



## UNIVERSAL DESTINATIONS & EXPERIENCES UK PROJECT

# Former Kempston Hardwick Brickworks and adjoining land, Bedford Public Engagement Report

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# 1. INTRODUCTION

- 1.1 This Engagement Report has been prepared by LCA on behalf of Universal Destinations & Experiences (UDX) (“the Promoter”) which is seeking planning permission for the construction and operation of a Universal Entertainment Resort Complex (ERC), and associated development, in Bedford. The proposal is sponsored by the Department for Culture, Media and Sport (“DCMS”). The Department for Transport (“DfT”) and its associated arm’s-length bodies have assisted in the development of the highways and rail related elements of the proposal with Bedford Borough Council (“Bedford BC”). The proposal intends to provide sufficient information to enable the Secretary of State for Housing, Communities and Local Government (“MHCLG”) to consult on and consider making a planning decision.
- 1.2 UDX 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 whose principal subsidiaries are Comcast Cable, NBCUniversal (of which UDX is a part) and Sky.
- 1.3 UDX has spent time undertaking due diligence around the potential of bringing a new Entertainment Resort Complex (ERC) to the UK. This project would be the first Universal-branded theme park and resort in the UK and Europe.
- 1.4 While at the time of UDX’s initial engagement no decision had been made on whether or not to proceed with the project, UDX felt it important to share its formative proposals with local communities and key stakeholders to gather feedback at an early stage.
- 1.5 UDX first engaged with the area’s local authority – Bedford BC – in the second half of 2022, before acquiring the land which would form the potential development site.
- 1.6 UDX has committed to, and invested in, considerable engagement on its proposals since then. It has engaged with hundreds of local stakeholders on its proposals since September 2022, culminating in a formal engagement period, including with the general public, that ran from 5 April 2024 to 3 May 2024. During this period, UDX provided opportunities for people to view and comment on its plans, as well as to meet the UDX team directly leading on the project.
- 1.7 The results of this engagement have demonstrated significant support for the plans, with just over 92% of those completing the survey indicating that they support the project, less than 4% saying they were unsupportive and 4% being unsure.
- 1.8 All the feedback received has been carefully read and considered; this has helped to inform the high-level zoning of the Site, as well as UDX’s design standards and other controls where possible.
- 1.9 This document outlines the engagement strategy and activities that have taken place, analyses the feedback collected over the engagement process, and outlines how this feedback has been considered.
- 1.10 Throughout this process, UDX has been supported by a core team of professional consultants. Feedback received by these consultants from consultees through ongoing engagement has also been included here for completeness and is expanded on in separate documents as part of this planning proposal.



## 2. EXECUTIVE SUMMARY

- 2.1 This section provides a summary of the proposals, engagement process and the feedback received as part of this engagement exercise. This is then expanded upon in later sections.

### The Site and proposals

- 2.2 UDX is proposing to build and operate a new ERC on a parcel of land near Bedford, England.
- 2.3 The Site is located south-west of Bedford, Bedfordshire and is broadly to the east of the A421 and west of the Midland Main Line and is on the former Kempston Hardwick brickworks and agricultural land. The Site is divided into four main land areas referred to in the planning proposal as the Core Zone, Lake Zone, West Gateway Zone, and East Gateway Zone. The proposed ERC lying within these zones would allow a theme park and associated uses including retail, dining, entertainment; visitor accommodation; sport, recreation, leisure and spa facilities; venues with conference and convention spaces; associated services and uses for any operational or administrative functions; utilities generation, storage, collection, treatment, and processing facilities associated with the ERC; vehicle and cycle parking, maintenance and servicing, and transportation hubs; access routes and circulation spaces; landscaping; utility infrastructure; and use of land necessary to support construction.
- 2.4 The planning proposal also includes a series of infrastructure improvements including:
- a new A421 junction;
  - an expanded railway station on the Thameslink/Midland Main Line at Wixams;
  - improvements to Manor Road; and
  - improvements to certain other local roads.
- 2.5 It also safeguards land for a potential new railway station on the proposed EWR Bletchley to Bedford line, should this come forward in the future.
- 2.6 This project would be the first Universal-branded ERC in the UK and Europe and would lead to Bedford becoming host to one of only a few world-class theme park destinations in the world. It would also create another significant reason for tourists to visit the UK.
- 2.7 The project has the potential to be transformative for Bedford and deliver significant benefits for the UK economy, creating thousands of jobs, helping to drive footfall to existing local businesses, and unlocking major investment into other local enterprises and infrastructure.
- 2.8 While UDX recognises the tremendous excitement its theme parks and developments bring, it is too early in the process to know the details of the type and location of the featured attractions and experiences.
- 2.9 Through the engagement process, UDX has set out its approach to land use, height parameters and design concepts, and has explained the potential benefits of the project for the local and regional economy – including by making use of case studies from its other theme parks – and explained how it would seek to mitigate any potential adverse impacts. Designs would be finalised (in accordance with the proposed post-decision approval process) if the proposal receives the necessary planning





consent approvals, and the uses that would be permitted by the description of development may shift within the parameters and controls explained elsewhere in this planning proposal submission.

Overview of engagement activities

2.10 UDX is aware of the significant interest that its theme parks bring and the important material impact they have on local communities. It has therefore provided opportunities early in the process for people to understand the high-level plans and influence them where possible. This has included local residents and businesses, as well as regional and national stakeholders.

2.11 Five distinct phases of engagement were carried out, as follows:

- **Phase 1:** Early engagement with the host authority and strategically important bodies (September 2022 – December 2023)
- **Phase 2:** Confirming the acquisition of the land and exploration of the potential for a new ERC (December 2023 – March 2024)
- **Phase 3:** Public engagement on formative proposals (April 2024 – May 2024)
- **Phase 4:** Reviewing and incorporating feedback (May 2024 – April 2025)
- **Phase 5:** Re-engagement with key statutory bodies following April 2025 announcement, including agreeing Summaries of Agreed Positions (SOAPs) (April 2025 – ongoing)

2.12 Engagement across these phases consisted of:

124	1,478	94,561	7,700+
Meetings held with local, regional and national stakeholders between September 2022 and May 2025	Attendees at the public exhibition events that were held at Kimberley and Bedford Colleges in April 2024	Unique visits to the dedicated project website from April 2024 to May 2025, of which 18,491 occurred during the public engagement period	Letters, flyers and emails sent to local homes, businesses and stakeholders at key moments throughout the engagement process

2.13 The engagement activities undertaken in each phase have been summarised below.

Phase 1: Early engagement with the host authority and strategically important bodies (September 2022 – December 2023)

2.14 UDX started early exploratory meetings with key stakeholders in September 2022 followed by meetings in the Autumn of 2023 with; Bedford BC; and national and locally strategic infrastructure bodies to brief them on the project.

Phase 2: Confirming the acquisition of the land and exploration of the potential for a new ERC (December 2023 – March 2024)



- 2.15 In December 2023 UDX confirmed its purchase of the Site and that it was exploring the potential for a new ERC. As part of this activity, it launched a dedicated project website, [www.universalukproject.co.uk](http://www.universalukproject.co.uk), and hand delivered letters to 20 local addresses which adjoin the Site. This generated a significant amount of media coverage in press outlets across 25 countries, a summary of which can be found in Appendix E.

### **Phase 3: Public engagement on formative proposals (April 2024 – May 2024)**

- 2.16 In April 2024, UDX released the first details of its formative proposals for the Site as part of a comprehensive public engagement pack setting out its approach to land use, height parameters and design concepts. This also included information on indicative representations of a potential masterplan, explaining the potential benefits of the project and how it would seek to mitigate and address any local impacts. This engagement process was publicised extensively via the distribution of letters (via email) to 180 key stakeholders (Appendix H) and flyers to approximately 7,700 residential and business addresses around the Site (Appendix G), as well as hand delivered letters to 20 local addresses which adjoin the Site, social media and online press advertising, which together generated widespread media coverage (Appendix E). A public exhibition was also held across two separate dates attracting a total of 1,478 people. Feedback was collected via a survey, which was completed a total of 6,111 times during the period. A project freephone and email were also launched as separate channels for people to get in touch with UDX and the project team, receiving 130 emails and 15 voicemails.

### **Phase 4: Reviewing and incorporating feedback (May 2024 – April 2025)**

- 2.17 UDX has taken time to carefully consider the feedback it has received through the engagement process. A breakdown of the feedback received via the survey, verbal feedback at the exhibition events and via the email and freephone line can be found in Section 5, with UDX's response to key feedback themes also listed in Section 6.
- 2.18 Following the end of the engagement period on 3 May 2024, UDX wrote to all key stakeholders, including hand delivering letters to the 20 local addresses which adjoin the Site, and emailed the 5,979 people who asked to be kept updated during the engagement period with a letter (via email) outlining a summary of the engagement and key feedback received (Appendix P). A copy of this letter was also sent to the local press and uploaded on the project website alongside a general update to reflect that the engagement period had closed. Widespread media coverage was again generated as a result (Appendix E).
- 2.19 UDX continued to keep people informed about the project through updates to its project website and emails to its mailing list. This has included an update with findings from an Economic Impact Analysis on 26 June 2024 (Appendix Q) and sharing a letter from six local authorities to the Prime Minister on Thursday 18 July 2024 (Appendix R).
- 2.20 In April 2025, UDX announced its intent to build and operate the company's first ERC in the UK. UDX sent an update to all key stakeholders (Appendix U), including hand delivering letters and a summary of key facts to the 20 local addresses which adjoin the Site, and writing to 310 key stakeholders and approximately 8,275 residential and business addresses around the Site. A copy of this information was also sent by email to 5,480 people on the project's mailing list and uploaded



on to the project website alongside a conceptual artist rendering of the proposed new ERC. The website was also updated to reflect the latest information about the project, including 10 frequently asked questions. To help publicise the announcement, a press release was sent to media, a press conference was held nearby the Site, and a paid online press advert was placed in the Bedford Independent for a week, generating widespread coverage as a result.

**Phase 5: Re-engagement with key statutory bodies following April 2025 announcement, including agreeing Summaries of Agreed Positions (SOAPs) (April 2025 – ongoing)**

- 2.21 Following the announcement, UDX re-engaged with key statutory bodies to provide updates on the project and agree SOAPs to confirm alignment on key matters and support the progression of next steps.
- 2.22 The project email and freephone line remain live for people to get in touch with any questions or feedback and UDX continues to respond to comments and queries received through these channels. Potential partners who have been in contact about future opportunities will be explored with Bedford BC. The website will also be kept up to date with the latest information about the proposal and relevant direct updates will continue to be issued to stakeholders, including residents living on Manor Road, and those who have signed up to the project mailing list.

**Feedback summary**

- 2.23 Throughout the engagement process, feedback was collected through a number of different methods, including a survey, meetings with key stakeholders, emails and freephone calls, and in-person events, alongside additional publicity activities such as social media advertising, newspaper adverts, flyers and updates to the dedicated project website.
- 2.24 UDX is pleased to have received a high level of support for its proposals from local residents and from a range of national and local stakeholders, although it recognises that responses were received which raised concerns and has worked hard to address these where possible.
- 2.25 The feedback received during this engagement process is summarised below:

<b>6,111</b>	<b>145</b>	<b>92%</b>	<b>124</b>
Surveys completed via the website or in hard copy	Emails and freephone calls received during the public engagement period	Of respondents indicated that they would support the project	meetings with stakeholders

- 2.26 Through the feedback received, UDX has also been able to gain valuable insight into people’s priorities, concerns and suggestions around a range of topic areas. This feedback has been summarised in full as part of Section 5 of this document.



2.27 UDX has considered every piece of feedback received as it continues to develop its plans. While the feedback has been overwhelmingly positive, with 92% of those completing the survey indicating they would support the project, UDX has also sought to carefully respond to specific questions and the common themes raised. This has been set out in Section 6 of this report, and some of the key principles incorporated from this feedback are included below:

- a. Access from the A421 has been designed to eliminate impacts on private land, instead these improvements (which will be public facilities that serve the local community) will be located on UDX's land in the West Gateway Zone.
- b. The Manor Road realignment has been shifted to the south, to provide and maintain a separate access driveway to existing residences as well as improved landscaping and active travel opportunities. The design at the junction of Ampthill Road has shifted to minimise traffic impacts on Ampthill Road coming from the newly planned Wixams west plaza.
- c. New active travel connections have been incorporated in the Proposed Development, including access by foot and cycle.
- d. The new Wixams station has been designed and located in a position that is capable of serving not only the resort but can also serve future residential development on adjacent sites, and the local community as a whole.
- e. Land has been safeguarded for a future EWR station, should this be delivered in the future.
- f. UDX has committed to a series of controls to minimise light, noise and vibration outside the resort, including meeting specific noise levels during the day and night.
- g. The Proposed Development includes a generous Ecological Enhancement Area and Outline Habitat Creation and Enhancement Plan which will , enhance and create new habitat areas, including a new deepwater lake ecosystem in the Lake Zone.



### 3. ENGAGEMENT APPROACH

3.1 A number of clear objectives guided UDX's planned engagement with local residents, stakeholders, community and business groups. These were as follows:

1. **Engage early** with a range of stakeholders through a series of in-person and online meetings – starting with early exploratory meetings prior to the land acquisition in September 2022 and then continuing in earnest from August 2023.
2. **Provide sufficient information** to allow local communities and stakeholders to consider the proposals in a way which was accessible and easily interpretable.
3. **Be open and transparent.** This included being clear about the method through which the Government may seek to grant planning consent, and that whilst UDX is proceeding with a planning proposal, no decision had been made on whether or not to go ahead with the project, at that stage. UDX was also very open and clear with its engagement timings, setting a clear 28-day deadline for feedback, and on the specific areas through which local people could help to shape the designs.
4. **Explain clearly the aims behind the plans** and how they would impact the area, showing as much detail as available at the time - including approach to land use, height parameters and design concepts and real-world examples from other Universal-branded theme parks and resorts as well as identifying the road and rail improvements within the Proposed Development.
5. **Make sure residents, local communities and businesses have a range of ways of engaging and providing feedback** – offering local people the opportunity to view and comment on the plans through a variety of channels, including in-person events and meetings, to ensure people could engage directly with UDX, particularly if they had limited access to or confidence with digital technologies.
6. **Work closely with public bodies**, including relevant national Government departments, Bedford BC and other strategically important bodies – ensuring they are kept abreast of the engagement activities undertaken and the feedback received.

3.2 The below section sets out how UDX met these objectives and describes in detail the efforts made to engage with local communities and stakeholders, make sure they were made aware of the proposals and had a range of opportunities to comment.



## 4. ENGAGEMENT ACTIVITIES

- 4.1 Set out within this section are the engagement activities undertaken by UDX and its consultant team for the Proposed Development.

### Phase 1: Early engagement with host authority and strategically important bodies (September 2022 – December 2023)

- 4.2 Prior to UDX completing the purchase of land near Bedford, some very early exploratory meetings were held with key stakeholders on the possibility of building an ERC on the Site. These started in September 2022 and included the following:

Stakeholder	Date	Purpose
Bedford BC leadership team, including former mayor	26-Sep-22	Initial introductory meeting
Bedford BC leadership team, including former mayor	12-Oct-22	Follow up meeting
Bedford BC leadership team	08-Mar-23	Follow up meeting

- 4.3 The purpose of this phase was to be able to set out at a high-level the strategic case for the potential project and to discuss how these aligned with local, regional and national policy.
- 4.4 This engagement was targeted at specific groups, all of whom were written to or engaged with face to face during the initial phase, including:

1. Local MPs
2. Bedford BC officer leadership and political leadership of all parties
3. Central Bedfordshire Council
4. Milton Keynes Council
5. Luton Borough Council
6. National Highways
7. The Environment Agency
8. Natural England
9. Historic England
10. East West Rail
11. Railway operators (Govia Thameslink Railway, East Midlands Railway, National Rail, London Northwestern Railway)
12. Luton Airport
13. Anglian Water
14. UK Power Networks (UKPN)

- 4.5 The conversations that took place during Phase 1 helped to inform UDX's understanding of how the project may realise a number of additional strategic aims, including unlocking local infrastructure improvements, job creation and wider socio-economic benefits. They also provided an opportunity for UDX to introduce itself and set out its initial proposals.

- 4.6 A list of meetings held from August 2023 to December 2023 is provided within the table below.



Stakeholder	Date	Purpose
Mayor of Bedford	31-Aug-23	Initial introductory meeting
Former Mayor of Bedford	19-Sep-23	Project update meeting
Bedford BC, Conservative Cabinet	20-Sep-23	Initial introductory meeting
Bedford BC, Liberal Democrat leadership	20-Sep-23	Initial introductory meeting
East West Rail	20-Sep-23	Initial introductory meeting
Bedford BC, Labour leadership	20-Sep-23	Initial introductory meeting
Mayor of Bedford	02-Oct-23	Informal engagement
Bedford BC, Liberal Democrat leadership	05-Oct-23	Project update meeting
MP for Bedford	05-Oct-23	Initial introductory meeting
Deputy Mayor for Bedford	05-Oct-23	Project update meeting
East West Rail	15-Oct-23	Project update meeting
MP for Mid Bedfordshire	25-Oct-23	Initial introductory meeting
Luton Borough Council leadership	07-Nov-23	Initial introductory meeting
Luton Airport	07-Nov-23	Initial introductory meeting
Wixams and Wilstead ward councillor and Wootton ward councillor	07-Nov-23	Initial introductory meeting
Bedford BC, Liberal Democrat leader	07-Nov-23	Project update meeting
MP for Mid Bedfordshire	08-Nov-23	Project update meeting
National Highways	28-Nov-23	Meeting to discuss transport requirements
Anglian Water	28-Nov-23	Initial introductory meeting
UKPN	28-Nov-23	Initial introductory meeting



## **Phase 2: Confirming the acquisition of the land and exploration of the potential for a new ERC (December 2023 – March 2024)**

- 4.7 In December 2023, UDX confirmed its purchase of the Site and that it is exploring potential plans for a new ERC.
- 4.8 As part of this activity, it launched a dedicated project website – [www.universalukproject.co.uk](http://www.universalukproject.co.uk) – and wrote to key local stakeholders, including local residents whose homes adjoin the Site on Manor Road. A full list of project stakeholders can be found in Appendix A.
- 4.9 A key consideration for UDX was to make sure that it was able, as far as reasonably possible, to be the first to inform key stakeholders and residents of the plans being considered. UDX also wanted to make it clear that further engagement would take place as plans evolved.
- 4.10 The activities undertaken during this phase have been listed below:
1. **Launching a bespoke website for the project:** A new website ([www.universalukproject.co.uk](http://www.universalukproject.co.uk)) was launched on 19 December 2023. The website confirmed that plans for an ERC were being explored and that a parcel of land had been purchased just to the south of Bedford. A map of the Site identifying the potential development area was provided, alongside five FAQs introducing UDX and explaining the status of the project. A downloadable copy of a letter to residents providing more information was also included.
  2. **Hand delivering letters to the Site's immediate neighbours** – to coincide with the launch of the project website, letters were hand delivered to 20 separate residential addresses along Manor Road, which border the Site (see Appendix B). The letter contained confirmation of the purchase of land and that plans were being explored. It also directed residents to the website for further information. A copy of this letter was also made available on the project website as mentioned above.
  3. **Issuing letters to key stakeholders, community and business groups** - on 19 December 2023, emails were issued to key stakeholders (Appendix C). These emails contained the same information as the website and enclosed a copy of the letter. Calls from UDX to a number of key individuals and groups were also made separately to provide a verbal update. The stakeholders and groups that formed part of this list can broadly be grouped as follows:
    - a. All Bedford BC Councillors
    - b. The leadership at Central Bedfordshire Council
    - c. The local MPs for Bedford, Mid Bedfordshire and North East Bedfordshire respectively
    - d. Local Parish councils in Wootton and Kempston Rural, Wixams, Stewartby & Kempston Hardwick and Wilstead
    - e. Local amenity societies, interest and business groups
    - f. Nationally strategic bodies in charge of transport and the environment
  4. **Issuing a press statement:** A press statement was issued reactively to local and national media outlets, generating widespread media coverage. A copy of the press statement is available to view in Appendix D and a summary of coverage is provided in Appendix E.





