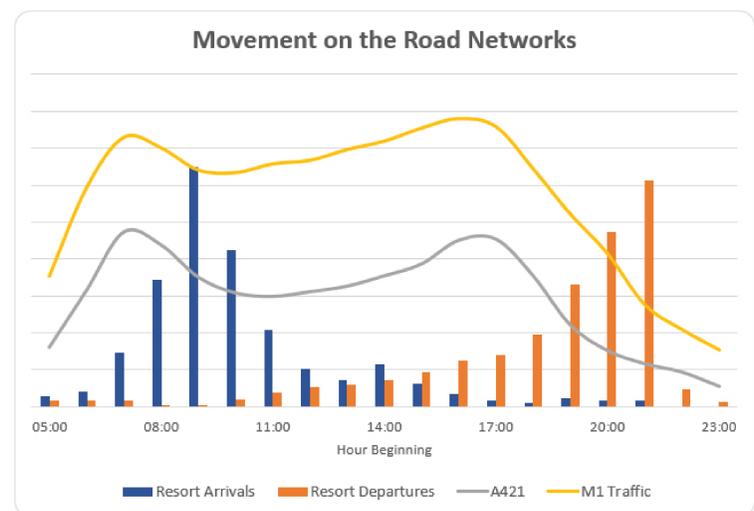
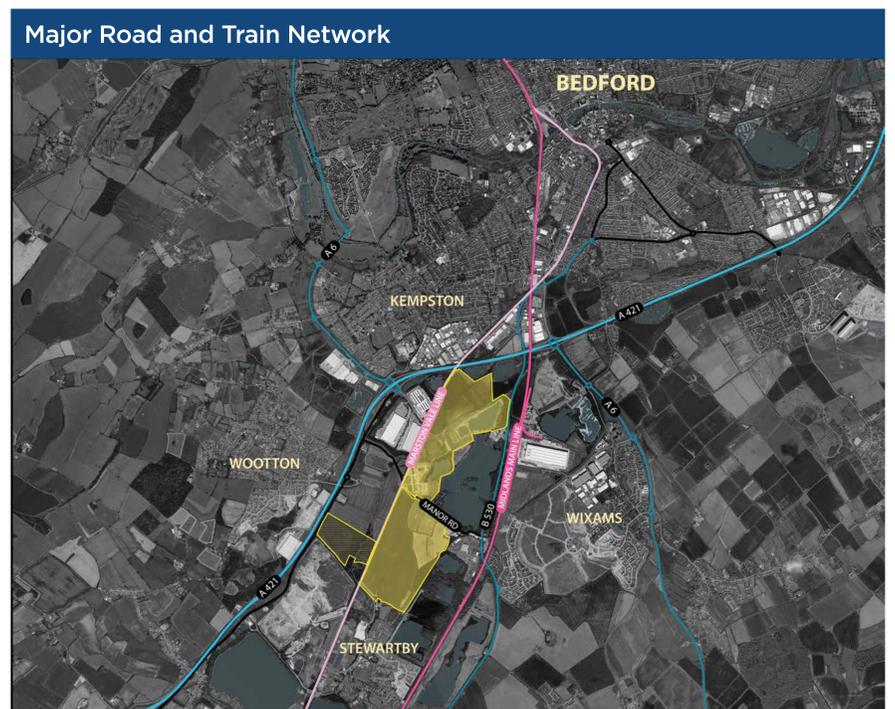
Our initial studies show that about 35% - 40% of visitors would travel to us by train given the excellent transport links that already exist near to the site and the planned improvements to the local rail network. This includes East West Rail (EWR) connecting Oxford and Cambridge, via the Marston Vale line, for which a new railway station is proposed in close proximity to the resort and Wixams railway station on the Midland Mainline.

Around 10% of people would drive to the site, with a further 25% as passengers. The rest would come by bus, taxis or other methods of transport. We have built a comprehensive traffic model which has tested different scenarios, across both weekdays and weekends, and this shows the network can accommodate our demand. All car parking would be contained on-site and managed by Universal, and we are planning for around 4,200 spaces with an appropriate mix of electric vehicle charging points.

More broadly, we can significantly influence how people travel to our parks and can maximise green travel by creating promotional packages and ticket offerings with local transport providers.