4.11 Concurrently with this activity, a number of meetings were held with key stakeholders:

Stakeholder / organisation	Date	Purpose
National Highways	11-Dec-24	Project update meeting
MP for North East Bedfordshire	18-Dec-24	Initial introductory meeting
National Highways	19-Jan-24	Project Update meeting
MP for Bedford	29-Jan-24	Project update meeting
Govia Thameslink Rail	30-Jan-24	Project update briefing
National Highways	1-Feb-24	Project update meeting
Bedford BC Communications team	13-Feb-24	Project update meeting
National Highways	29-Feb-24	Project update meeting
East West Rail	1-Mar-24	Project update meeting
East of England Historic England	6-Mar-24	Introductory meeting
Bedford BC leadership	7-Mar-24	Project update meeting
East West Rail	11-Mar-24	Project update meeting
Historic England	12-Mar-24	Project update meeting
Leader of the Council, Central Bedfordshire	14-Mar-24	Project update meeting
MP for Bedford	14-Mar-24	Project update meeting
East West Rail	15-Mar-24	Project update meeting
Bedford BC	20-Mar-24	Project update meeting
Bedford BC	25-Mar-24	Project update meeting
East West Rail	27-Mar-24	Project update meeting



### **Phase 3: Public engagement on formative proposals (April 2024 – May 2024)**

- 4.12 On Friday 5 April 2024, UDX began a period of public engagement on its proposals for the Site, including its approach to land use, height parameters and design concepts, an explanation of the potential benefits of the project, and how it would seek to mitigate any adverse impacts.
- 4.13 The engagement process was publicised extensively (as set out below). Respondents were asked to provide their feedback within a 28-day period, closing on 3 May 2024, to make sure that their comments could be taken into consideration as the proposals for the Site were progressed.
- 4.14 Information about the proposals was provided within a dedicated engagement pack, which contained information on the early designs and identified specific areas of influence where UDX would particularly welcome feedback and the areas where it was best placed to decide matters (Appendix F). This was uploaded to the project website from 5 April (Appendix N), alongside the local letter, 10 FAQs and flyer, and also formed the basis of the public exhibition materials (as below).
- 4.15 Feedback was encouraged through a digital survey that was hosted on the project website throughout the engagement period and available to complete in both hard copy and digitally at the events (Appendix M). The survey asked for feedback on specific areas such as construction and transport, as well as providing the opportunity to share free form responses and directly respond to whether they would support the Proposed Development. Hard copies of the digital survey and proposals were both available upon request.
- 4.16 In addition to this, two public exhibition events were held, one at Kimberley College during the day on 13 April and one in the evening at Bedford College on 16 April. These events provided an opportunity for people to view the plans in person and meet members of the project team, including representatives from UDX.

#### **Publicising the engagement process**

- 4.17 The engagement process was publicised extensively using a variety of different channels to make sure that people were aware of their opportunity to comment. This included:
- 7,700 flyers sent to the community on 5 April 2024 (Appendix G).
  - 20 letters hand delivered to Manor Road residents. The letter was also published on the project website and sent to local media, generating widespread media coverage, as well as publicised across Bedford BC's own channels and other online media (Appendix H).
  - 180 emails sent to key stakeholders and statutory bodies (Appendix I).
  - An online advert in the Bedford Independent, which ran from 5 to 12 April 2024 and was viewed an estimated 18,000 times (Appendix J).
  - Social media adverts, making an estimated 58,000 impressions and generating 465 click-throughs to the project website (Appendix K).
  - A full website update, that included new information about the status of the project and upcoming exhibition events, 10 FAQs, a digital survey and copies of the information boards, local letter and flyer (Appendix N).



- A copy of the letter sent to local media, generating widespread media coverage, as well as being publicised across Bedford BC's channels and other outlets online.

### **Public exhibition events**

4.18 UDX discussed venue options with Bedford BC and wanted to ensure that the venues selected included a location close to the town centre and one closer to the Site. Efforts were also made to make sure events were held on both a weekend and weekday evening to try and make sure as many people as possible had the opportunity to attend.

4.19 As a result, two exhibition events were held on the following dates and times:

- Saturday 13 April 2024, 11am-4pm – Kimberley College, Stewartby, MK43 9LY
- Tuesday 16 April 2024, 4.30pm-8pm – Bedford College, Cauldwell Street, MK42 9AH

4.20 A total of 1,478 people attended the exhibition events (979 people on Saturday 13 April and 499 people on Tuesday 16 April).

4.21 At the events was a suite of materials, including printed, large A0 foam boards and A3 flipbook copies of the engagement pack, along with A3 printouts of some of the key images and diagrams.

4.22 Present at the events were representatives from the UDX and the professional team..

4.23 The team was available to help answer questions and direct attendees to the information they were seeking.

4.24 In addition, at the events a presentation was given approximately every thirty minutes by Page Thompson, President of New Ventures at UDX and John McReynolds, UDX's Senior Vice President of External Affairs (Appendix L). This provided an overview of the UDX Studios offer, the potential benefits this project could deliver and encouraged people to provide feedback on the plans.

### **Collecting feedback**

4.25 Respondents were asked to provide their feedback within a 28-day period, with the engagement period closing on 3 May 2024, providing ample opportunity for consultees to participate and to provide feedback on the plans.

4.26 The primary method of collecting feedback was via a survey that was created by UDX and added to the project website from the start of the engagement period on 5 April 2024. This was made available both digitally via tablets and in hard copy as paper forms at the exhibition events (Appendix M).

4.27 Throughout the 28-day engagement period, a total of 6,111 surveys were completed, all of which have been analysed and the feedback assessed by UDX and the project team (as set out in Section 5 of this document).



- 4.28 In addition to the survey, UDX created a dedicated project email address: [universalukproject@londoncommunications.co.uk](mailto:universalukproject@londoncommunications.co.uk) and freephone number **0800 307 7141** through which people could get in touch.
- 4.29 During this phase, a total of 130 emails and 15 phone calls were received. All emails and calls were acknowledged, logged and considered as part of the engagement process.
- 4.30 The survey included a mixture of open-comment and multiple-choice questions.
- 4.31 UDX identified areas where it was specifically seeking ideas to influence its designs; this included ideas for how UDX might best celebrate the history and heritage of the area, improve local transport, protect wildlife and ecology, and enhance local walkways. UDX sought to be equally clear in describing the areas where it was best placed to decide matters: this included the nature of attractions or themes within the footprint of the park, so long as they were consistent with the 'Design Guidelines' described in the engagement pack. UDX noted that it was not soliciting or accepting ideas or proposals for designs, concepts, or creative materials for attractions, products or services to be offered by the company or its affiliates.
- 4.32 An open comment section in the survey allowed people to provide more general feedback and commentary on the plans.
- 4.33 The survey questions have been listed below, with the feedback outlined in Section 5.

#### **Demographic data**

- 1. What is your name? (Open comment)**
- 2. What is your postcode? (Open comment)**
- 3. What is your relationship to the site? (Tick as many as appropriate)**

*I live nearby (less than an hour away) / I work nearby / I study nearby / I visit here often / I live, work or study elsewhere in the UK (over an hour away) / I live work or study outside of the UK / Other (open comment)*

- 4. What is your email? (Open comment)**
- 5. What is your phone number? (Open comment)**

#### **Survey questions**

- 1. What is the most important consideration for you when considering a potential theme park and resort project in Bedford?**

*Creating training opportunities / Creating employment opportunities / Delivering local economic and social benefits / Road and Infrastructure improvements / Environmental considerations / Improving public walkways and cycle paths / Other (Open comment)*



2. **Should we proceed with this development we would also help to facilitate a number of significant local infrastructure upgrades. Which of the following do you think is most important?**

*Improving the local road network / Improving the local rail network / Improving the local bus network / Improving local walking and cycle path / Other (Open comment)*

3. **It is really important to us that we invest heavily into the environment around our parks. This might include planting new trees, creating natural barriers and protecting and enhancing existing wildlife. What would you most want to see?**

*Planting new trees / Creating new habitats for wildlife / Adding natural screening of the park / Other (Open comment)*

- 4a. **If we progress this project we would be looking to make significant improvements to local walkways and cycle paths. Is this something you would use?**

*Yes / No / Don't know / Other (Open comment)*

- 4b. **How often do you think you would use these new routes?**

*Cycle paths: Daily / Weekly / Monthly / Few Times a year / Never / Not sure*  
*Cycle paths: Daily / Weekly / Monthly / Few Times a year / Never / Not sure*

5. **We want to celebrate the history and heritage of this area. If we were to develop this site, how do you think we could best do this? (Tick as many as appropriate)**

*Naming paths and walkways / Naming a restaurant or bar inside our park / Reusing old bricks from the old brickworks in the area / Other (Open comment)*

6. **Across our parks, we look to support local initiatives and charities. Are there any particular organisations you would like to see us support in the area should we go ahead with this project? (Open comment)**

7. **We embed ourselves in the communities where we operate by working with local schools, employees and business groups to create jobs, skills, training and educational opportunities. Do you have any suggestions for who we should collaborate with? (Open comment)**

8. **This project has the potential to be transformative for Bedford and deliver significant benefits for the UK economy. Our resorts create thousands of jobs, help to drive footfall to existing local businesses, and unlock major investment into local infrastructure. In Bedford, we believe a project like the one we are exploring could create 8,000 new full time jobs once in operation and facilitate significant infrastructure improvements. We are still many months away from deciding whether or not we would proceed with this potential project. Would you support a potential park and resort coming to this site?**



Yes / No / Don't know / Please explain why

9. ***We appreciate that major construction can be disruptive or unsettling for local communities. We are already looking into how we would minimise any such disruption if we proceed with this project. Do you have any particular points that you would like to raise in this regard? (Open comment)***

10. **Please share any other feedback you have at this stage. (Open comment)**

#### Further meetings with stakeholders

4.34 During the 28-day engagement period, UDX sought a number of in-person meetings with key local groups with a potential interest in the development, including with representatives of faith groups and educational institutions.

4.35 These meetings are set out below, along with others organised during this period. Throughout the engagement period, UDX was open to other requests for meetings and continues to answer questions from key stakeholders and local groups about the project.

Stakeholder / organisation	Date	Purpose
Luton Borough Council leadership	4-Apr-24	Meeting to update on the plans and discuss developments in LBC's plans for Luton Airport
NHS BLMK Integrated Care Board (ICB) and Integrated Care System (ICS)	8-Apr-24	Meeting with healthcare, policing and fire authorities
NHS BLMK Integrated Care Board (ICB) and Integrated Care System (ICS)		
NHS Bedfordshire Hospitals Foundation Trust		
Bedfordshire Constabulary		
Bedfordshire Fire & Rescue Service		
Bedfordshire Local History Association	8-Apr-24	Meeting with wildlife and local history groups
Bedford Architectural, Archaeological & Local History Society		
RSPB Bedford		
Bedfordshire, Cambridgeshire and Northamptonshire Wildlife Trust		
Campaign Protection Rural England - Bedfordshire		
Milton Keynes Council (multiple)	8-Apr-24	Meetings with Milton Keynes Council
Bedford BID (multiple)	9-Apr-24	Meetings with local employment leads and business groups



Bedfordshire Employment and Skills Academy		
South East Midlands Careers Hub (multiple)		
Community Voluntary Service (CVS)	9-Apr-24	Meeting with groups representing young people and hard to reach groups
4YP		
Bedford Council of Faiths (multiple)	9-Apr-24	Meetings with religious groups and organisations
The Health and Safety Executive	10-Apr-24	Meeting to update on the plans
Environment Agency	11-Apr-24	Meeting to update on the plans
Duke of Bedford	13-Apr-24	The Duke & Duchess of Bedford
Duchess of Bedford		
Woburn Safari Park	15-Apr-24	Meeting with tourism & destinations Groups
Centre Parcs Woburn Forest		
London & Whipsnade Zoo		
Experience Bedfordshire		
Visit England	15-Apr-24	Meeting with HM Lord-Lieutenant of Bedfordshire
British Monarch's Personal Representative in Bedfordshire		
Bedford BC	15-Apr-24	Meeting with Primary School, Secondary School & Academy Heads
Marston Vale		
Lincroft		
Chiltern Learning Trust		
Goldington Academy		
BILTT		
BILTT		
Wixams Academy		
Daubeny Secondary School		
Biddenham Secondary School		
Castle Newnham Secondary School		
Heart Academy Trust		
Bedford Academy		
Daubeny Secondary School		
King's Oak Primary School		
Westfield Primary School		
Sheerhatch Primary School		
St John Rigby Primary School		
Goldington Green Academy		
Kempston Rural Primary School		
Great Ouse		
The Grange		
Wilstead Primary School		
Wootton Lower School		
Riseley Primary School		
Willow Grove		
Edith Cavell Primary School		
Livingstone Primary School		
Brickhill Primary School		
Oakley Primary School		



KT Federation		
Great Denham Primary School		
Castle Newnham		
Balliol		
Bedford Nursery Schools		
Bedford BC	15-Apr-24	Meeting with Bedford Youth Parliament
Care Experienced Young Person		
Bedford Youth Cabinet		
Marston Vale	16-Apr-24	School Pupils Event
Biddenham		
Westfield Primary		
Great Ouse		
Wilstead Primary		
BILTT		
The Hills		
Brickhill Primary		
Oakley Primary		
St Thomas More		
Willow Drift caravan site	16-Apr-24	Meeting with local traveller communities
East West Rail	18-Apr-24	Rail strategy
Natural England	22-Apr-24	Introductory meeting
Civil Aviation Authority	24-Apr-24	Introductory meeting
Cranfield Airport	29-Apr-24	Introductory meeting
Stewartby and Kempston Hardwick Parish Council	29-Apr-24	Project update meeting





## Phase 4: Reviewing and incorporating feedback (May 2024 – April 2025)

- 4.36 UDX has taken time to carefully consider the feedback it has received through the engagement process as its feasibility and design work has progressed.
- 4.37 Throughout the engagement, a number of key feedback themes have emerged. These are covered in Section 5, along with UDX's response.
- 4.38 Following the end of the engagement period on 3 May 2024, UDX undertook a number of activities to update stakeholders, interested parties and local communities on the closure of the engagement period, and has continued to provide project updates at key points. This has included:
1. **Issuing an update letter** on Thursday 9 May 2024, sent by email to all key stakeholders and the 5,979 people who asked to be kept updated during the engagement period, as well as hand delivering the letter to the 20 local addresses which adjoin the Site. The letter provided a summary of the engagement and key feedback received (Appendix O).
  2. **Updating local press** with a copy of the letter, generating further widespread media coverage (Appendix E).
  3. **Updating the project website** to reflect that the engagement period had closed and uploading a digital copy of the letter (Appendix N and Appendix O).
  4. **Issuing an update with findings from an Economic Impact Analysis (EIA)** as part of UDX's due diligence work on Wednesday 26 June 2024. This update was sent to the project mailing list as well as posted on the project website (Appendix Q).
  5. **Sharing a letter from six local authorities to the Prime Minister** on Thursday 18 July 2024 by email with the project mailing list as well as posting it on the project website (Appendix R).
  6. **Announcing its intent to build and operate the company's first ERC in the UK** on Wednesday 9 April 2025. UDX sent an update to all key stakeholders (Appendix U), including hand delivering letters and a summary of key facts to the 20 local addresses which adjoin the Site, and writing to 310 key stakeholders and approximately 8,275 residential and business addresses around the Site. A copy of this information was also sent by email to 5,480 people on the project's mailing list and uploaded on to the project website alongside a conceptual artist rendering of the proposed new ERC. The website was also updated to reflect the latest information about the project, including 10 frequently asked questions. To help publicise the announcement, a press release was sent to media, a press conference was held nearby the Site, and a paid online press advert was placed in the Bedford Independent for a week, generating widespread coverage as a result.
- 4.39 UDX has also continued to meet with key stakeholders, including Bedford BC and East West Rail on a regular basis and held a number of additional meetings with key stakeholders and statutory consultees as set out in the table below. It has also continued to receive and respond to emails to the project inbox throughout this period.



Stakeholder / organisation	Date	Purpose
Health and Safety Executive (HSE)	9-May-24	Meeting between UDX and HSE to discuss the consultation zones within the Site boundary
Environment Agency	30-May-24	Project update meeting
Environment Agency	10-Jun-24	Project update meeting
Anglian Water	14-Jun-24	Project update meeting
Bedfordshire Police and Eastern Region Special Operations Unit Counter Terrorism Policing	9-Jul-24	Introductory meeting
Foreign, Commonwealth and Development Office	17-Jul-24	Introductory meeting
NHS BLMK Integrated Care Board (ICB)	26-Jul-24	Follow up meeting with healthcare authority
Forest of Marston Vale and Bedford BC	26-Jul-24	Introductory meeting with local charity
Environment Agency	1-Aug-24	Project update meeting
MP for Milton Keynes Central	1-Aug-24	Introductory meeting
Milton Keynes College Group	6-Aug-24	Project update meeting
Elstow Parish Council	4-Sep-24	Project update meeting
Wootton Parish Council	4-Sep-24	Project update meeting
Wixams Parish Council	4-Sep-24	Project update meeting
Bedford BC	4-Sep-24	Project update meeting
MP for St Albans	16-Sep-24	Introductory meeting
Ramblers Association	18-Sep-24	Introductory meeting
Bedfordshire and Luton Fire and Rescue Service	18-Sep-24	Introductory meeting
Oxford to Cambridge Pan-Regional Partnership	18-Sep-24	Introductory meeting
Bedford and Milton Keynes Waterway Trust	18-Sep-24	Introductory meeting
Wilstead Parish Council	18-Sep-24	Introductory meeting
Kempston Rural Parish Council	18-Sep-24	Introductory meeting
Stewartby and Kempston Hardwick Parish Council	18-Sep-24	Group meeting with Parish Councils
Wootton Parish Council		
Houghton Conquest Parish Council		
Haynes Parish Council		
Luton Borough Council	1-Oct-24	Project update meeting
Rookery South Energy Recovery Facility	1-Oct-24	Introductory meeting with local energy plant
East of England Air Ambulance Trust	1-Oct-24	Introductory meeting
Harworth Group	1-Oct-24	Introductory meeting with local landowner and housebuilder
Milton Keynes Council leadership	1-Oct-24	Project update meeting
Kempston Town Council	1-Oct-24	Project update meeting
MP for North Bedfordshire	18-Oct-24	Project update meeting



Philharmonia Orchestra	5-Nov-24	Introductory meeting with representative of Bedford branch
Luton Rising	25-Nov-24	Project update meeting
MP for Leigh and Atherton	28-Nov-24	Introductory meeting
MP for Croydon East	28-Nov-24	Introductory meeting
Office of the MP for Dudley	28-Nov-24	Introductory meeting
MP for St Albans	6-Dec-24	Introductory meeting
Office of the MP for Harpenden and Berkhamsted	6-Dec-24	Introductory meeting
MP for Kettering	10-Dec-24	Introductory meeting
Bedford colleges	1-Dec-24	Project update meeting with local Bedford colleges
MP for Livingston	8-Jan-25	Introductory meeting
NHS Bedfordshire Hospitals Foundation Trust	12-Mar-25	Project update meeting



**Phase 5: Re-engagement with key statutory bodies following April 2025 announcement, including agreeing Summaries of Agreed Positions (SOAPs) (April 2025 – ongoing)**

- 4.40 Following the announcement in April 2025 that it intends to build and operate the company's first ERC in the UK, UDX re-engaged with key statutory bodies to provide an update on the project and agree SOAPs to confirm alignment on key matters and support the progression of next steps.
- 4.41 Meetings held with key stakeholders and statutory consultees in this period are set out in the table below, while fully executed and secured SOAPs can be found in the Planning Statement submitted as part of this planning proposal.

Stakeholder / organisation	Date	Purpose
Environment Agency	29-April-25	Project update meeting
Historic England	29-April-25	Project update meeting
NatureSpace	29-April-25	Project update meeting
CAA	29-April-25	Project update meeting
Natural England	1-May-25	Project update meeting
HSE	1-May-25	Project update meeting
UKPN	6-May-25	Project update meeting
Old Warden Aerodrome leadership	7-May-25	Introductory meeting
Cranfield University	7-May-25	Introductory meeting
Cranfield Airport	7-May-25	Project update meeting
Old Warden Airfield	8-May-25	Project update meeting
Bedfordshire Chamber of Commerce	8-May-25	Project update meeting
Forest of Marston Vale	8-May-25	Project update meeting
Bedfordshire Police	8-May-25	Project update meeting
Bedfordshire Fire and Rescue Service	8-May-25	Project update meeting
East Of England Ambulance Service NHS Trust	8-May-25	Project update meeting
Anglian Water	8-May-25	Project update meeting
Wixams Parish Council	8-May-25	Project update meeting
Stewartby and Kempston Hardwick Parish Council	8-May-25	Project update meeting
Central Bedfordshire Council leadership	8-May-25	Project update meeting



## 5. FEEDBACK ANALYSIS

- 5.1 Throughout the engagement process, feedback has been collected via a number of different channels. In-person events and meetings with key stakeholders played a central role, but there were also opportunities for online participation through an online survey, emails, and freephone calls, ensuring that people could engage in ways that suited them best.
- 5.2 Provided within this section is a breakdown of feedback received via the survey, verbal feedback at the exhibition events and via the email and freephone line.
- 5.3 Specific comments arising from individual meetings with statutory stakeholders through this process have been captured in separate documents as part of the planning proposal where relevant with a summary also provided within this section.

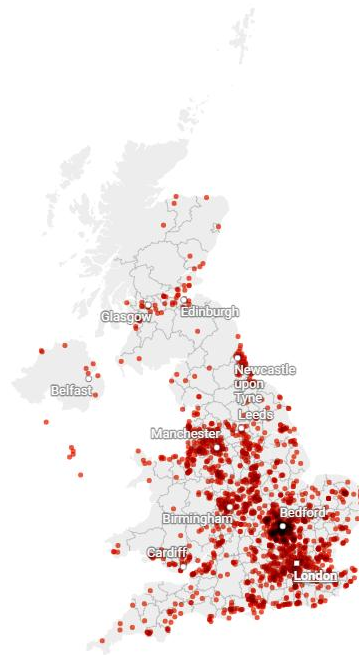
### Survey responses

- 5.4 The primary method of collecting feedback was via a survey that was created by UDX and added to the project website from the start of the engagement period on 5 April 2024 and made available both digitally via tablets and in hard copy as printed forms at the exhibition events (Appendix M).
- 5.5 A total of 6,111 survey responses were received, including 131 paper forms and 5,980 digital responses.
- 5.6 The questions asked within this survey are set out within Section 4. The results from the feedback received have been outlined below.

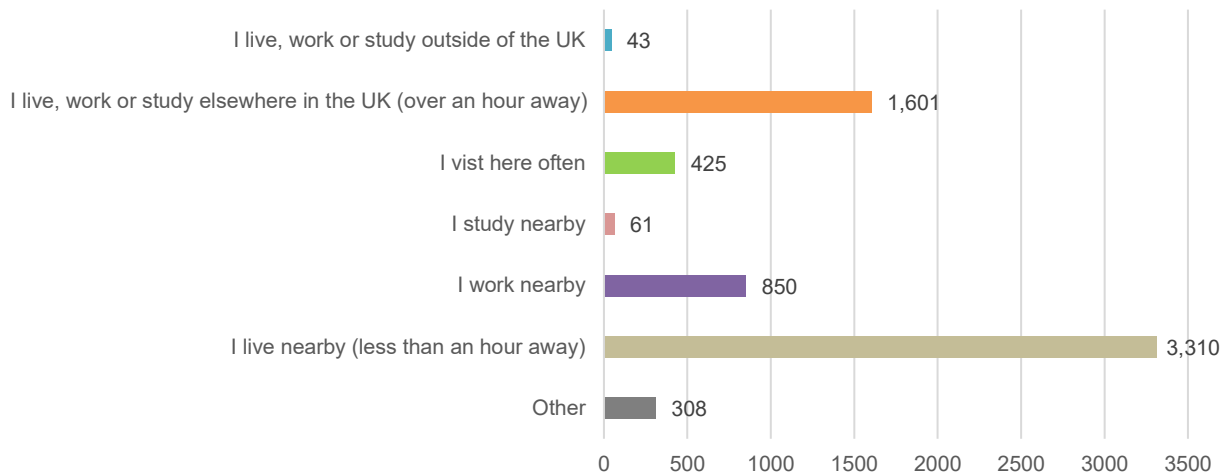
### Demographic data

- 5.7 5,209 respondents to the survey provided their postcode. Postcode data from those within the UK has been mapped indicatively below, showing that a large proportion of respondents lived in nearby areas:





### What is your relationship to the site?



5.8 5,231 respondents chose to submit their personal data, representing just over 85% of those who completed the survey. Over half of respondents (63%) live within one hour of the Site, with 30% saying that they live, work or study elsewhere in the UK. The remainder of respondents work near the Site (16%), visit the area often (8%), study nearby (1%) or live, work or study outside the UK (>1%). Just under 6% selected 'other', and typically these people could be categorised as:

- Theme Park enthusiast or a fan of UDX
- No connection to the site
- Family live in the area
- Live over an hour away
- Owning a business or property nearby



**Sample 'other' responses:**

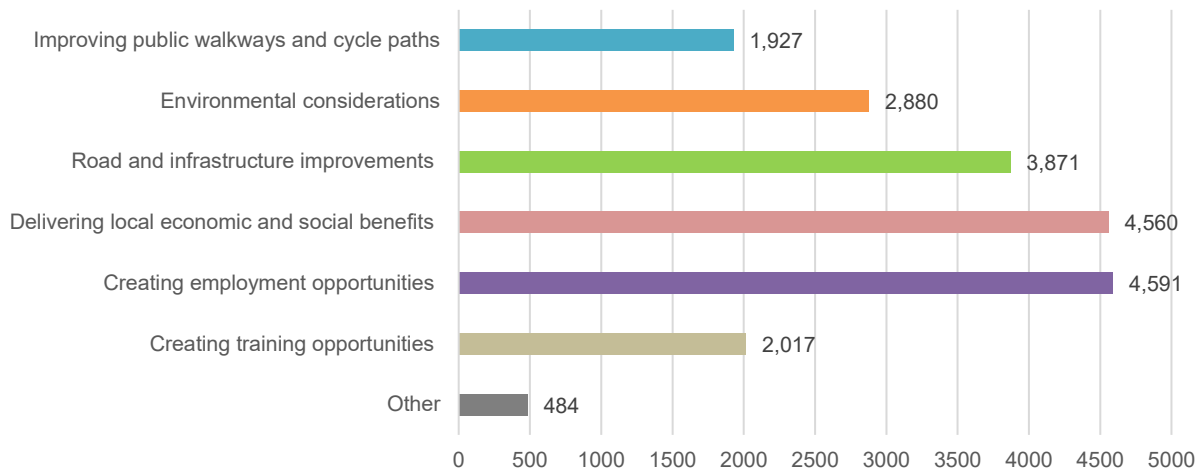
- *"Theme Park Enthusiast that would visit often"*
- *"Theme park enthusiast based in the UK"*
- *"I love UDX"*
- *"I live with my family under a mile away from potential site."*
- *"Family near by"*
- *"Frequent UDX Orlando visitor and very interested in this development"*
- *"My holiday cottage business is near by"*
- *"I own property near the site"*
- *"I live 3 hours away"*

**Survey questions**

- 5.9 6,111 people responded to the survey, with 131 of these responses submitted as hard copy feedback forms at the events. Responses to each of the questions has been set out below, including summary analysis of the free form comments received.
- 5.10 A full table of these responses can be found in Appendix P. Please note, that while 6,111 people responded to the survey, on some questions there were a higher number of total submissions as respondents were able to choose multiple answers.

**Question 1 - What is the most important consideration for you when considering a potential theme park and resort project in Bedford?**





5.11 This question was answered 6,079 times. Most indicated a preference for creating employment opportunities (75.5%) and delivering local economic and social benefits (75%), as well as infrastructure improvements (64%) as their main considerations. 8% selected 'other' and provided comments on a number of themes, including:

- General positive comment about the potential project
- Enthusiasm for having a UDX theme park nearby
- Support for increasing tourism in the UK
- Managing impact on local roads and traffic
- Positive economic impact on Bedford and/or the wider UK
- Managing impact on local residents, particularly noise
- Impact on house prices, both positive and negative
- Comments about increasing fun and happiness

#### Sample 'other' responses:

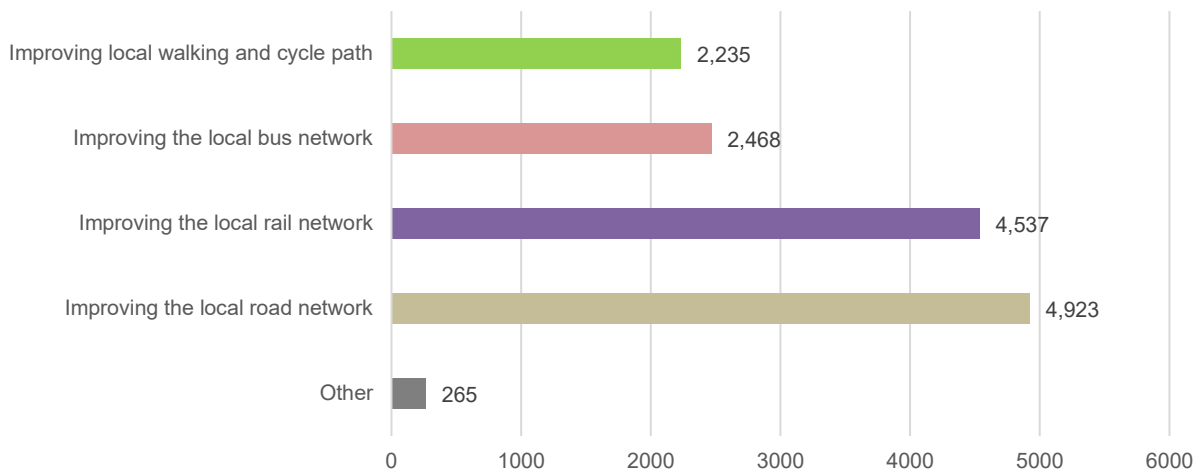
- *"Being able to visit a UDX park without the cost of travelling abroad"*
- *"We have theme parks in the UK, but in my opinion nothing to the scale of what UDX can bring."*
- *"This changes the theme park outlook in the UK, and would be a massive welcome to the UK."*
- *"Giving a boost to Bedford"*
- *"Making Bedford a landmark"*
- *"Making Bedford even better than it already is!"*
- *"I just really want a Universal studios in the UK"*
- *"Creating more tourism in the UK"*
- *"Opportunity for UK - economic and tourism benefits."*
- *"We need a high-quality theme park and tourism destination in the UK desperately."*
- *"discounts to those living in bedford area."*
- *"Effect on local residents"*
- *"Noise pollution"*
- *"Noise disruption and traffic."*
- *"The noise and increased traffic"*
- *"not making the existing roads more congested"*





- *“Impact on our house price and disruption to the local area”*
- *“Will increase property prices- good for us homeowners”*
- *“house value increase”*
- *“Impact on house prices”*
- *“National benefits to the UK economy”*
- *“People to have fun”*
- *“fun!!!!”*
- *“Bringing a joyful experience/attraction to the town.”*
- *“more things for the family to enjoy.”*

**Question 2 - Should we proceed with this development we would also help to facilitate a number of significant local infrastructure upgrades. Which of the following do you think is most important?**



5.12 This question was answered 6,067 times. 81% chose ‘improving the local road network’ as the most important infrastructure upgrade, closely followed by ‘improvements to the local rail network’ (75%). 4% selected ‘other’ and provided comments on a number of themes, including:

- General comments about improving all transport infrastructure in the area
- Improving local roads and minimising traffic and parking impact, with mentions of the A421, A1, M1 and Junction 13
- Ensuring there is enough rail capacity and infrastructure to support visitors, with specific mentions of East West Rail and the creation of a new train station, including mentions of Wixams station
- Mentions of the proposed Bedford and Milton Keynes waterway
- Upgrades to airports, including mentions of Luton and Heathrow airports
- Improving public transport, with mentions of creating new bus routes in the area
- Improving and maintaining walking and cycle paths in the area

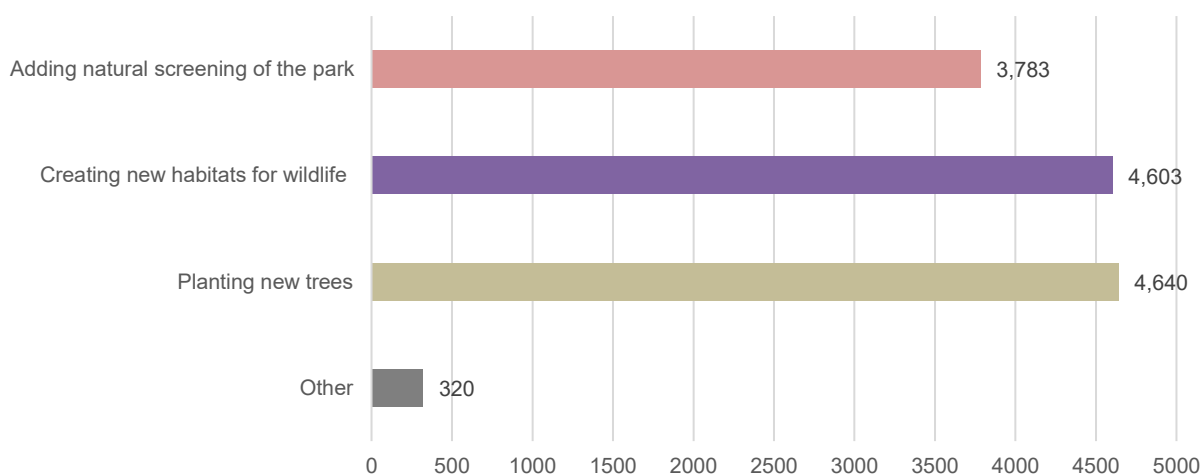
**Sample ‘other’ responses:**

- *“Frequent trains directly to Luton / london”*
- *“Investment in Bedford Train Station is urgently required - already at capacity”*
- *“Help enable the Milton Keynes to Bedford canal waterway.”*



- *“Improving the waterway between bedford and milton Keynes”*
- *“Wixams station and East west rail link”*
- *“Just to add that UK residents like to walk so it needs to be accessible by path as well”*
- *“Local public transport does not currently allow people to travel easily to the proposed site”*
- *“Great to see plans to improve all local infrastructure”*
- *“Airport upgrades”*

**Question 3 - It is really important to us that we invest heavily into the environment around our parks. This might include planting new trees, creating natural barriers and protecting and enhancing existing wildlife. What would you most want to see?**



5.13 This question was answered 6,057 times. ‘Planting new trees’ (76%) and ‘Creating new habitats for wildlife’ (75.9%) were the primary priorities for respondents, with 62% also selecting ‘Adding natural screening of the park’. 5% selected ‘other’ and provided comments on a number of themes, including:

- General comments on the importance of protecting local wildlife and habitats
- Generally minimising any impact on the environment
- Using sustainable energy, with mentions of wind and solar power
- Using sustainable methods for construction and operation
- Protecting and planting trees
- Protecting and maintaining watercourses
- Flood management

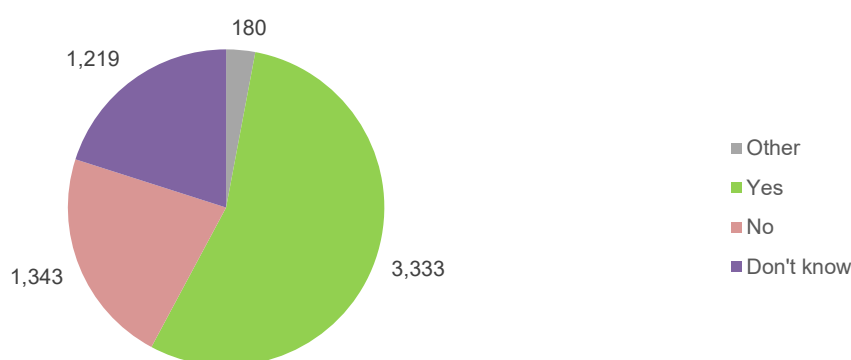
#### **Sample ‘other’ responses:**

- *“Protect existing habitats”*
- *“Replacement of destroyed habitats will alternatives.”*
- *“Nature reserve with walkways and habitats for wildlife”*
- *“Not taking away wildlife land”*
- *“The maintenance of the natural areas surrounding the proposed site.”*
- *“Not destroying the habitats already in place”*
- *“If it is built then the existing wildlife habitat should be protected”*



- *“Hedgehog highways and gaps in barriers/fences so that hedgehogs can move around freely at night”*
- *“Protecting ancient woodland, protecting existing biodiversity”*
- *“Planting established trees. We shouldn't have to wait years for screening to be effective”*
- *“Protecting local water”*
- *“Creating waterways as you have in Orlando”*
- *“Consideration for impact of flooding impact in area's around the development”*
- *“Flood management”*
- *“Using renewable energy sources to power the park.*
- *“Making the park environmentally friendly using reusable cups, no plastics bags, food serviced in recyclable containers etc”*

**Question 4a - If we progress this project we would be looking to make significant improvements to local walkways and cycle paths. Is this something you would use?**



5.14 This question was answered 6,072 times. The majority (54%) would use the proposed new walkways and cycle paths, while 22% said they would not. 3% selected 'other' and provided comments on a number of themes, including:

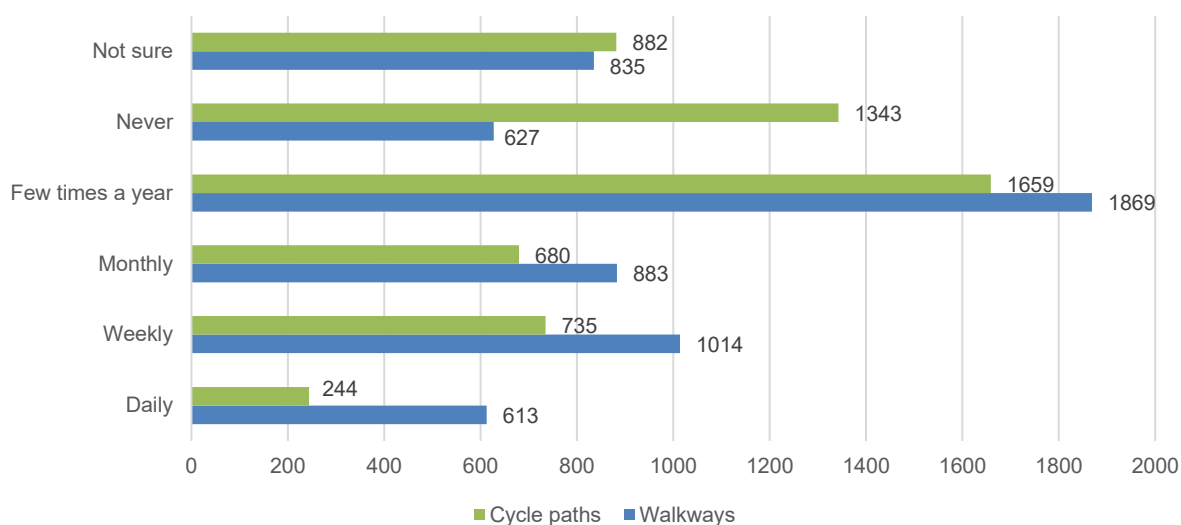
- Not from the local area, with some commenting they would use them if they did or when visiting
- Mentions that they would maybe or probably use the walkways and cycle paths
- Comments that they would not use them

**Sample 'other' responses:**

- *“Unlikely to use as I don't live nearby”*
- *“Too far away from our home”*
- *“Sometimes”*
- *“Possibly”*
- *“Maybe if staying on site”*
- *“I am too old to use myself, but needed for younger people”*
- *“I don't live in the area but would be great for locals”*

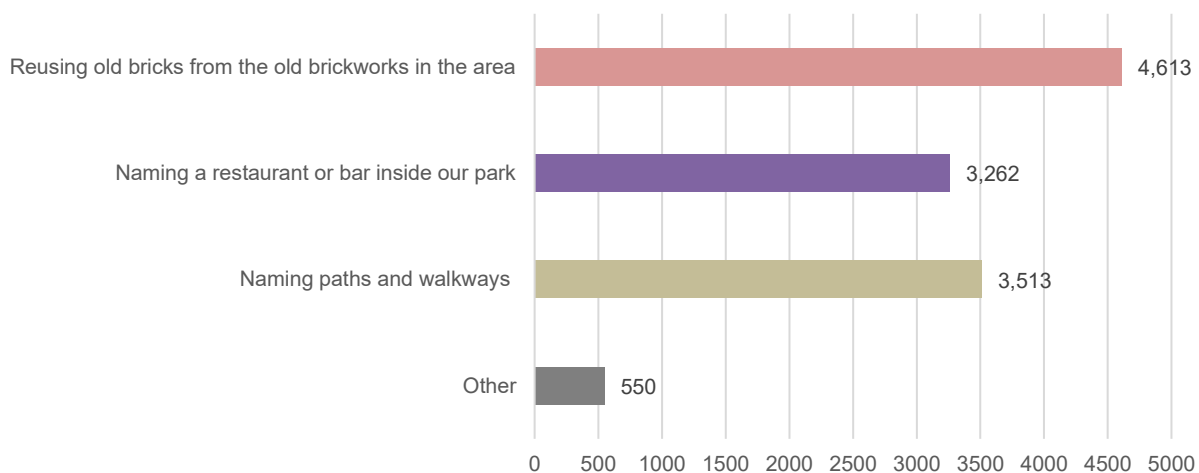
**Question 4b - How often do you think you would use these new routes?**





5.15 This question was answered 5,918 times. Most (60%) indicated that they would use the proposed cycle paths and walkways a few times a year.