When would people travel to this site?

We plan for and design travel to the site around peak periods (holidays and weekends) knowing that for a large portion of the year, the demand is below peak levels. During our peak periods, the background level of demand on transport networks is typically lower. Most theme park arrivals occur in the morning, however, most departures are in the evening outside of the rush hour when demand has peaked on the surrounding transport networks. Travel to theme parks is often countercyclical, with people arriving on trains that would otherwise be relatively empty; trains leaving London in the morning is one key example of where the resort can make use of available existing capacity on the transport network.



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INVESTING IN LOCAL INFRASTRUCTURE

Facilitating upgrades to local transport infrastructure

Should we proceed with this development, we would also help to facilitate a number of significant local infrastructure upgrades, such as:

- The construction of Wixams railway station
- The delivery of a new station on the East West Rail line in close proximity to the resort
- Dedicated, direct slip roads from the A421 to accommodate circa 85% of our road traffic
- An upgraded Manor Road, to tie in with new railway bridge being delivered by Network Rail to replace the Manor Road level crossing
- Improvements and upgrades to the Active Travel Network

We would be seeking consent for these upgrades and, with the support of central Government, working with National Highways, Network Rail and EWR to deliver them in a timely manner.

Map Showing Proposed Local Infrastructure Upgrades



Have your say

What of the potential infrastructure upgrades listed here are most important to you?



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SERIOUS ABOUT SUSTAINABILITY

Comcast has set a goal to be carbon neutral in Scope 1 and 2 by 2035 and our theme parks play an important role in this. Our operations focus on three key areas of sustainability: **clean energy and energy efficiency, recycling and waste reduction, and water conservation.** Some examples of how we've delivered on these include:

- Creating a 250-kW floating solar system at our Universal Orlando Resort
- Converting all 21 of our Universal Hollywood iconic Studio Tour trams to electric by 2025
- Collecting food waste from our on-site restaurants for waste-to-energy schemes
- Diverting as much as 69% of waste away from landfill

We take sustainability equally seriously. Our Universal Beijing Resort, which opened in 2021, is the world's first theme park and resort to receive **LEED Gold Certification for cities and communities.** This certification sets a framework for healthy, highly efficient, green buildings which offer environmental and social benefits. LEED is a US-based certification, but is used around the world. LEED is similar to the UK equivalent BREEAM (Building Research Establishment Environmental Assessment Method).

Should we proceed with this project, we would target the same rigorous LEED Gold Certification, and look to achieve this by focusing on the following areas:

- **Site** - Selecting sites with access to public transit & amenities and develop sites with minimal impact to local ecosystems
- **Water** - Conserving freshwater resources through reduction and recycling of potable water
- **Energy** - Reducing emissions, improving efficiency, and shifting to clean energy
- **Materials** - Prioritising circular, low-carbon and healthy materials
- **Waste** - Strive to limit waste in facility construction and operations
- **Health & Wellbeing** - Create healthy, vibrant spaces that promote wellbeing

Solar Array



Electric Tram



LEED Certification



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A CONSIDERATE APPROACH TO CONSTRUCTION

This would be one of the largest construction projects in the UK, which by itself could create thousands of job opportunities for people in Bedford and the surrounding areas. Like any major project, it would be a significant endeavour and we have carefully considered how we would mitigate our impact on the local community as much as possible.

A phased construction

At this early stage, without having a final design for the theme park and resort, including the rides and attractions, we do not know how long construction would take but expect it would be around five to six years. The workforce required would be expected to peak in year three with around 5,000 workers required on site. This is equivalent to 4% of the existing construction workforce within a 1-hour commuting distance of the site, or around 20% of the construction workforce within a 30-minute commute.

It is estimated that around 300 of these would be full-time staff employed by Universal, and a further 500 would be ride operators and engineers who would take up their jobs during the construction phase but then remain as permanent members of staff.