**Question 5 - We want to celebrate the history and heritage of this area. If we were to develop this site, how do you think we could best do this?**



5.16 This question was answered 6,015 times, with 'Reusing old bricks from the brickworks in the area' (77%) being the most popular choice. 9% selected 'other' and made a number of suggestions, including:

- Building a chimney within the park
- A museum, heritage or exhibition centre
- Naming hotels, rides or attractions and general theming within the park
- Including reference to the Cardington Hangars and films that were made there
- Information boards and displays about local history

**Sample 'other' responses:**



- *“Would be good if some brick work features were included like the chimneys”*
- *“Building a replica chimney of the old brickworks”*
- *“Incorporate the shapes of chimneys and kilns in the park”*
- *“A small heritage centre or museum”*
- *“Museum / Heritage Centre”*
- *“Name each car park zone as something in relation to the heritage”*
- *“Naming rides”*
- *“Celebrating the role of Cardington Hangars in the film industry”*
- *“Recognition of films made locally e.g. at Cardington hangars”*
- *“Information boards at any appropriate points giving a history of that area”*
- *“Providing information boards on site (say in the car parks information area etc.) and links on the website to significant local heritage sites”*

**Question 6 - Across our parks, we look to support local initiatives and charities. Are there any particular organisations you would like to see us support in the area should we go ahead with this project?**

5.17 This question was answered 2,919 times, providing a range of responses. The most mentioned organisations included:

- Autism Bedfordshire / autism charities
- Bedford and Milton Keynes Waterway Trust
- Bedford Foodbank and other local food banks
- Bedford Hospital Charity
- Bedford Homeless Partnership
- Cancer Research UK
- CHUMS charity
- Emmaus
- FACES Bedford
- Forest of Marston Vale
- Keech Hospice Care
- Kings Arms Project
- Local schools and youth groups
- RSPB
- The Heart of Marston
- Willen Hospice
- Other local charities, including specifically for children, people with disabilities, wildlife and mental health

**Question 7 - We embed ourselves in the communities where we operate by working with local schools, employees and business groups to create jobs, skills, training and educational opportunities. Do you have any suggestions for who we should collaborate with?**

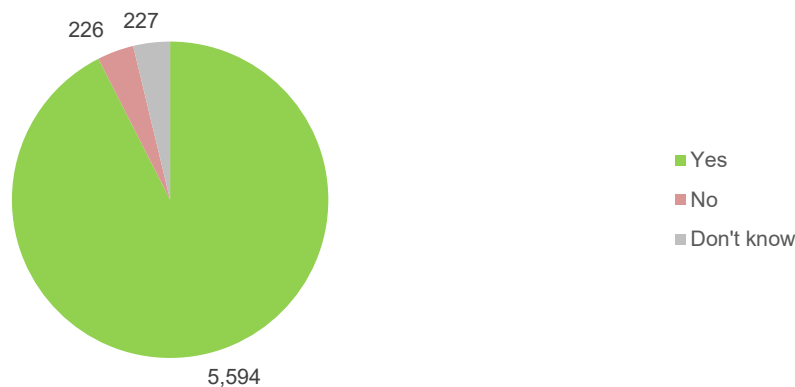
5.18 This question was answered 2,788 times, with a range of suggestions. The most frequently mentioned were:

- Bedford College
- Bedford School
- Cranfield University
- Kempston Academy
- Harpur Trust



- Kimberley College
- Redborne Upper School
- University of Bedfordshire
- Wixams Academy
- Wootton Upper School
- General comments about local schools, colleges and Universities

**Question 8 - This project has the potential to be transformative for Bedford and deliver significant benefits for the UK economy. Our resorts create thousands of jobs, help to drive footfall to existing local businesses, and unlock major investment into local infrastructure. In Bedford, we believe a project like the one we are exploring could create 8,000 new full time jobs once in operation and facilitate significant infrastructure improvements. We are still many months away from deciding whether or not we would proceed with this potential project. Would you support a potential park and resort coming to this site?**



5.19 This question was answered 6,047 times. 92.5% said they support the prospect of a potential park on this site, with 3.7% opposing the idea and 3.75% indicating that they were not sure. 5,091 comments were also submitted alongside this and included the following themes:

- Benefits to Bedford and the UK
- Support for job creation and wider economic impact, including mentions of tourism
- Supportive comments about the planning proposal and UDX
- Ideas for rides, themes or attractions at the proposed park
- Impact on the local area, including traffic, noise and the environment
- Negative comments about the proposal, such as requesting the potential theme park is not built

#### **Sample of responses:**

- *"Amazing for local area and the country as a whole."*
- *"Any benefits for the local area and the UK far outweigh any negatives."*
- *"Excellent opportunities for the local people and will significantly boost the local economy"*
- *"Fantastic opportunity for Bedford and UK"*
- *"For all the opportunities it will bring to young people and local businesses"*
- *"We love Universal Studio"*
- *"UK deserves a good theme park created by an well-known organization with successful" cases around the world."*
- *"This would be fantastic for not only Bedford but the U.K."*
- *"The economic benefit to Bedford would be amazing and well needed."*



- *“Opportunities for employment and putting the area on the map”*
- *“Be good for the area. Good for job opportunities”*
- *“Concerns over how the park would effect traffic and how you accommodate so many people visiting the area on a daily basis. Noise coming from the park, this is a quiet area what would noise pollution be like.”*

**Question 9 - We appreciate that major construction can be disruptive or unsettling for local communities. We are already looking into how we would minimise any such disruption if we proceed with this project. Do you have any particular points that you would like to raise in this regard?**

5.20 This question was answered 3,187 times, which provided a range of suggestions, including the following themes:

- No comments and instead general encouragement to build the park.
- Traffic or disruption to roads and carefully managing any road closures with mentions of existing issues on the A421, A1, M1, A6, M25 and Black Cat Roundabout
- Generally improving local road infrastructure
- Other transport impacts including the suggestion that the rail network be utilised for delivery of materials as well as the routes and timings of heavy vehicle deliveries
- Managing noise and dust and minimising impact on the surrounding area
- Good communication with surrounding communities, including providing advance notice of disruptive works
- Use local suppliers and employing locally where possible
- Carefully managing working hours, with several specific mentions of 8am-6pm restrictions and weekend working

**Sample of responses:**

- *“Avoid as much as possible any disruption of the local road networks - consider the use of rail to import materials.”*
- *“Use rail infrastructure to bring in people and materials”*
- *“Use the local railway as much as possible for the delivery of construction goods.”*
- *“Road disruption would be a concern”*
- *“Minimise road disruption as much as possible”*
- *“Traffic would definitely need addressing- particularly around the A421/A6 junction”*
- *“Minimise disruption to J13 of M1”*
- *“B430 Access from Ampthill to Bedford. B530 - Ampthill to/from Bedford”*
- *“Noise and traffic disturbance should be kept to a minimum”*
- *“Noise and dust from construction.”*
- *“Keep roads clean and noise to minimum”*
- *“Employ as many local people with less need to travel into the area as possible.”*
- *“Try and use local companies if possible”*
- *“I think construction should be day time and avoid evenings.”*
- *“How about working around the school hours Monday to Friday”*
- *“Communication is key, allowing residents to know in advance when and where disruption” may be, allows for alternatives to be explored”*
- *“Keep local community informed and updated.”*
- *“No as long as consideration is taken into account I can't see a problem”*
- *“Build it as quick as possible.”*
- *“Disruption for a few years is no issue at all, for the long term benefit for the local area.”*
- *“Not build it and put it somewhere else!”*



## Question 10 - Please share any other feedback you have at this stage.

5.21 This question was answered 2,930 times, with a range of suggestions including:

- General support for the potential project to be realised
- General support for the choice of Bedford (area) for the proposed theme park
- General support for the socio-economic impact of the proposal, including job creation, inward investment and wider benefit to the UK
- Managing impact on local transport infrastructure, including creating a new train station, improving roads and minimising traffic
- Managing impact on health services, including hospitals and GP surgeries
- Minimising any noise impact on the local area
- Making any potential theme park accessible for people with disabilities
- Making any potential theme park affordable, including requests for local discounts
- Suggestions for rides, experiences and attractions
- Comments about managing weather and ensuring that the theme park could be visited all year round
- Positive comment on the engagement process and encouragement to continue engaging with local people

### Sample of responses:

- *"Assist with upgrades to rail and water links. Make the park as good if not better than the ones in the USA."*
- *"Content of park needs to take into account that the weather is not likely to equal that of your other parks, probably a higher than usual proportion of indoor / under cover attractions will be needed."*
- *"I would love to see some British IPs within the park"*
- *"Facilities for disabled people to enjoy what everyone else takes for granted. Especially people with sensory disabilities e.g Autism."*
- *"Please let us know where we get our annual passes from!"*
- *"Great for jobs for young people if sensitively done, without too much disruption for surrounding areas."*
- *"I think you should go ahead with it!"*
- *"It's a very exciting project that I hope goes ahead."*
- *"It's a unanimous YES from our household of 7! And general consensus from locals is all positive!"*
- *"I fully support this and hope it happens. It'll be wonderful"*
- *"Please make this happen!"*
- *"Please do not build this here, the area cannot support the impact it would have."*
- *"I really appreciate the transparent communication so far. Thank you"*
- *"Thank you for the opportunity to consult!"*
- *"My concern is the impact on wildlife and the destruction of natural habitat"*
- *"Please take care of our green spaces along the way."*

## Verbal feedback





5.22 In addition to the surveys completed at the public exhibition events, UDX and the project team sought to record some of the verbal feedback they received. This has been summarised below.

#### **General sentiment**

- General positivity about the plans, with many visitors to the exhibitions outwardly expressing their support for the proposals and saying they should go ahead.

#### **Socio-economic**

- Interest from local students, particularly at the Bedford Technology College, who are keen to understand what job opportunities might be provided in the future.
- Local business interest in both construction development and operational suppliers in the future.
- Requests for support in obtaining additional local medical practitioners.
- Suggestions that apprenticeships should be offered as a route to employment.
- Questions whether the available construction workforce would be sufficient to service the various major schemes expected to come forward in the area over a similar construction period.

#### **Transport**

- General support for the proposed transport improvements that may be facilitated by this project.
- Suggestions that rail is used for delivering materials to the Site.
- Suggestions that Woburn roundabout should connect to Broadmead.
- General concerns about the transparency and/or truth of any statements coming from East West Rail which were unrelated to the project.

#### **Delivery and construction**

- Comments on general construction methodology and techniques.
- Discussion around the noise generated during construction.
- Discussion around the width of Broadmead Road and the construction / general increase in traffic through this space.
- Questions about the impact on the A421 during construction and how that would be managed / mitigated.
- Concern from residents that they have been promised historic infrastructure improvements over many years which have not been delivered, which has led to some frustration.
- The potential effect of other large infrastructure projects that overlap with the timing of the Proposed Development and the lack of construction workforces.

#### **Wildlife and ecology**

- Support for the interest taken by UDX in protecting wildlife, including at its other theme parks and resorts around the world.
- Questions relating to the potential impact on birds using their feeding grounds near to the Site.

#### **Impact on the locality**

- Concerns about potential noise and visual impacts, both generally but also specifically as a result of any fireworks or light displays.



## Email and freephone feedback

5.23 A project freephone **0800 307 7141** and email [universalukproject@londoncommunications.co.uk](mailto:universalukproject@londoncommunications.co.uk) were advertised on all publicity materials and on the project website from phase three of engagement. During this period, 130 emails and 15 calls were received. These have been summarised by theme below.

- Enquiry to meet with UDX
- Job and partnership enquiries
- Suggestions for rides and attractions
- General supportive comments
- Questions about impact on local area, including on road and rail

## Meeting feedback

5.24 UDX has so far held a total of 124 stakeholder meetings. A summary of the feedback from these meetings has been included below. A summary of meetings held with statutory consultees can also be found at Appendix T.

Stakeholder	Date	Meeting Summary
Bedford BC leadership team, including former mayor	26-Sep-22	UDX met Bedford BC for first time and presents information on proposed project. Bedford BC is excited about the project and did not raise any significant concerns. They also asked what they can do to enable the investment from the UK central government.
Bedford BC leadership team, including former mayor	12-Oct-22	UDX CEO met Bedford BC for the first time and explains the history of UDX and the process of collaborating with local governments. UDX also discussed its expertise building large theme parks around the world.
Bedford BC leadership team	08-Mar-23	UDX discussed the latest information on the potential land purchase to Bedford BC. Bedford BC also mentioned that they also want to continue talks on the overall benefit for the Bedford borough at large.
Mayor of Bedford	31-Aug-23	UDX met the new Bedford BC Mayor. UDX then provided the latest information related to the Proposed Development since the last meeting. Bedford BC is happy with the level of senior-level engagement at this point of the project from UDX.
Former Mayor of Bedford	19-Sep-23	Follow up meeting in which UDX shared the most recent information since last meeting. Bedford BC reiterated that they



		want to continue to work with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
Bedford BC, Conservative Cabinet	20-Sep-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Bedford BC, Liberal Democrat leadership	20-Sep-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
East West Rail	20-Sep-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the current EWR attendance and rail infrastructure as well as future projections. No significant concerns were raised during the meeting.
Bedford BC, Labour leadership	20-Sep-23	Follow up meeting in which UDX shared the most recent information since last meeting. Bedford BC reiterated that they want to continue to work with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
Mayor of Bedford	02-Oct-23	Follow up in which UDX shared the most recent information since the last meeting. The mayor reiterated that they want to continue to work with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
Bedford BC, Liberal Democrat leadership	05-Oct-23	Follow up meeting in which UDX shared the most recent information since the last meeting. Bedford BC reiterated that they want to continue to work with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
MP for Bedford	05-Oct-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in



		terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting
Deputy Mayor for Bedford	05-Oct-23	Follow up meeting with in which UDX shared the most recent information since the last meeting. The deputy mayor reiterated that they want to continue to work with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
East West Rail	15-Oct-23	Follow up meeting in which EWR talks about the work they are doing with UDX construction consultants around transport modelling and construction timelines. UDX continues to work closely with EWR through this Proposed Development. No significant concerns were expressed during this meeting.
MP for Mid Bedfordshire	25-Oct-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Luton Borough Council leadership	07-Nov-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Luton Airport	07-Nov-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Wixams and Wilstead ward councillor and Wootton ward councillor	07-Nov-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Bedford BC, Liberal Democrat leader	07-Nov-23	Follow up meeting in which UDX shared the most recent information since the last meeting. The councillor reiterated that



		they want to continue to stay involved with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
MP for Mid Bedfordshire	08-Nov-23	Follow up meeting in which UDX shared the most recent information since the last meeting. The MP reiterated that he was excited about the Proposed Development. No significant concerns were raised during the meeting.
National Highways	28-Nov-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the current state of transportation infrastructure in Bedford and surrounding regions as well as additional transportation infrastructure needed. No significant concerns were raised during the meeting.
Anglian Water	28-Nov-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the current storm water infrastructure in the Bedford region. No significant concerns were raised during the meeting.
UKPN	28-Nov-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
National Highways	11-Dec-23	Follow up meeting in which UDX shared the most recent information since the last meeting. National Highways (NH) reiterated that it wants to continue to stay involved with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
MP for North East Bedfordshire	18-Dec-23	Introductory meeting in which UDX shares information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
National Highways	19-Jan-24	Follow up meeting in which UDX shared the most recent information since the last meeting. NH reiterated that they want to



		continue to stay involved with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
MP for Bedford	29-Jan-24	Follow up meeting in which UDX shared the most recent information since the last meeting. The MP reiterated that they want to continue to stay involved with UDX as it progresses through the Proposed Development. No significant concerns were raised during the meeting.
Govia Thameslink Rail	30-Jan-24	Follow up meeting in which UDX and Thameslink shared the most recent information since the last meeting. Primary topic of discussion was a brief on the latest updates regarding transport.
National Highways	1-Feb-24	Follow up meeting in which UDX and NH review the trip forecast for the road network.
Bedford BC Communications team	13-Feb-24	Follow up meeting in which UDX shared the most recent information since the last meeting. Bedford BC continues to work closely with UDX as the project progresses. No significant concerns were raised during the meeting.
National Highways	29-Feb-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
East West Rail	1-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
East of England Historic England	6-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Bedford BC leadership	7-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
East West Rail	11-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Historic England	12-Mar-24	Follow up meeting in which Historic England provided comments on the draft Written Scheme of Investigation (WSI) for archaeological trial trench evaluation.
Leader of the Council, Central Bedfordshire	14-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.



MP for Bedford	14-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
East West Rail	15-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Bedford BC	20-Mar-24	Follow up meeting to finalise the WSI for archaeological trial trench evaluation.
Bedford BC	25-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
East West Rail	27-Mar-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Luton Borough Council leadership	4-Apr-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
NHS BLMK Integrated Care Board (ICB) and Integrated Care System (ICS)	8-Apr-24	Introductory meeting in which UDX shared the latest information on the Proposed Development. The project is generally supported, particularly for its job creation potential. There are some concerns about providing adequate health services for visitors and the ability to meet increased housing demands in a timely manner.
NHS BLMK Integrated Care Board (ICB) and Integrated Care System (ICS)		
NHS Bedfordshire Hospitals Foundation Trust		
Bedfordshire Constabulary		
Bedfordshire Fire & Rescue Service		
Bedfordshire Local History Association	8-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Bedford Architectural, Archaeological & Local History Society		
RSPB Bedford		
Bedfordshire, Cambridgeshire and Northamptonshire Wildlife Trust		
Campaign Protection Rural England - Bedfordshire		
Milton Keynes Council (multiple)	8-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.



Bedford BID (multiple)	9-Apr-24	Introductory meeting in which UDX shared the latest information on the Proposed Development. Business groups expressed strong enthusiasm and support for the proposals, emphasising its transformative potential for Bedford. No significant concerns were raised during the meeting.
Bedfordshire Employment and Skills Academy		
South East Midlands Careers Hub (two)		
Community Voluntary Service (CVS)	9-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development to these youth representatives. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
4YP		
Bedford Council of Faiths (multiple)	9-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development to these faith-based communities. Topics discussed after the presentation included the potential positive impact on the Bedford region and ways to infuse faith-based resources within the project. No significant concerns were raised during the meeting.
The Health and Safety Executive	10-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Environment Agency	11-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development. Topics discussed after the presentation included the potential impact on the local environment and projected timeline. No significant concerns were raised during the meeting.
Duke and Duchess of Bedford	13-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Woburn Safari Park	15-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development. The response to the project is overwhelmingly positive, with some
Centre Parcs Woburn Forest		
London & Whipsnade Zoo		
Experience Bedfordshire		





Visit England		concerns about the adequacy of existing infrastructure to handle increased traffic and environmental impacts.
British Monarch's Personal Representative in Bedfordshire	15-Apr-24	Introductory meeting in which UDX shared the latest information regarding the Proposed Development. Topics discussed after the presentation included the positive benefits to the Bedford region and projected timeline. No significant concerns were raised during the meeting.
Bedford BC	15-Apr-24	Introductory meeting in which UDX shared information regarding the Proposed Development to the various primary and secondary school academy heads. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Marston Vale		
Lincroft		
Chiltern Learning Trust		
Goldington Academy		
BILTT		
BILTT		
Wixams Academy		
Daubeny Secondary School		
Biddenham Secondary School		
Castle Newnham Secondary School		
Heart Academy Trust		
Bedford Academy		
Daubeny Secondary School		
King's Oak Primary School		
Westfield Primary School		
Sheerhatch Primary School		
St John Rigby Primary School		
Goldington Green Academy		
Kempston Rural Primary School		
Great Ouse		
The Grange		
Wilstead Primary School		
Wootton Lower School		
Riseley Primary School		
Willow Grove		
Edith Cavell Primary School		
Livingstone Primary School		
Brickhill Primary School		
Oakley Primary School		
KT Federation		
Great Denham Primary School		
Castle Newnham		



Balliol		
Bedford Nursery Schools		
Bedford BC	15-Apr-24	Introductory meeting with youth groups in which UDX shared the latest on the Proposed Development. No significant concerns were raised during the meeting.
Care Experienced Young Person		
Bedford Youth Cabinet		
Marston Vale		
Biddenham	16-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development with the school pupils event groups. Topics discussed after the presentation included the potential positive impact on the Bedford region in terms of projected jobs, visitors, and other indirect benefits. No significant concerns were raised during the meeting.
Westfield Primary		
Great Ouse		
Wilstead Primary		
BILTT		
The Hills		
Brickhill Primary		
Oakley Primary		
St Thomas More		
Willow Drift caravan site	16-Apr-24	Introductory meeting in which UDX shared information on the Proposed Development with members of the traveller community. Topics discussed after the presentation included the potential reaction that the community will have to the project and ways to expose members to additional career paths. No significant concerns were raised during the meeting.
East West Rail	18-Apr-24	Follow up meeting in which UDX and East West Rail (EWR) primarily discussed the latest updates regarding rail strategy.
Natural England	22-Apr-24	Introductory meeting in which UDX and Natural England (NE) discussed different routes in which they can further advise on the planning submission, either through Service Level Agreement or Discretionary Advice Service.
Civil Aviation Authority	24-Apr-24	Introductory meeting where UDX shared information on the Proposed Development with the Civil Aviation Authority. Topics discussed after the presentation included the aerodromes which may be affected and require further engagement. No significant concerns were raised during the meeting.
Cranfield Airport	29-Apr-24	Introductory meeting where UDX shared information on the Proposed Development with Cranfield Airport. Topics discussed included the areas that would need to be considered in relation to Cranfield Airport, which included safeguarding, glint, glare



		and crantage. No significant concerns were raised during the meeting.
Stewartby and Kempston Hardwick Parish Council	29-Apr-24	Follow up meeting in which UDX and the Parish Council met to discuss road improvements to Broadmead Road. No follow up action required.
Health and Safety Executive (HSE)	9-May-24	Meeting between UDX and HSE to discuss the consultation zones within the Site boundary
Environment Agency	30-May-24	Follow up meeting in which UDX presented the summary of contaminated land information to the Environment Agency. No significant concerns were raised during the meeting.
Environment Agency	10-Jun-24	Follow up meeting in which UDX and the Environment Agency discussed the Flood Risk and Drainage approach. No significant concerns were raised during the meeting.
Anglian Water	14-Jun-24	Follow up meeting in which UDX and Anglian Water discussed Water Supply Demand and the Foul Drainage Strategy. No significant concerns were raised during the meeting.
Bedfordshire Police and Eastern Region Special Operations Unit Counter Terrorism Policing	9-Jul-24	Introductory meeting where UDX shared information on the Proposed Development with Bedfordshire Police and the Eastern Region Special Operations Unit Counter Terrorism Policing. Topics discussed included how other UDX parks around the world interact with law enforcement and ways of working. No significant concerns were raised during the meeting.
Foreign, Commonwealth and Development Office	17-Jul-24	High Crisis Management Meeting with UK Government to provide overall briefing on the Universal UK Project and ways of working. No significant concerns were raised during the meeting.
NHS BLMK Integrated Care Board (ICB)	26-Jul-24	Follow up meeting where UDX discussed primary care for construction workforce and approach to care at other UDX parks. No significant concerns were raised during the meeting.
Forest of Marston Vale and Bedford BC	26-Jul-24	Introductory meeting where UDX shared information on the Proposed Development with Forest of Marston Vale. Topics discussed after the presentation included how the proposal might contribute to their policy goals, including environmental-led regeneration of the Forest of Marston Vale and increasing tree coverage across the Site. It is anticipated that the Proposed Development would increase the number



		of trees on the Site and may be able to deliver the 30% tree cover within this policy, however, as the detailed landscape design has yet to be developed, UDX is unable to commit to that target. It is understood from UDX's meetings with the Forest of Marston Vale that they are broadly happy with the principle of a UDX ERC on the Site, including the extensive EEA commitments within the ERC as a means of achieving environmental-led regeneration and the opportunities that this would bring.
Environment Agency	1-Aug-24	Follow-up meeting in which UDX and the Environment Agency discussed the Flood Risk and Drainage approach. No significant concerns were raised during the meeting.
MP for Milton Keynes Central	1-Aug-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Milton Keynes College Group	6-Aug-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Elstow Parish Council	4-Sep-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Wootton Parish Council	4-Sep-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Wixams Parish Council	4-Sep-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Bedford BC	4-Sep-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
MP for St Albans	16-Sep-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Ramblers Association	18-Sep-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Bedfordshire and Luton Fire and Rescue Service	18-Sep-24	Introductory meeting where UDX shared information on the Proposed



		Development. No significant concerns were raised during the meeting.
Oxford to Cambridge Pan-Regional Partnership	18-Sep-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Bedford and Milton Keynes Waterway Trust	18-Sep-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Wilstead Parish Council	18-Sep-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Kempston Rural Parish Council	18-Sep-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Stewartby and Kempston Hardwick Parish Council	18-Sep-24	Follow up meeting with parish councils in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Wootton Parish Council	18-Sep-24	
Houghton Conquest Parish Council	18-Sep-24	
Haynes Parish Council	18-Sep-24	
Luton Borough Council	1-Oct-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Rookery South Energy Recovery Facility	1-Oct-24	Introductory meeting where UDX shared information on the Proposed Development with the local energy plant. No significant concerns were raised during the meeting.
East of England Air Ambulance Trust	1-Oct-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Harworth Group	1-Oct-24	Introductory meeting with local landowner and housebuilder where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Milton Keynes Council leadership	1-Oct-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Kempston Town Council	1-Oct-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
MP for North Bedfordshire	18-Oct-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.



Philharmonia Orchestra	5-Nov-24	Introductory meeting with representative of Bedford branch where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Luton Rising	25-Nov-24	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
MP for Leigh and Atherton	28-Nov-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
MP for Croydon East	28-Nov-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Office of the MP for Dudley	28-Nov-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
MP for St Albans	6-Dec-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Office of the MP for Harpenden and Berkhamsted	6-Dec-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
MP for Kettering	10-Dec-24	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Bedford colleges	1-Dec-24	Follow up meeting with local Bedford colleges in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
MP for Livingston	8-Jan-25	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
NHS Bedfordshire Hospitals Foundation Trust	12-Mar-25	Follow-up meeting in which UDX shared the most recent information since the last meeting. The project remains generally supported. There are some concerns about the management of emergency vehicle movements during construction and potential healthcare needs arising from the population growth driven by the Proposed Development.
Environment Agency	29-April-25	Follow up meeting in which UDX shared the most recent information since the last



		meeting. No significant concerns were raised during the meeting.
Historic England	29-April-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
NatureSpace	29-April-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
CAA	29-April-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Natural England	1-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
HSE	1-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
UKPN	6-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Old Warden Aerodrome leadership	7-May-25	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Cranfield University	7-May-25	Introductory meeting where UDX shared information on the Proposed Development. No significant concerns were raised during the meeting.
Cranfield Airport	7-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Old Warden Airfield	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Bedfordshire Chamber of Commerce	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Forest of Marston Vale	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Bedfordshire Police	8-May-25	Follow up meeting in which UDX shared the most recent information since the last



		meeting. No significant concerns were raised during the meeting.
Bedfordshire Fire and Rescue Service	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
East of England Ambulance Service NHS Trust	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Anglian Water	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Wixams Parish Council	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Stewartby and Kempston Hardwick Parish Council	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.
Central Bedfordshire Council leadership	8-May-25	Follow up meeting in which UDX shared the most recent information since the last meeting. No significant concerns were raised during the meeting.





## 6. RESPONDING TO FEEDBACK

- 6.1 UDX has been delighted with the feedback received through its engagement with local communities, business and resident groups, and other stakeholders.
- 6.2 A total of 6,111 surveys were completed during the engagement period, with 130 emails and 15 phone calls received. All of the feedback received has been analysed in detail by the project team. The top ten areas where most comments were received, or where specific feedback was requested, and UDX's response have been set out below. A full list of comments received during the 28-day engagement period and UDX's response is provided in Appendix P.
- 6.3 *To note, the total number of comments exceeds the number of surveys and emails received as each response may have raised more than one comment.*

Feedback theme	Response
<b>Supportive comments</b> 2,725 supportive mentions were made about the potential project with 1,588 about its positive impact on the area	UDX has been incredibly appreciative of the very warm welcome it has received and has been delighted by the enthusiasm and overwhelmingly positive responses provided throughout the engagement period. Collaboration and community engagement are at the core of any new experience UDX creates and it is thankful for all the engagement and feedback so far.
<b>Local initiatives and charities</b> 2,647 suggestions were made for supporting local initiatives and charities	<p>UDX is grateful for all the thoughtful comments and suggestions on the different initiatives and charities that people would like to see it support.</p> <p>UDX has a long-standing track record of partnering closely with and investing in the local communities where it operates. UDX will consider all the suggestions received and continue to explore with Bedford BC and local groups how it can best support this community.</p> <p>It has already done this at other resorts, such as in Orlando, producing real and tangible benefits for the local community. This has included:</p> <p><b>The Universal Orlando Foundation</b>            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.</p> <p><b>The Universal Orlando Resort Team Member Volunteer Program</b>            Last year marked the 25th year of UDX's 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.</p> <p><b>Bites. Camera. Action. partnership with Second Harvest Food Bank of Central Florida</b>            UDX Orlando, the UDX Orlando Foundation, Orange County Public Schools and Second Harvest Food Bank partnered to create Bites. Camera. Action more than a</p>



	<p>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 UDX Orlando Foundation has supported the Bites. Camera. Action. programme with more than \$2.1 million in grants, and UDX Orlando Team Members have donated more than 50,000 volunteer hours to support the programme.</p>
<p><b>Managing construction</b> 2,508 mentions were made about construction, including about managing impact</p>	<p>An Outline Construction Environmental Management Plan (ES Vol 3 Appendices, Appendix 2.3) which includes a Construction Traffic Management Plan has been prepared that sets out measures for managing effects associated with construction.</p> <p>To manage potential noise and traffic impacts, core construction working hours will be 7am – 7pm Monday to Friday, and 7am – 1pm Saturday, with exceptions for activities that must take place outside of those hours such as nighttime works on road and rail infrastructure, delivery of abnormal loads, or testing associated with theme park attractions.</p> <p>Fencing and strategic use of site hoardings will be used to reduce visual and noise effects associated with construction.</p> <p>Measures such as wheel washing, to reduce vehicle track-out and dust from construction traffic, will also be used to minimise the risk of dust emissions.</p> <p>In addition, UDX will be taking a number of measures to minimise the effect on the local road network, including:</p> <ul style="list-style-type: none"> <li>• Vehicle routing by phase of works</li> <li>• Management and coordinator transport roles during construction</li> <li>• Construction management systems to monitor vehicle movements</li> <li>• Monitoring and review processes to ensure compliance with the Construction Traffic Management Plan.</li> </ul> <p>In relation to construction workers, a Construction Worker Travel Plan (CWTP) has been proposed and is included within the OCEMP (ES volume 3 Appendices, Appendix 2.3) as Annex 2. It is designed to reduce and manage the travel behaviour of the workforce during the construction period, including promoting the use of sustainable modes of travel such as active travel and car sharing.</p>
<p><b>Local partnerships</b> 2,288 suggestions were made for organisations that UDX could collaborate with</p>	<p>Throughout the engagement period it was fantastic to hear from a range of local people and organisations who would be interested in partnering with UDX.</p> <p>UDX is committed to local partnerships, including higher education partnerships that enable support for students interested in the themed entertainment industry and careers in Science, Technology, Engineering, Arts and Mathematics (STEAM). These partnerships include under sourced areas where sponsorship, mentorship and professional development are key components.</p> <p>UDX will consider all of the suggestions it received and work with Bedford BC and other local groups to develop partnerships with local organisations. Some examples of how it has done this elsewhere include:</p> <p><b>The University of Central Florida – Creative Lab Programme</b></p>



	<p>Offered during the Spring and Summer terms, this partnership provides students with specially designed coursework and hands-on learning – alternating sessions at UDX Orlando Resort and classes at UCF with industry experts from UDX. 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 the sector. Since the programme's inception, UDX 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.</p> <p><b>Florida Agricultural and Mechanical University</b></p> <p>UDX 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. UDX 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 UDX Orlando Resort, as well as valuable mentoring and recruitment opportunities. UDX is sponsoring the programme's first-year students for their full four years at FAMU. UDX has committed to hire 20% of participating students as full-time Team Members or as interns.</p> <p><b>UDX Education Centre and School-to-work programme</b></p> <p>For the past 29 years, UDX 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 UDX Education Center (UEC), which provides a learning environment for students who are not thriving in a traditional classroom, is located on the grounds of UDX 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.</p>
<p><b>Jobs</b></p> <p>1,609 mentions were made about job creation</p>	<p>It is estimated that the Proposed Development would directly employ approximately 8,065 people (equivalent to 5,950 FTEs) in the year of opening (2031) and approximately 12,475 (9,185 FTEs) by the year of maturity (2051).</p> <p>UDX wants to make sure it offers local people opportunities that would benefit them. UDX would commit to advertising jobs to local residents first, where feasible. Initial estimates suggest that approximately 80% of the workforce would come from Bedford, Central Bedfordshire, Luton and Milton Keynes. UDX would be committed to making job opportunities accessible to all.</p>
<p><b>Transport</b></p> <p>1,295 questions or mentions were made about the local transport network and</p>	<p>UDX has been engaging and working closely with the relevant organisations and stakeholders, including the Department for Transport, National Highways, Bedford BC and East West Rail to understand the potential impact on local transport infrastructure. UDX also received many comments about transport through its public engagement. As a result of this engagement, UDX is proposing the following to accommodate forecast demand:</p>



managing the proposals' impact	<p><b>Rail</b></p> <p>UDX has worked closely with the Department for Transport (DfT), East West Rail (EWR) and Bedford BC to develop a comprehensive approach to improvements and upgrades to rail infrastructure. This includes upgrading the proposed Wixams station from 2 platforms to 4 platforms and providing a Western Plaza with direct last mile connections to the ERC.</p> <p>The proposals also include the safeguarding of land for a new EWR station directly serving the ERC, as well as the local community. UDX has also investigated the potential for bus or coach shuttle services from other key stations, such as Milton Keynes.</p> <p>Working with the DfT, EWR and Bedford BC UDX has investigated the operational capacity of the railway lines, station capacity and train capacity, and believe the proposed trip forecasts can be accommodated by the proposed rail infrastructure improvements.</p> <p>Additionally, because UDX's demand is largely counter cyclical, it will have the added benefit of filling empty trains leaving London in the mornings.</p> <p><b>Road</b></p> <p>UDX has worked closely with National Highways (NH) and Bedford BC to understand the potential impact on the strategic and local highway networks. Universal has built an area-wide microsimulation model to test overall network performance, and individual junction models to test key nodes on the network. It has assessed a range of scenarios within the Transport Assessment. To accommodate the forecast demand, new direct slip roads will be provided on the A421, serving south-facing arrivals and departures, and north-facing arrivals, with north-facing departures routing via Marsh Leys Interchange. Manor Road will also be upgraded, and a new signal-controlled junction will be provided at Manor Road / Ampthill Road, which will also facilitate access to Wixams station. UDX is proposing other improvements to the local highway network to mitigate impacts during both construction and operation. These include adding new signals to the Broadmead Road junction on Woburn Road, and improvements to the pedestrian environment around the Site.</p> <p><b>Parking</b></p> <p>UDX has developed a multi-faceted transport strategy to address this concern, including: providing sufficient on-site car parking to accommodate forecast demand, providing convenient access to on-site parking areas directly from the A421 and providing significantly improved access to public transport including Wixams Station and shuttle buses, plus active travel connections.</p> <p><b>Waterway</b></p> <p>UDX engaged with the Bedford and Milton Keynes Waterway Trust as well as local residents to understand potential synergies related to the proposed waterway. UDX would be interested to review future synergies as that project progresses, but due to the need to provide current drainage and active travel plans to support the Proposed Development it is not currently included within the planning proposals.</p>
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	<p><b>Airports</b></p> <p>UDX will work collaboratively with the key airports to ensure a smooth and seamless transition from the airports to the ERC.</p> <p><b>Walking and cycling paths</b></p> <p>UDX has worked closely with Bedford BC to develop an active travel network that serves the ERC and better connects surrounding local communities. This includes providing new active travel routes through the Proposed Development for east-west and north-south connectivity, and improvements to connections to Wixams in the east, and Bedford to the north. Whilst the visitor active travel mode share may be limited due to the wider geographical draw of the ERC, UDX would like to be a good neighbour and provide enhancements to the local network to the benefit of the local communities. Furthermore, team members will be drawn from the local area and will be encouraged to use active travel options wherever possible.</p>
<p><b>History and heritage</b> 593 suggestions were made about celebrating the history and heritage of Bedford</p>	<p>It has been fantastic to receive such a wide range of suggestions for how people would like to see the history and heritage of Bedford celebrated through the proposal.</p> <p>UDX will consider all the suggestions received and continue exploring with local stakeholders, including Bedford BC, on how it could reflect and celebrate this area's vibrant history in the plans. Two initial ideas include incorporating some of the bricks still found on-Site into some of the potential buildings and designing some food and drink facilities and attractions with Bedford's town history in mind.</p>
<p><b>Tourism</b> 529 mentions were made about the increase in tourism</p>	<p>UDX is pleased to see all the support for the additional tourism the Proposed Development could bring to the UK.</p> <p>UDX's theme parks and resorts draw tourists from all over the world. UDX would expect to attract a mix of local people and domestic and international tourists. Many of its visitors stay in the local area around its theme parks, providing a boost to the local economy.</p>
<p><b>Wildlife and ecology</b> 361 mentions were made about habitats, wildlife and the environment</p>	<p>Environmental Statement (ES) Chapter 6 Ecology and Nature Conservation considers the potential impacts of the Proposed Development on the existing habitats and species in the local area. Appropriate mitigation measures are proposed to retain important habitats where reasonable as well as cultivating new areas of replacement habitat.</p> <p>An area of focus will be the current brownfield area within the Site, north of Manor Road. The proposals include the creation of a large Ecological Enhancement Area, linking the water bodies and improving the water quality, and cultivating wetland habitat along the boundaries of the new water body, as well as scrub and tree planting. Work to establish the Ecological Enhancement Area will be a priority, beginning in the early stage of construction.</p> <p>Elstow Brook, which is also located within the Site, has the potential to support a number of important species. This will be protected, with a 9m buffer of habitat retained and enhanced along its banks. The habitat buffer will be maintained as an area of limited light levels, providing a foraging and commuting corridor for not only the species directly supported by the brook, but also bats.</p> <p>Further opportunities to enhance habitats will be explored as detailed designs emerge.</p>



<b>Sustainability</b> 101 mentions were made about sustainability	<p>Building on a review of national and local policy requirements as well as engagement feedback regarding sustainable development, UDX plans to pursue Leadership in Energy and Environmental Design (LEED) Gold Certification to embed sustainability in the design and operation of the proposed ERC. LEED provides a comprehensive green building certification programme (similar to the UK equivalent BREEAM), requiring developments to meet specific criteria and targets to improve sustainability and reduce environmental impacts.</p> <p>A Sustainability Statement (Doc ref 6.8.0) has been prepared in support of the planning proposal outlining the LEED sustainability principles that will be applied to the Proposed Development. These include facilitating sustainable travel modes including rail, cycling, walking and charging infrastructure to encourage the use of electric vehicles.</p>
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6.4 In addition to these feedback themes, a number of people also raised specific suggestions about the design of the Proposed Development. These have been summarised below alongside UDX's response.