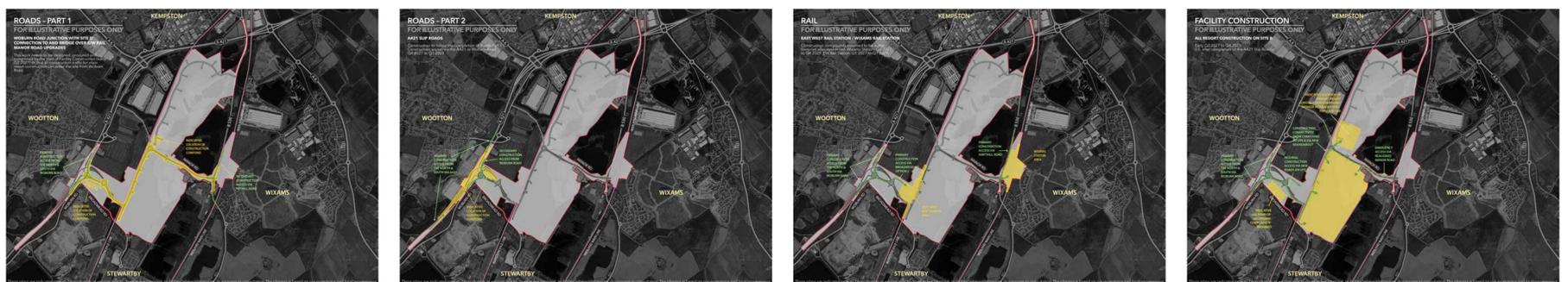
Employing locally

Our aim is to employ as many local people as possible during construction so that our investment here further benefits local people and businesses.

Estimating how many workers may have to be sourced from further afield is complex and would also depend on the timescales of other infrastructure projects in the area (for example East West Rail). It is expected most workers would be sourced from a one-hour commuting distance, but some workers may have to come to the site from further distances, and therefore may require temporary accommodation during the week, including the potential for on-site accommodation. Initial research suggests that shortages (and therefore recruitment from further afield) are more likely in specialist construction fields and civil engineering. Some workers may also be hired from abroad in order to construct the specific rides. This is common for large scale projects with specialist elements of construction.

Managing traffic during construction

To minimise the impact from construction traffic on the local community, a Construction Traffic Management Plan would be implemented. Prior to the construction of the new exit slip roads from the A421, the primary construction access to the site would be from Woburn Road via a temporary site access that would be established on Broadmead Road just to the east of the Marston Vale railway line. This would be in place for the start of the Enabling Works towards the end of 2025, after which the access to the project site would transfer to the permanent Woburn Road realignment once those works are complete, which is anticipated to be mid-2027. At all times a secondary emergency access to the site would be established from Manor Road. No construction vehicles (staff or HGVs) would be permitted to access Broadmead Road via Stewartby village.



Our track record

Universal has delivered major theme park and resort projects around the world. Should this project proceed, we have a multi-disciplinary team of highly experienced and talented designers, artists, writers, engineers, project managers, financial analysts, architects and builders focused on delivering the industry's most compelling destination entertainment experiences to draw upon. Universal has developed seven world-class theme parks, with two new theme parks currently under construction in the United States. It has also developed four CityWalk locations, a water theme park, and 10 hotels (with four more under construction). Universal has created hundreds of shows and attractions, won dozens of industry awards for innovation and excellence, received more than 100 design and technology patents and earned an international reputation for pioneering safety standards and maintaining attraction reliability while delivering some of the most technologically advanced attractions in the world.



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WE WANT TO HEAR FROM YOU!

Thank you for viewing our exhibition material about our plans for a potential new theme park and resort experience near Bedford. We hope you found this information helpful.

This public engagement represents an important milestone in our feasibility work; however, it will still be some time before any decisions are made on whether or not to proceed with this project.

It is really important we hear from local communities before our engagement closes on **Friday 3 May 2024**, as this is your best opportunity to influence this project. If the project moves forward, we will become long-term members of the local community and look forward to future partnership.

You can share your feedback by:

- **Filling out our survey** online or in person
- **Emailing us** at universalukproject@londoncommunications.co.uk
- **Freephone** 0800 307 7141
- **Requesting a paper copy** of our survey by emailing or calling

If you have any specific access requirements that would better enable you to take part in our engagement in a different way, please let us know.

Please do keep visiting our project website – www.universalukproject.co.uk for news and information. Any future updates on the project will be posted there.



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POTENTIAL THEME PARK AND RESORT PROJECT