Suggestion	Response
<b>Landscaping</b>	
<b>Improve the appearance of the landfill site on the A421</b>	This is outside of the Site, so unfortunately UDX is unable to propose measures to enhance its appearance.
<b>Build a second gate</b>	UDX welcomes the support for a second gate. It has incorporated the potential for an expansion of the theme park to be delivered in the southern part of the Core Zone and this has been taken into account in the Environmental Impact Assessment.
<b>Create a country park to offset impact on Stewartby residents</b>	UDX has included a significant Ecological Enhancement Area within the Lake Zone, adjacent to the existing County Wildlife Site, as well as enhanced walking and cycling routes to connect the Site to the surrounding area. Given the amount of land available, it does not consider it would be appropriate to deliver a new country park, but notes that there is an existing country park, the Millennium Country Park, to the south of the Site, access to which would be improved by the new routes proposed.
<b>Purchase the lake near the B5353 and turn it into a nature reserve</b>	<p>It has been assumed that this request is referring to the existing lakes in the former Kempston Hardwick Pits which is designated as a County Wildlife Site.</p> <p>The Proposed Development includes a significant Ecological Enhancement Area within the Lake Zone, adjacent to the existing County Wildlife Site which would create a new deep-water lake ecosystem with fringing fen and marginal wetland habitats, complementing the existing CWS.</p> <p>This will include:</p> <ul style="list-style-type: none"> <li>• Shallow, littoral banks supporting aquatic vegetation;</li> <li>• Fringing marginal reedbeds and swamp habitat around approximately 60% of the new lake;</li> <li>• Shallow areas with small islands which may support nesting/roosting wetland birds;</li> </ul>



<b>Will the walk and cycle paths be accessible for wheelchairs and mobility scooters.</b>	This is a priority for UDX and the needs of all visitors will be incorporated in the design.
<b>Create a cycle link from Bedford to Marston Moretaine Millennium Park</b>	Connections will be provided that link into the National Cycle Network to Bedford and connections to Marston Millennium Park. Combined, this will provide a route between Bedford and Marston Millennium Park.
<b>Road</b>	
<b>Make sure the Black Cat Roundabout and A421 can accommodate the increased demand</b>	UDX has built a microsimulation model for the A421 from M1 J13 to Black Cat Roundabout, and the surrounding connecting roads into Bedford, and tested the impact of the Proposed Development. The assessment demonstrates that the A421 will operate satisfactorily and can accommodate the forecast demand. The direct free flowing slip roads from the A421 will make sure vehicles exit the A421 and enter the Site smoothly.
<b>Use old or closed off roads to access the Site during construction</b>	UDX will be accessing the site from Broadmead Road and Manor Road during construction and proposing new direct routes from the A421 to the Site to minimise disruption to the network and existing users.
<b>Create a new lane from the A6 to B530 instead of Wixams</b>	Transport evidence does not show a significant effect on the A6/B530 junction, and the Site does not include these areas, as a result UDX has passed on this concern to Bedford BC.
<b>Rail</b>	
<b>Suggestions for park and ride for rail stations</b>	The Wixams rail station is being delivered by the Department for Transport and Network Rail. The proposal does include car parking /park and ride on the western side of Wixams Station.
<b>Include street lighting, extra speed restrictions and cameras</b>	The details in relation to street lighting, speed limits and methods of control will be discussed and agreed with Bedford BC (for the local road network) and National Highways (for the strategic road network). The road proposals have been developed in accordance with relevant design speeds.
<b>Suggestion for new link roads around the A1 and M1</b>	The forecasts have been developed following engagement with the Department for Transport, National Highways and East West Rail, and are considered realistic. A new route between the M1 and the A1 would be a major piece of new strategic infrastructure which is not required to support the Proposed Development.
<b>Divert Broadmead Road and make it join at one of the roundabouts</b>	This is an option that was considered and tested, but the preferred solution is to provide a separate signal control junction at Broadmead Road / Woburn Road and not to connect Broadmead Road to the roundabout.
<b>Comment that changing the B350 and Green Lane would make connections into Bedford more difficult</b>	UDX is not proposing any changes along Green Lane, aside from minor improvements to the pedestrian environment (tactile paving, vegetation maintenance). UDX is not proposing any changes to the access routes to Stewartby and is designing the Proposed Development to make sure there is no desirable access route via Stewartby village for through traffic.

6.1 There were also number of areas where people raised specific concerns about the proposal. The five most common themes have been set out below with UDX's response.



Feedback theme	Response
<b>Generally unsupportive</b> 228 comments requesting the potential theme park is not built	<p>UDX would like to thank all those who took the time to provide feedback throughout the engagement process.</p> <p>Each and every one of the thousands of comments provided has been carefully analysed as UDX continues to develop its plans, and its response to the emerging feedback themes has been provided here within this document.</p> <p>The planning proposal sets out the need for the Proposed Development and the planning balance in the Planning Statement, which includes setting out the benefits of the Proposed Development, and its adverse impacts, and then forms a view on whether those adverse impacts outweigh the benefits. In this case, it is considered that the benefits, including the significant economic contribution that the Proposed Development would make, more than outweigh the adverse impacts.</p>
<b>Noise Impact</b> 188 comments expressing concern about the potential noise impact	<p>UDX has committed to specific noise limits that will apply to the Core Zone during the day and night, which would be secured in any planning permission that may be granted. To achieve these limits, UDX will employ a number of measures, including designing attractions so noise is directed into the resort and perimeter planting to help minimise impacts outside the park.</p>
<b>Impact on infrastructure</b> 161 comments about the potential impact on local infrastructure	<p>UDX's approach is to seek to design and construct the Proposed Development in a way that minimises and mitigates impacts as far as practicable, whilst delivering enhancements to the local community. For instance, it will seek to deliver habitat enhancements as well as transport improvements.</p> <p>It has also looked carefully at existing services, such as healthcare providers and schools and more information can be found in the Environmental Statement.</p>
<b>Protection of wildlife</b> 126 comments about the potential impact on local wildlife	<p>Environmental Statement (ES) Chapter 6 Ecology and Nature Conservation considers the potential impacts of the Proposed Development on the existing habitats and species in the local area. Appropriate mitigation measures are proposed to retain important habitats where reasonable as well as cultivating new areas of replacement habitat.</p> <p>An area of focus will be the current brownfield area within the Site, north of Manor Road. The proposals include the creation of a large Ecological Enhancement Area, linking the water bodies and improving the water quality, and cultivating wetland habitat along the boundaries of the new water body, as well as scrub and tree planting. Work to establish the Ecological Enhancement Area will be a priority, beginning in the early stage of construction.</p> <p>Elstow Brook, which is also located within the Site, has the potential to support a number of important species. This will be protected, with a 9m buffer of habitat retained and enhanced along its banks. The habitat buffer will be maintained as an area of limited light levels, providing a foraging and commuting corridor for not only the species directly supported by the brook, but also bats.</p> <p>Further opportunities to enhance habitats will be explored as detailed designs emerge.</p>
<b>Resident impact</b> 91 comments about the potential	<p>UDX puts collaboration and community engagement at the core of any new experience it explores. It works to ensure that the significant benefits of its theme parks and resorts are reinvested into the local area and focuses on operating its theme parks effectively to minimise disruption. This includes:</p>





<p>impact on local residents</p>	<ul style="list-style-type: none"> <li>• Wildlife and ecology - UDX plants thousands of trees and creates green, natural buffers around its Sites to both enhance biodiversity and shield local communities.</li> <li>• 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 ERC. The proposed development would include the design of sustainable drainage plans that control run off into water bodies and minimise flood risk.</li> <li>• Noise and light – UDX designs the different areas within its theme park using advanced technology that focuses all the sound and light effect inwardly. As a result, the noise and light emanating from each land – and the theme park as a whole – is minimised.</li> </ul> <p>UDX is also committed to being part of the community and maintaining good dialogue and engagement throughout the construction period and operation of the ERC.</p>
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## 7. CONCLUSION

- 7.1 The potential for a UDX ERC coming to the UK has attracted widespread interest from the public and key stakeholders.
- 7.2 Thousands of individuals have provided comments and detailed feedback across five distinct phases of engagement, which started when UDX first began speaking with a small number of key stakeholders in September 2022.
- 7.3 UDX has sought to encourage feedback by sharing information on its early designs and, when speaking to the public, sought to identify specific areas of influence where it would particularly welcome feedback and the areas where it was best placed to decide matters.
- 7.4 Through this engagement, UDX has heard feedback from a diverse range of people. This includes key stakeholders, representing local community and business groups, as well as regional and national bodies, who have been contacted at several stages. The Site's 20 closest addresses on Manor Road have also been directly contacted and kept informed about the proposals at each key stage. For the main public engagement, around 7,700 local addresses were sent a publicity flyer, and two public events were held which welcomed 1,478 attendees. A dedicated paid social media advertising campaign was organised, alongside digital media advertising and local media outreach to generate significant coverage and widespread awareness of the proposals. As a result, 5,480 people have signed up for regular updates as part of a dedicated project mailing list.
- 7.5 UDX also launched and kept updated a bespoke project website to provide an online resource for people to access the latest information about the project; this was visited by over 18,491 people during the engagement period from April to May 2024, as well as a freephone and dedicated email address which received 15 calls and 130 emails respectively.
- 7.6 Feedback was collected thorough a range of different methods, including a survey that was completed 6,111 times during the public engagement period between April and May 2024 and the 124 meetings that have been held with key stakeholders since September 2022.
- 7.7 UDX has considered every piece to of feedback received as it continues to develop its plans. While the feedback has been overwhelmingly positive, with 92% of those completing the survey indicating they would support the project, UDX has also sought to carefully respond to specific questions and the common themes raised. This has been set out in Section 6 of this report, and some of the key principles incorporated from this feedback are included below:
  - a. Access from the A421 has been designed to eliminate impacts on private land, instead these improvements (which will be public facilities that serve the local community) will be located on UDX's land in the West Gateway Zone.
  - b. The Manor Road realignment has been shifted to the south to provide and maintain a separate access driveway to existing residences as well as improved landscaping and active travel opportunities. The design at the junction of Ampthill Road shifted to minimise traffic impacts on Ampthill Road coming from the newly planned Wixams west plaza.
  - c. New active travel connections have been incorporated in the Proposed Development, including access by foot and cycle.



- d. The new Wixams station has been designed and located in a position that is capable of serving not only the resort but can also serve future residential development on adjacent sites, and the local community as a whole.
- e. Land has been safeguarded for a future EWR station, should this be delivered in the future.
- f. UDX has committed to a series of controls to minimise light, noise and vibration outside the resort, including meeting specific noise levels during the day and night.
- g. The Proposed Development includes a generous Ecological Enhancement Area and Outline Habitat Creation and Enhancement Plan which will enhance and create new habitat areas, including a new deepwater lake ecosystem in the Lake Zone.

7.8 This project has the potential to be transformative for Bedford and deliver significant benefits for the UK economy. UDX has been incredibly appreciative of the very warm welcome it has received and has been delighted by the enthusiasm and overwhelmingly positive responses provided.

7.9 UDX would now like to take this opportunity to thank everyone involved to date in providing their thoughts and will continue to engage and update local communities and other stakeholders as designs for the Site progress.



## 8. APPENDICES

Set out below are the key documents used as part of the engagement process:

- Appendix A: Project stakeholder list
- Appendix B: Letter hand delivered to Manor Road residents and published on the website in December 2023
- Appendix C: Example follow-up email issued to stakeholders in December 2023
- Appendix D: Press notice from December 2023
- Appendix E: Summary of media coverage.
- Appendix F: Public engagement information pack from April 2024.
- Appendix G: Public engagement period publicity flyer and distribution radius
- Appendix H: Letter hand delivered to Manor Road residents and published on the website in April 2024
- Appendix I: Emails issued to key stakeholders and statutory consultees in April 2024
- Appendix J: Digital advert placed in Bedford Independent to publicise the engagement process in April 2024
- Appendix K: Social media advertising to publicise the engagement process in April 2024
- Appendix L: Slides from the presentation made at the public exhibition events in April 2024
- Appendix M: Feedback survey for the engagement period (online and hard copy)
- Appendix N: Project microsite
- Appendix O: Post engagement period update to residents and stakeholders in May 2024
- Appendix P: Full list of feedback (attached as separate document)
- Appendix Q: Update letter regarding Economic Impact Analysis (EIA)
- Appendix R: Update letter regarding letter from six local authorities to the Prime Minister
- Appendix S: Privacy statements
- Appendix T: Statutory stakeholder feedback
- Appendix U: Stakeholders contacted in April 2025



## Appendix A: Project stakeholder list

### Political stakeholders

Role	Organisation
<b>Bedford Borough Council leadership</b>	
Mayor of Bedford	Bedford Borough Council
CEO	Bedford Borough Council
Mayor's assistant for Economic Affairs	Bedford Borough Council
Chief Officer, Planning, Development & Infrastructure	Bedford Borough Council
Manager for the Bedford Town Deal	Bedford Borough Council
Manager for Communications and Communities	Bedford Borough Council
Deputy Mayor and Portfolio Holder for Environment, Highways & Transport	Bedford Borough Council
Portfolio Holder for Leisure and Culture	Bedford Borough Council
Portfolio Holder for Town Centres and Planning	Bedford Borough Council
Leader of the Labour group	Bedford Borough Council
Leader of the Liberal Democrat group	Bedford Borough Council
Chief Education Officer	Bedford Borough Council
Senior Data and Statutory Education Returns Officer	Bedford Borough Council
<b>Central Bedfordshire Council leadership</b>	
Leader of the Council	Central Bedfordshire Council
Executive Member for Planning and Development	Central Bedfordshire Council
n/a	Princes Trust
<b>Milton Keynes Council leadership</b>	
Leader of the Cabinet	Milton Keynes Council
<b>Members of Parliament</b>	
Member of Parliament for Bedford	Parliament
Member of Parliament for Mid Bedfordshire	Parliament
Member of Parliament for North East Bedfordshire	Parliament
<b>Police and Crime Commissioner – Bedford</b>	
Police and Crime Commissioner	Bedfordshire Police
<b>Bedford Borough Council</b>	
Wixams and Wilstead ward members (local ward)	
Wootton and Kempston Rural ward members (neighbouring ward)	
Houghton Conquest and Haynes ward member (neighbouring ward)	
Cranfield and Marston Moretaine ward members (neighbouring ward)	
All other Bedford Borough councillors	
<b>Local Parish Councils</b>	
Chairman of the Parish Council	Wootton Parish Council
Clerk of Wootton Parish Council	Wootton Parish Council
Chairman of the Parish Council	Wixams Parish Council



Clerk of Wixam Parish Council	Wixams Parish Council
Chair of the Parish Council	Stewartby & Kempston Hardwick Parish Council
Clerk of Stewartby & Kempston Hardwick Parish Council	Stewartby & Kempston Hardwick Parish Council
Chairman of the Parish Council	Wilstead Parish Council
Clerk of Wilstead Parish Council	Wilstead Parish Council
Parish Council Clerk	Kempston Rural Parish Council

## Non-political stakeholders

<b>Local amenity groups, campaigns and charities</b>
Access Bedford
Bedford Architectural, Archaeological and Local History Society
Wilstead Model Flying Club
Bedford Branch of the Historical Association
Bedford Branch of the Wildlife Trust
Bedfordshire Rural Communities Charity
Bedford for a Re-consultation (BFARe)
Bedfordshire Bird Club
<b>Autism Bedford</b>
Access Bedford
Bedford District Cerebral Palsy Society
Bedford Borough Parent Carer Forum
Disability resource and training
FACES Family Support
Bedford Youth Cabinet
Age UK Bedfordshire
Harpur Trust
Better Housing Better Health
Bedford Foodbank
Bedford Citizens Advice
Happy Parents Happy Baby Antenatal Classes
Bedford Indian Community
<b>Bedfordshire Employment and Skills Academy</b>
<b>The Jobs Hub</b>
4YP
Groundwork Bedfordshire
Central Bedfordshire Youth Council Support Service
Supported Employment Service - Bedford Borough Council
Greensand Trust
Forest of Marston Vale
<b>Education Group</b>
<b>Schools</b>
Bedford College Group
Kimberley Sixth-Form College (Stewartby)
Bedford College Group
Cranfield University
Willow Grove Primary School (Kempston Hardwick)
Wixams Academy



Wixams Tree Primary School
Lakeview School (Wixams)
Wootton Upper School
Wootton Lower School
St Mary's Preschool (Wootton)
Marston Vale Forest School (Wootton)
Blue Orkids Nursery (Wootton)
Bizzy Bees Preschool (Wootton)
Kempston Academy
Ridgeway School (Kempston)
Balliol Primary School (Kempston)
Balliol Preschool (Kempston)
Daubeney Academy (Kempston)
Springfield Primary School (Kempston)
The Lodge Preschool (Kempston)
Houghton Conquest Lower School
Broadmead Lower School (Stewartby)
Marston Vale Middle School (Stewartby)
Wilstead Primary School
Wilstead Preschool
University of Bedfordshire
<b>Religious groups</b>
Diocese of St. Albans
Guru Nanak Gurdwara Bedford
Ramgarhia Sikh Society
Christ the Word Church Wixams
St Mary's Church (Wootton)
Wootton Methodist Church
All Saints Kempston
Catholic Church of Our Lady (Kempston)
Kempston East Methodist Church
Kempston West Methodist Church
Parish Church of the Transfiguration (Kempston)
Salaam Masjid (Mosque) Kempston
Wilstead Methodist Church
Wilstead Evangelical Church
Diocese of St. Albans
University of Bedfordshire
Guru Nanak Gurdwara Bedford
Ramgarhia Sikh Society
Bedford Council of Faiths
Christ the Word Church Wixams
St Mary's Church (Wootton)
Wootton Methodist Church
Wootton Baptist Church
All Saints Kempston
Catholic Church of Our Lady (Kempston)
Kempston East Methodist Church
Kempston West Methodist Church
Parish Church of the Transfiguration (Kempston)
Kempston Gospel Hall



Salaam Masjid (Mosque) Kempston
Church of All Saints Houghton Conquest
Stewartby United Church
All Saints' Church (Wilstead)
Wilstead Methodist Church
Wilstead Evangelical Church
<b>Halls and community spaces</b>
Lakeview Village Hall (Wixams)
Wootton Village Hall
All Saints Church Hall (Kempston)
Addison Centre (Kempston)
Southfields Community Centre
Houghton Conquest Village Hall
Wilstead Village Hall
<b>Transport infrastructure</b>
The Disabled Persons Transport Advisory Committee
Bedfordshire Fire and Rescue Service
The Forestry Commission
Bedfordshire, Luton and Milton Keynes Integrated Care Board
The Civil Aviation Authority
Campaign for the Protection of Rural England
British Horse Society
The Wildlife Trust
Nature space Partnership
Royal Society for the Protection of Birds (RSPB)
Butterfly Conservation
Ramblers' Society
Anglian Water
<b>Law enforcement</b>
<b>MI5</b>
<b>Bedfordshire Constabulary</b>
<b>Additional local businesses and groups</b>
Bedford BID
Business Buzz - Bedfordshire
Bedford Breakfast Club
South East Midlands Local Enterprise Partnership
Oxford to Cambridge Partnership
Women in Business Network - Bedford and Ampthill
Network in Beds (NIB) - business network
<b>Additional local businesses along Manor Road</b>
The Marquee Bedford
Bedford Remarketing Centre
Specialist Power Systems
Paul Riches Skips
Gap Automation
G Moore Haulage
<b>Manor Road residents</b>
1 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
2 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
3 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43





4 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
1 Vine Cottage, Manor Road, Kempston Hardwick, BEDFORD, MK43
2 Vine Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
5 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
6 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
7 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
8 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
9 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
10 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
11 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
12 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
5 Kempston Court, Manor Road, Kempston Hardwick, BEDFORD, MK43
Askern House, Manor Road, Kempston Hardwick, BEDFORD, MK43
Coronation Bungalow, Manor Road, Kempston Hardwick, BEDFORD, MK43
Eden Lodge, Manor Road, Kempston Hardwick, BEDFORD, MK43
Silverdale, Manor Road, Kempston Hardwick, BEDFORD, MK43
Moat House, Manor Road, Kempston Hardwick, BEDFORD, MK43
Kempston Hardwick Caravan Site, Ampthill Road, Kempston Hardwick, Bedford MK45 3NJ
<b>Statutory stakeholders</b>
Government departments
The Health and Safety Executive
The Highway Authority - The Secretary of State for Transport
The Highway Authority - Bedford Borough Council (as unitary authority)
Railway network operators: Govia Thameslink Railway; East Midlands Railway; National Rail; London Northwestern Railway
The Environment Agency
Historic England
Natural England
The local lead flood authority (Bedford Borough Council)
The Canal and River Trust
Active Travel England
<b>National Highways</b>



**Appendix B: Letter hand delivered to Manor Road residents and published on the website in December 2023**  
**Letter to residents previously engaged**



20 December 2023

**A message from Universal Destinations and Experiences**

Dear local resident,

This week, you may have seen media reports concerning Comcast Corporation's purchase of a parcel of land near Bedford, as well as speculation surrounding the land's potential use.

As you will be aware, Kirkby Diamond has been engaging with you about the potential purchase of your property. They have been acting on behalf of our agents Saphira, and we are now writing to introduce ourselves and share more information about the potential project we are considering as it currently stands.

Universal Destinations and Experiences, which is part of Comcast Corporation and based in the United States, is in the very early stages of exploring the possibility of a potential park and resort experience at this location. While we do own the land, we are only at the beginning of our feasibility study as part of our evaluation of potential sites. It may well therefore be many months before we decide whether to proceed with the project.

Our destinations around the world — from the United States to Japan and China — are beautifully designed and landscaped resorts that offer world-class service and feature immersive experiences that invite people to step into the stories they have imagined in their hearts and minds. They also create thousands of jobs and generate significant positive economic impact, both locally and further afield. We are also committed to enhancing natural beauty and protecting the ecology of the areas where we operate.

Above all, we have a strong track record of working together with local communities and relevant stakeholders as we consider any new project — engaging with the local community in Bedford, Kempston Hardwick, Stewartby, Wixams, Wootton, and elsewhere will be no different.

While we have been encouraged by the positive nature of conversations we've had so far with various national and local stakeholders — including Bedford Borough Council and the Mayor of Bedford Borough — we plan to work closely with our local communities should we progress. With this in mind, and as we continue our feasibility study, we have launched a new website [www.universalukproject.co.uk](http://www.universalukproject.co.uk) to provide any relevant updates.

There is still a long way to go, and we may not have any more information to share in the near term. Rest assured, if this potential project does progress, we will reach out to you again.

We hope this update has been helpful and look forward to closer partnerships locally and nationally as we continue to explore the possibility of bringing a park and resort experience to Bedford Borough.

Yours sincerely,

John McReynolds  
External Affairs, Universal Destinations & Experiences  
[john.mcreynolds@uniparks.com](mailto:john.mcreynolds@uniparks.com)

Gidon Freeman  
Government and Regulatory Affairs, NBCUniversal  
[gidon.freeman@nbcuni.com](mailto:gidon.freeman@nbcuni.com)

**UNIVERSAL DESTINATIONS & EXPERIENCES**  
1000 UNIVERSAL STUDIOS PLAZA ORLANDO FLORIDA 32819  
[www.universalparks.com](http://www.universalparks.com)



## Letter to residents not engaged before 20<sup>th</sup> December 2023



20 December 2023

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John McReynolds  
External Affairs, Universal Destinations & Experiences  
[john.mcreynolds@uniparks.com](mailto:john.mcreynolds@uniparks.com)

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Yours sincerely,

John McReynolds  
External Affairs, Universal Destinations & Experiences

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Government and Regulatory Affairs, NBCUniversal

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### **Appendix C: Example follow-up email issued to stakeholders in December 2023**

Dear [REDACTED]

Thanks for your time on the phone just now.

As mentioned, my colleague John will be back in the UK in January and we'd be delighted to come and brief you in more detail on what's envisaged. This could be done together [REDACTED] or separately – whatever works.

For now, you have my contact details below and I wish you a happy Christmas and holiday season.

Very best wishes,



## Appendix D: Press notice from December 2023

### STATEMENT ATTRIBUTABLE TO A UNIVERSAL DESTINATIONS & EXPERIENCES SPOKESPERSON

We recently acquired land in Bedford and are at the early stages of exploring its feasibility for a potential park and resort at this site. It will be many months before we are ready to make a decision to proceed and we look forward to engaging with all relevant stakeholders and the local community.

## Appendix E: Summary of media coverage

### December 2023 – project launch in public domain

#### Summary



#### List

Orlando Park Stop
Bedford Independent
BBC
Bloomberg
Bury Times
Daily Express
Daily Mail
Deadline
Disney Tourist Blog
Independent
Inside the Magic x2
Lab Bible
Men's Journal
All Ears
Attractions Magazine
National World
Planet Attractions
Redlands Daily Facts
Spectrum News 1
The Caterer
The Hollywood Reporter
The Mirror





The Standard

The Sun

The Wall Street Journal

Theme Park Tourist

V2 Radio

WESH

## April 2024 – ahead of public engagement events

### Summary



### List

#### Attraction Source

Back to the Movies

Bedford Independent

Bedford Independent (follow-up)

Bedford Today

Bedford Today (follow-up)

BBC

Blooloop

Business Matters

Intergame

Daily Mail

Lad Bible

Milton Keynes Citizen

The Times

The Sun

Theme Park Insider

Theme Park Tourist



## April 2024 – during the public engagement events period Summary



### List

**Back to the Movies**

**BBC**

**BBC Bedfordshire (x2)**

**BBC Sounds**

**Bedford Independent**

**Bedford Today (x2)**

**Bloolooop**

**Daily Express**

**EAP Magazine**

**Inside the Magic (x2)**

**Intergame**

**KSWB-TV (San Diego, CA)**

**Milton Keynes Citizen**

**The Telegraph**

**The Mirror**

**Theme Park Tourist**





**Appendix F: Public engagement period information pack from April 2024**



# 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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)



# 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.

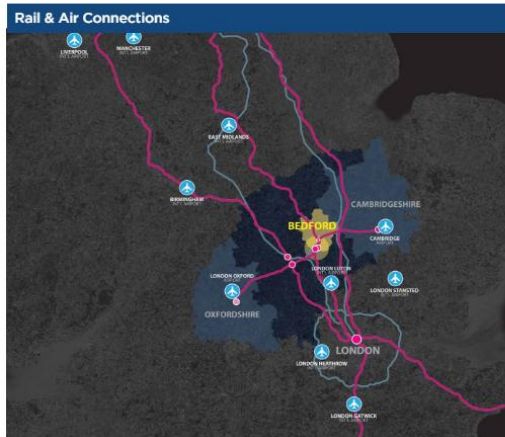


## Why the UK?

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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)





# 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 destinations (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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)



## *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.



Share your feedback  
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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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)





# 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.



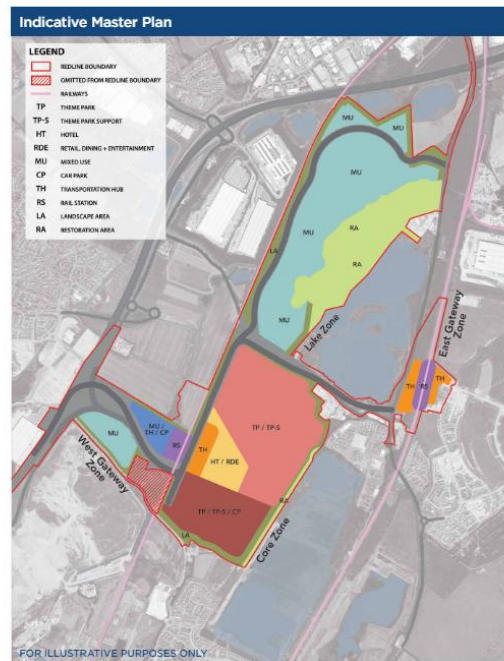
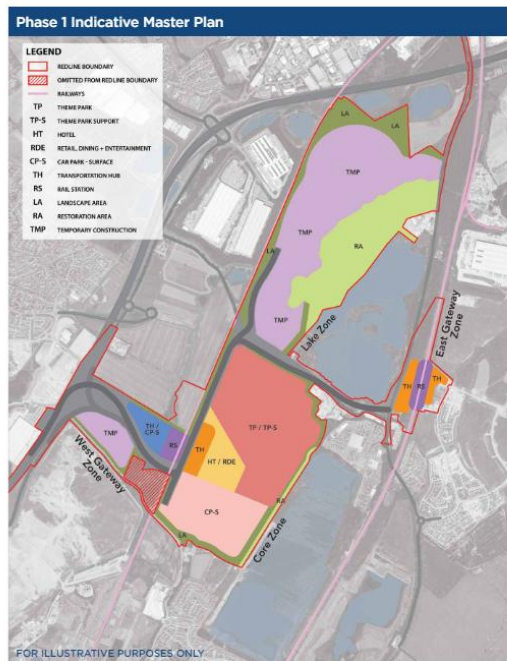
We recognise the tremendous excitement our theme parks and developments bring, yet it is too early in the process to know the possibilities of featured attractions and experiences. Should we proceed with the project, we would confirm these at a later stage.

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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)



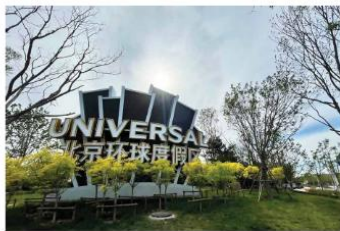
# OUR DESIGN STANDARDS

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.



Share your feedback  
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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.

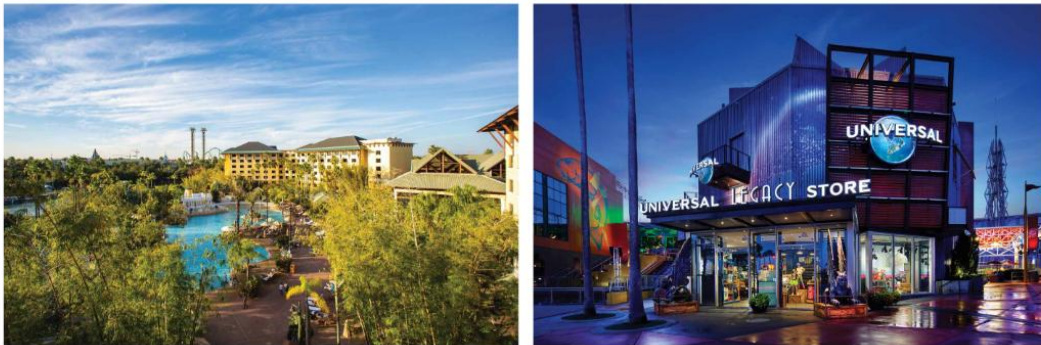


## The wider resort – CityWalk, hotels and entertainment

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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)



# 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?



Share your feedback  
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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.

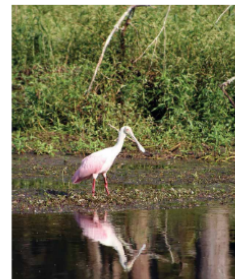
### Have your say

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.

Night Time Park Perimeter



Night Time Parking Garage



### 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.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)





# 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.

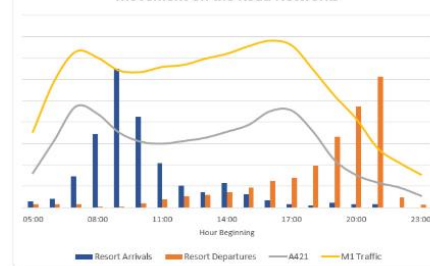
## When would people travel to this site?

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.

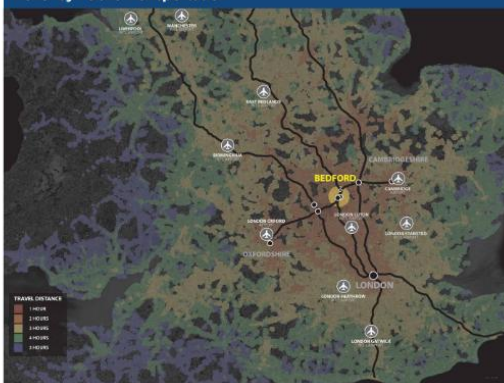
Major Road and Train Network



Movement on the Road Networks



Travel by Public Transportation



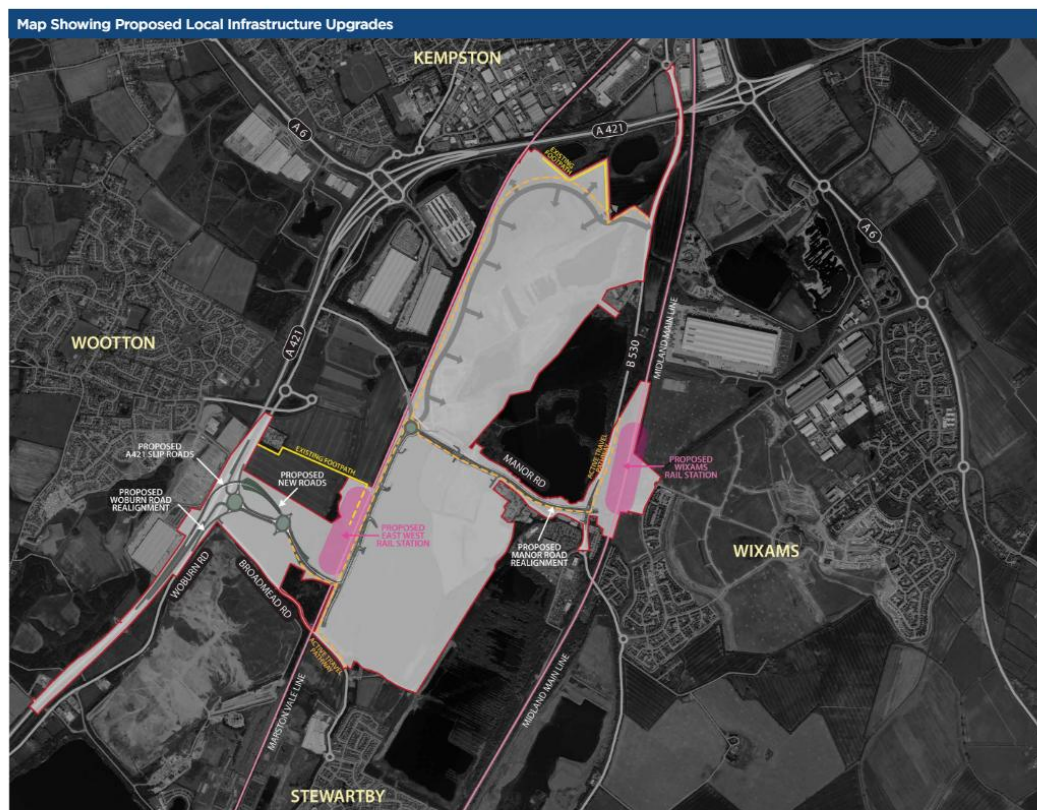
# INVESTING IN LOCAL INFRASTRUCTURE

## 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.



### Have your say

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



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)





# 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



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)



# 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.

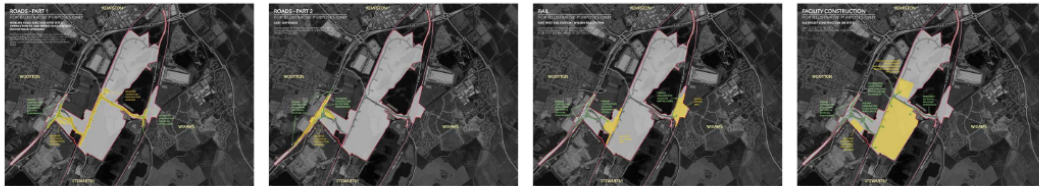
## Employing locally

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. v



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)





# 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](mailto: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](http://www.universalukproject.co.uk) for news and information. Any future updates on the project will be posted there.



Share your feedback  
[universalukproject.co.uk](http://universalukproject.co.uk)





# POTENTIAL THEME PARK AND RESORT PROJECT



# UPDATE ON POTENTIAL THEME PARK AND RESORT PROJECT IN BEDFORD

**Universal Destinations & Experiences is exploring bringing a potential new theme park and resort experience to the UK.**

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.

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Please note, while we recognise the tremendous excitement our developments bring, at this stage it is still too early in the process to know the possibilities of featured attractions and experiences, and so these do not form the basis of any materials.

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To find out more, visit:  
**[universalukproject.co.uk](https://universalukproject.co.uk)**



## Public events

We will be holding two public exhibition events for local residents, businesses and the wider community. We will not be sharing information about our proposals that is not already on the website, so if you would like to learn more, please visit: **[universalukproject.co.uk](https://universalukproject.co.uk)**

Please feel free to drop in on one of the dates listed below. Once you have had a chance to review the information pack on the website, we encourage you to provide feedback via the survey. The survey will be open until **Friday 3 May 2024**.

### Saturday 13 April, 11am – 4pm

Kimberley College, Green Lane, Stewartby, MK43 9LY

#### Getting here

⇒ Stewartby train station

🚌 C5 bus

P Free parking

*There is limited parking available which will be clearly signposted on Green Lane.*

---

### Tuesday 16 April, 4.30pm – 8pm

Bedford College, Modern Methods of Construction (MMC) building, Cauldwell Street, MK42 9AH

#### Getting here

⇒ Bedford train station

🚌 44 and MK1 buses

P Free parking

*There is limited parking available which will be clearly signposted on Cauldwell Street. To save time, please use the public car parks on Melbourne Street or Duck Mill Lane, which are less than five minutes' walk away.*

## Get in touch

✉ Email: **[universalukproject@londoncommunications.co.uk](mailto:universalukproject@londoncommunications.co.uk)**

📞 Freephone: **0800 307 7141**

📍 Visit: **[universalukproject.co.uk](https://universalukproject.co.uk)**

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





Distribution radius



**Appendix H: Letter hand delivered to Manor Road residents and published on the website in April 2024**

**Letter to residents along Manor Road  
Front page**



Friday 5 April 2024

Dear neighbour,

**An update from Universal Destinations & Experiences**

In December 2023, we shared the news that Universal Destinations & Experiences, a U.S. based company that is part of Comcast Corporation, purchased an approximately 476-acre parcel of land just south of Bedford, with the goal of exploring a potential new theme park and resort project 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.

**Why we are exploring this site**

We selected the Bedford site, which includes the former Kempston Hardwick brickworks, as an ideally suitable location. It has been identified for development by Bedford Borough Council for some time and it has the size and flat topography that is important for a large-scale theme park resort.

Bedford and the site are also well connected for travel from all parts of the UK – and are well-served by fast rail links into London and to Luton Airport.

More broadly, 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.

**Our public engagement**

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).

The Secretary of State for the Department for Culture, Media and Sport has agreed to act as the sponsor of a potential special development order application for the project within Government. This means the planning decision maker would be the Department for Levelling Up Housing and Communities.

To prepare for a planning application submission and to secure the necessary planning approvals, we are holding a period of public engagement. This period is the best opportunity for you to engage as it 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.

**The key takeaways:**

- Universal Destinations & Experiences is exploring a potential theme park and resort project just south of Bedford.
- We are currently undertaking feasibility and due diligence work and no decisions have been made about whether or not to proceed with the potential project.
- We are beginning a period of public engagement. Please visit the project website for further information:  
[www.universalukproject.co.uk](http://www.universalukproject.co.uk)

**UNIVERSAL DESTINATIONS & EXPERIENCES**

1000 UNIVERSAL STUDIOS PLAZA ORLANDO FLORIDA 32819  
[www.universalparks.com](http://www.universalparks.com)



## Back page

Our public engagement period will run for 28 days from today (Friday 5 April 2024) and **will close on Friday 3 May 2024.**

Our project website [www.universalukproject.co.uk](http://www.universalukproject.co.uk) includes information specific to this period as well as a short survey for people to provide their feedback. This is the best opportunity to share feedback about our potential proposal and influence the project.

We will also be hosting two exhibition events specifically for local residents, businesses, and the wider community where we will share the same information that is on our website. We are publicising the dates and locations for these extensively and have enclosed a flyer with more information should you wish to attend.

Collaboration and community engagement remain at the core of how we do business around the world. We appreciate everyone who has engaged with us so far and look forward to hearing your feedback.

Yours sincerely,

John McReynolds

External Affairs, Universal Destinations & Experiences  
[john.mcreynolds@uniparks.com](mailto:john.mcreynolds@uniparks.com)



Gidon Freeman

Government and Regulatory Affairs, NBCUniversal  
[gidon.freeman@nbcuni.com](mailto:gidon.freeman@nbcuni.com)



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[www.universalparks.com](http://www.universalparks.com)





Friday 5 April 2024

Dear neighbour,

#### **An update from Universal Destinations & Experiences**

In December 2023, we shared the news that Universal Destinations & Experiences, a U.S. based company that is part of Comcast Corporation, purchased an approximately 476-acre parcel of land just south of Bedford, with the goal of exploring a potential new theme park and resort project 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.

#### **Why we are exploring this site**

We selected the Bedford site, which includes the former Kempston Hardwick brickworks, as an ideally suitable location. It has been identified for development by Bedford Borough Council for some time and it has the size and flat topography that is important for a large-scale theme park resort.

Bedford and the site are also well connected for travel from all parts of the UK – and are well-served by fast rail links into London and to Luton Airport.

More broadly, 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.

#### **Our public engagement**

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).

The Secretary of State for the Department for Culture, Media and Sport has agreed to act as the sponsor of a potential special development order application for the project within Government. This means the planning decision maker would be the Department for Levelling Up Housing and Communities.

To prepare for a planning application submission and to secure the necessary planning approvals, we are holding a period of public engagement. This period is the best opportunity for you to engage as it

#### **The key takeaways:**

- Universal Destinations & Experiences is exploring a potential theme park and resort project just south of Bedford.
- We are currently undertaking feasibility and due diligence work and no decisions have been made about whether or not to proceed with the potential project.
- We are beginning a period of public engagement. Please visit the project website for further information:  
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## Back page

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Yours sincerely,

Universal Destinations & Experiences

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**Appendix I: Emails issued to key stakeholders and statutory stakeholders in April 2024**  
**Launch template letter with meeting offered**  
**Front page**



Friday 5 April 2024

**A message from Universal Destinations and Experiences**

Dear XX,

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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.

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- We are beginning a period of public engagement. Please visit the project website for further information:  
[www.universallukproject.co.uk](http://www.universallukproject.co.uk)

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We would also value the opportunity to meet with you during the engagement period. If this would be of interest, please do let us know by sharing your availability at [universalukproject@londoncommunications.co.uk](mailto:universalukproject@londoncommunications.co.uk).

Collaboration and community engagement remain at the core of how we do business around the world. We appreciate everyone who has engaged with us so far and look forward to hearing your feedback.

Yours sincerely,

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External Affairs, Universal Destinations & Experiences  
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Yours sincerely,

John McReynolds  
External Affairs, Universal Destinations & Experiences

Gidon Freeman  
Government and Regulatory Affairs, NBCUniversal


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# WE ARE EXPLORING A POTENTIAL THEME PARK AND RESORT PROJECT IN BEDFORD

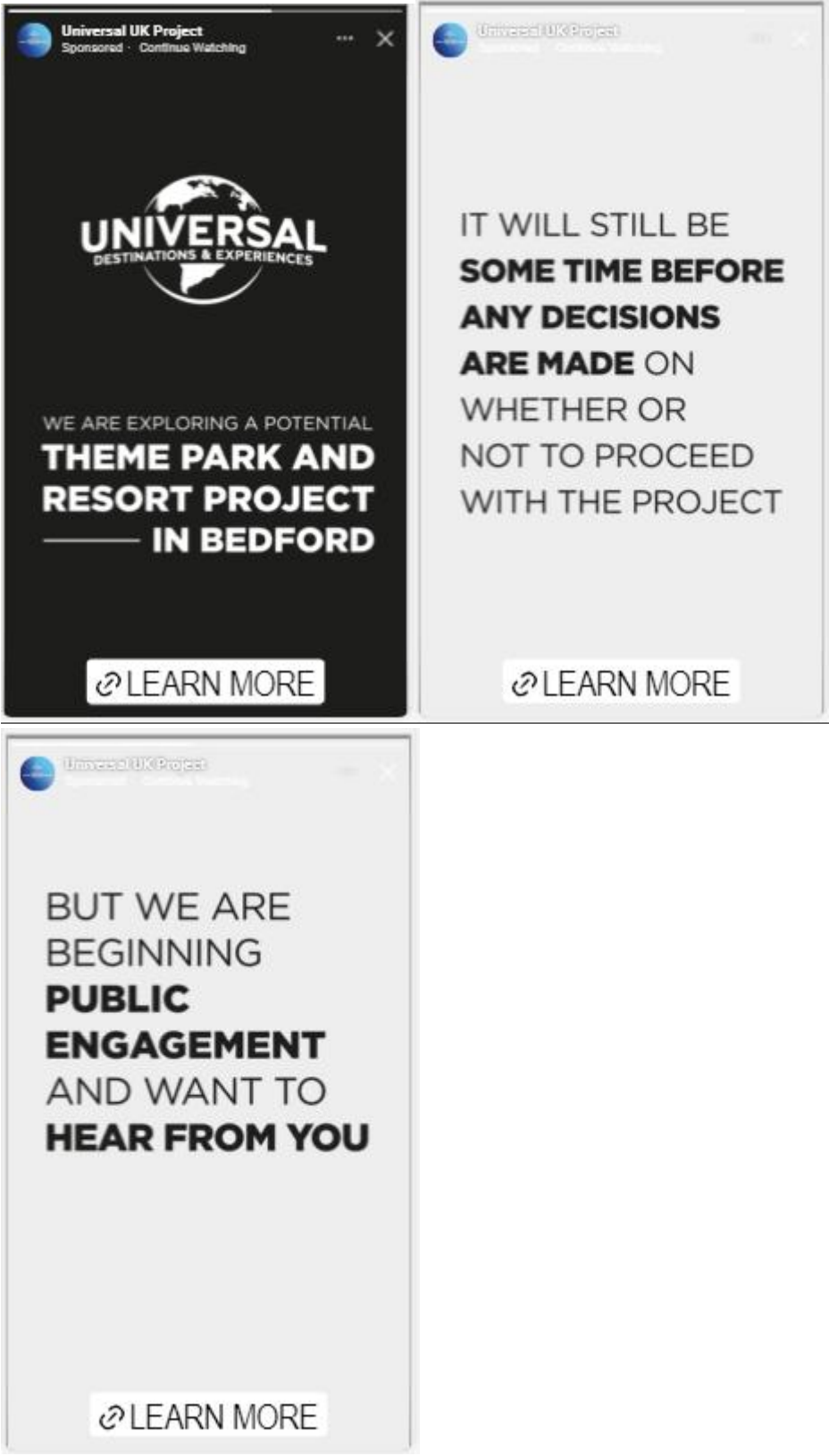
We have spent the last several months undertaking feasibility and due diligence work as well as discussing the project with local and national stakeholders. It will still be some time before any decisions are made on whether or not to proceed with this project. We are now beginning public engagement and have updated our website with some new information, including details of our upcoming public exhibition events on **Saturday 13 April** and **Tuesday 16 April 2024**. You will be able to share feedback until **Friday 3 May 2024**. To find out more, please visit our website.


[universalukproject.co.uk](https://universalukproject.co.uk)





Appendix K: Social media advertising to publicise the engagement process in April 2024







**UNIVERSAL**  
DESTINATIONS & EXPERIENCES

**This presentation will take place every half an hour.**

**Welcome!**



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)







# Why we're here

We want to hear from you before our engagement closes on **Friday 3 May 2024.**

We will then consider and incorporate your feedback where appropriate.



Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)



Please note this video includes flash photography.



# Why Europe?



A world map with a dark blue background. Six Universal Studios locations are marked with colored pins and labels: Universal Studios Hollywood (green pin), Universal Orlando Resort (blue pin), Universal Beijing Resort (orange pin), Universal Studios Japan (purple pin), Universal Studios Singapore (pink pin), and Universal Studios London (yellow pin). The map shows the continents in a lighter blue color.

UNIVERSAL STUDIOS HOLLYWOOD

UNIVERSAL ORLANDO RESORT

UNIVERSAL BEIJING RESORT

UNIVERSAL STUDIOS JAPAN

UNIVERSAL STUDIOS SINGAPORE

UNIVERSAL STUDIOS LONDON

Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)

UNIVERSAL  
EXPERIENCES & TECHNOLOGIES




# Benefitting Bedford and the region

Employment and training


Celebrating the natural world

Partnering with local organisations


Facilitating infrastructure improvements





Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)




## Give us your feedback







Share your feedback  
[universalukproject.co.uk](https://universalukproject.co.uk)







**Thank you!**



**Appendix M: Feedback survey for the engagement period (online and hard copy)**  
**Front page**



# SHARE YOUR FEEDBACK

## About You

Name \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

We would like to collect some basic personal details such as your email, phone number and postcode. You do not have to provide any details to complete the survey, however any information you do share will help to inform the consultation report we will be preparing for Government and allow us to keep you up to date on the project. Any personal details you do provide will be held in accordance with our Privacy Policy. Are you happy to consent to provide this information to us? ☐ Yes ☐ No

Universal Destinations & Experiences (UDX) is not soliciting or accepting ideas or proposals for designs, concepts, or creative materials for attractions, products or services to be offered by them or their affiliates. It should be recognized that UDX may develop ideas similar to any shared during the engagement process, and no person will be entitled to any compensation for any such ideas or proposals.

## What is your relationship to the site? (Tick as many as appropriate)

- |   |  |
|---|--|
| <input type="checkbox"/> I live nearby (less than an hour away) | <input type="checkbox"/> I live, work or study elsewhere in the UK (over an hour away) |
| <input type="checkbox"/> I work nearby                          | <input type="checkbox"/> I live, work or study outside of the UK                       |
| <input type="checkbox"/> I study nearby                         | <input type="checkbox"/> Other (please specify) _____                                  |
| <input type="checkbox"/> I visit here often                     |  |

## What is the most important consideration for you when considering a potential theme park and resort project in Bedford?

(Tick as many as appropriate)

- |  |  |
|--|--|
| <input type="checkbox"/> Creating training opportunities               | <input type="checkbox"/> Creating employment opportunities         |
| <input type="checkbox"/> Delivering local economic and social benefits | <input type="checkbox"/> Road and Infrastructure improvements      |
| <input type="checkbox"/> Environmental considerations                  | <input type="checkbox"/> Improving public walkways and cycle paths |
|  | <input type="checkbox"/> Other (please specify) _____              |

## Should we proceed with this development we would also help to facilitate a number of significant local infrastructure upgrades. Which of the following do you think is most important? (Tick as many as appropriate)

- |   |   |
|---|---|
| <input type="checkbox"/> Improving the local road network | <input type="checkbox"/> Improving local walking and cycle path |
| <input type="checkbox"/> Improving the local rail network | <input type="checkbox"/> Other (please specify) _____           |
| <input type="checkbox"/> Improving the local bus network  |   |

## It is really important to us that we invest heavily into the environment around our parks. This might include planting new trees, creating natural barriers and protecting and enhancing existing wildlife. What would you most want to see? (Tick as many as appropriate)

- |   |   |
|---|---|
| <input type="checkbox"/> Planting new trees                 | <input type="checkbox"/> Adding natural screening of the park |
| <input type="checkbox"/> Creating new habitats for wildlife | <input type="checkbox"/> Other (please specify) _____         |

## If we progress this project we would be looking to make significant improvements to local walkways and cycle paths. Is this something you would use?

- |                              |   |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Don't know                   |
| <input type="checkbox"/> No  | <input type="checkbox"/> Other (please specify) _____ |



**Back page**

**How often do you think you would use these new routes?**

	Daily	Weekly	Monthly	Few times a year	Never	Not sure
Cycle paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**We want to celebrate the history and heritage of this area. If we were to develop this site, how do you think we could best do this?** (Tick as many as appropriate)

- |   |   |
|---|---|
| <input type="checkbox"/> Naming paths and walkways                              | <input type="checkbox"/> Naming a restaurant or bar inside our park |
| <input type="checkbox"/> Reusing old bricks from the old brickworks in the area | <input type="checkbox"/> Other (please specify) _____               |

**Across our parks, we look to support local initiatives and charities. Are there any particular organisations you would like to see us support in the area should we go ahead with this project?**

\_\_\_\_\_

**We embed ourselves in the communities where we operate by working with local schools, employees and business groups to create jobs, skills, training and educational opportunities. Do you have any suggestions for who we should collaborate with?**

\_\_\_\_\_

**This project has the potential to be transformative for Bedford and deliver significant benefits for the UK economy.** Our resorts create thousands of jobs, help to drive footfall to existing local businesses, and unlock major investment into local infrastructure. In Bedford, we believe a project like the one we are exploring could create 8,000 new full time jobs once in operation and facilitate significant infrastructure improvements. We are still many months away from deciding whether or not we would proceed with this potential project. Would you support a potential park and resort coming to this site?

- |                              |                                       |
|------------------------------|---------------------------------------|
| <input type="checkbox"/> Yes | Don't know (Please explain why) _____ |
| <input type="checkbox"/> No  | _____                                 |

**We appreciate that major construction can be disruptive or unsettling for local communities. We are already looking into how we would minimise any such disruption if we proceed with this project. Do you have any particular points that you would like to raise in this regard?**

\_\_\_\_\_  
\_\_\_\_\_

**Please share any other feedback you have at this stage.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_







# EXPLORING A POTENTIAL THEME PARK AND RESORT PROJECT

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.

As part of our feasibility and due diligence work, we have spent the last several months discussing the project with local and national stakeholders and held a period of public engagement from Friday 5 April to Friday 3 May 2024 to share our proposal with local communities.

This engagement period is now closed. Thank you to everyone that took the time to share feedback with us – you can find an update on our engagement in our May 2024 letter below. It will still be some time before any decisions are made on whether or not to proceed with the project, but the latest information about our proposal, including the information pack we shared as part of our engagement, are available to view on this website.



The red line of the site and location of potential development



## ABOUT OUR PROPOSAL

A project of this scale 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.

We recognise the tremendous excitement our theme parks and destinations bring, however, it is too early in the process to know the possibilities of featured attractions and experiences.

Find out more about our proposal below.



[View our flyer](#)



[View our April 2024 local letter](#)



[View our information boards](#)



[View our May 2024 local letter](#)

## YOUR QUESTIONS ANSWERED

1. WHAT IS THE PROJECT?



2. WHAT IS THE STATUS OF THE PROJECT?



3. WHERE WOULD THE POTENTIAL PARK IN BEDFORD BE LOCATED?



4. WHY ARE YOU LOOKING AT BEDFORD AND THIS SITE IN PARTICULAR?



5. WHAT BENEFIT WOULD THIS PARK HAVE FOR BEDFORD AND THE UK MORE WIDELY?



6. WHERE ARE YOUR OTHER PARKS?



7. WILL THIS PARK BE SIMILAR TO YOUR OTHER THEME PARKS?



8. DOES THIS PROJECT REQUIRE PLANNING CONSENT?



9. WHAT RIDES AND EXPERIENCES CAN I EXPECT TO SEE IF THIS PROJECT IS TAKEN FORWARD?



### Get in touch

For all media enquiries

For all other enquiries

Freephone: 0800 307 7141

### Privacy Policy

NBCUniversal



**Appendix O: Post engagement period update to residents and stakeholders in May 2024**  
**Letter to residents along Manor Road**  
**Front page**



Thursday 9 May 2024

Dear neighbour,

***Thank you for taking part in our public engagement***

Over the last four weeks, Universal Destinations & Experiences has undertaken a period of public engagement to hear local feedback on our proposal and support our feasibility and due diligence work for a potential theme park and resort in Bedford.

While we continue to carry out our due diligence for the project, we wanted to thank you for your support and feedback from the time we purchased the land last year up until now.

We are incredibly appreciative of the very warm welcome we received and have been delighted by the enthusiasm and overwhelmingly positive responses provided throughout the public engagement period.

In just four weeks, we met with almost 1,500 people during our in-person public exhibition events at Bedford College and Kimberley College and have engaged with nearly 100 local organisations to also hear their ideas and feedback.

Our engagement survey generated a great response. We had over 6,000 responses, the overwhelming majority of them from people in the nearby communities, and what we heard was remarkable – just over 92% of people surveyed are supportive of our potential world-class theme park and resort, less than 4% are not supportive, and 4% don't know.

We have heard you say that you are excited about the prospects for job creation as well as the broader partnership opportunities that could become available for local schools, charities and businesses and we are, too.

Your feedback also showed that there is strong support for the economic impact a generationally transformative project of this scale could bring, including investing billions of pounds and unlocking wider investment into Bedford, the surrounding area, and the UK more broadly.

There were understandably some areas where you had questions or wanted reassurance. We heard clearly that major infrastructure investment, such as road and rail improvements, would be required to support the needs of the

**Key takeaways:**

- The public engagement period for our proposed theme park and resort in Bedford has ended.
- We are **assessing the detailed feedback** we received but are delighted to see evidence of such strong public support.
- Close to **1,500 people attended our public events** and over **6,000 responded to our survey – with 92% supportive**. We have also engaged directly with nearly 100 local organisations.
- There is strong support for the economic impact a generationally transformative project of this scale could bring, including investing billions of pounds and unlocking wider investment.

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[www.universalparks.com](http://www.universalparks.com)



## Back page

local community and visitors, and we agree. People also want us to ensure that construction would be managed carefully and considerately, something we take seriously as a company and will be a priority for us if we go ahead.

Additionally, we were thankful for the constructive dialogue around minimising visual impact and noise and are confident we can provide minimal impact to the area based on our track record of inward, immersive development at our parks around the world.

As far as what's next, our continued due diligence and stakeholder dialogues will help determine whether we can proceed with this project. We also remain in ongoing conversations with the relevant transport authorities and with local and national governments to ensure all the elements to support a project of this scale are in place.

Thank you so much for your engagement and feedback. Collaboration and community engagement are at the core of any new experience we create, and this was a significant milestone in our due diligence.

We will continue to share updates as the project progresses and, on our website, [universalukproject.co.uk](https://universalukproject.co.uk).

Yours sincerely,

Universal Destinations and Experiences

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**Appendix P: Full feedback list**  
***Attached as separate document.***





**Appendix Q: Update letter regarding Economic Impact Analysis (EIA)**  
**Copy of Economic Impact Analysis**

Expert analysis indicates Universal theme park and resort could have transformative impact, generating nearly

## £50B OF ECONOMIC BENEFIT FOR UK

Universal Destinations & Experiences (UDX) commissioned an Economic Impact Analysis (EIA)<sup>1</sup> that demonstrates the unique value creation opportunity a world-class theme park and resort could bring to the United Kingdom, helping to unlock economic potential and boost growth, create thousands of high-quality jobs, and generate billions in tax revenue for the country. UDX has carried out the EIA as part of its wider due diligence and looks forward to continuing its engagement with local and national stakeholders about realising the project's potential.



### WITH A UNIVERSAL THEME PARK IN BEDFORD...

#### Thousands of jobs will be created, along with career growth and training opportunities

The project generates 20,000 jobs<sup>2</sup> during the construction period; at the peak, there will be 5,000 workers on-site.

Once operational, the project is expected to initially create **8,000 new jobs<sup>3</sup>**, rising over time, consisting of a range of high-quality, multi-disciplinary team member roles with a commitment to pay the living wage.

Evidence from our other theme parks suggests that for every job supported within our parks, **at least 1.5 further jobs may be supported, in our supply chain and across all areas of the economy**, resulting in a net additional 20,000 jobs supported by the project, as well as supporting high-quality apprenticeships.

#### The UK realises billions in economic benefit

The net economic contribution of the potential project for the UK is **forecast to be £35.1 billion** over the construction period and first 20 years of operation.

It is also estimated to generate up to **£14.1 billion** in net additional tax returns for HM Treasury over the same period.

#### Millions of visitors to the UK generating additional economic benefits for the wider economy

The project could be amongst the highest-attended attractions in the UK, bringing millions of incremental international visitors to the UK.



"A world-class theme park and resort from Universal has the potential to generate billions in economic benefit for the UK, by creating thousands of high-quality jobs and attracting millions of new visitors to the country."

PAGE THOMPSON, President, New Ventures of Universal Destinations & Experiences

<sup>1</sup>The analysis was undertaken for UDX by a third-party in line with HM Treasury guidance on economic appraisal

<sup>2</sup>The 20,000 construction jobs are a gross figure based on an average of 4,800 construction jobs per year

<sup>3</sup>The 8,000 jobs are a gross figure; developments of this kind offer different types of roles beyond full-time



**Appendix R: Update letter regarding letter from six local authorities to the Prime Minister**  
**Copy of letter**



**BEDFORD BOROUGH COUNCIL**

*Borough Charter granted in 1155*



*Chief Executive: Laura Church*

For immediate release  
Attn: Newsdesk

Thursday 18 July 2024  
2425\_077

**Local government leaders unite in support of Universal's  
transformative theme park and resort project**

The leaders and chief executives of six local authorities have collectively endorsed Universal Destinations & Experiences' potential theme park and resort project. In a letter sent to the Prime Minister, the region's leadership emphasised the transformative potential of this initiative.

The project creates 20,000 jobs during construction, with an additional 20,000 jobs generated directly and in the supply chain during the resort's operation. This significant job creation underscores the tangible economic impact the potential project will have on the region. Additionally, the project's scale will help set England's South East Midlands as one of the foremost visitor destinations in Europe and the World.

Laura Church, Chief Executive of Bedford Borough Council, said: "We know the importance of this Universal project getting the green light. The potential theme park and resort serve as a major draw for tourists, attracting millions of annual visitors, with many projected to come from Europe and overseas. It will also help bolster the UK's profile as a leader in the creative industries, a must-see visitor destination and business investment hub, resulting in growth for the region."

The letter is signed by the chief executives and political leaders of Bedford Borough, Central Bedfordshire, Luton Borough, Milton Keynes City, North Northamptonshire, and West Northamptonshire councils, demonstrating strong regional support for the project.

Mayor Tom Wootton, elected Mayor of Bedford Borough, added: "Everywhere I go, whether it's a local business, a school, or just walking around town, residents are constantly expressing their support for this project. Universal's engagement efforts have shown the same level of enthusiasm."

"We are writing to the Prime Minister in the Government's first few days in office as local leaders. We want to show our unwavering support and commitment to working with Universal Destinations & Experiences to maximise the benefits for local communities. This investment represents a once-in-a-generation opportunity to secure transformational economic growth and development for the region."

Universal will continue to share updates as the project progresses on their website at [universalukproject.co.uk](https://universalukproject.co.uk).

**ENDS**



**Appendix S: Privacy statements**  
**Website data consent pop-up**

universalkproject.co.uk

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Last Updated: July 1, 2024

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# NBCUniversal Privacy Policy

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PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR INFORMATION. BY USING THE SERVICES, YOU ACKNOWLEDGE YOU HAVE READ AND UNDERSTAND THE PRIVACY POLICY AND THAT WE WILL COLLECT, USE AND SHARE YOUR INFORMATION AS SET FORTH BELOW.

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## Survey privacy statement

We would like to collect some basic personal details such as your email, phone number and postcode. You do not have to provide any details to complete the survey, however any information you do share will help to inform the consultation report we will be preparing for Government and allow us to keep you up to date on the project. Any personal details you do provide will be held in accordance with our Privacy Policy. Are you happy to consent to provide this information to us? ☐ Yes ☐ No

Universal Destinations & Experiences (UDX) is not soliciting or accepting ideas or proposals for designs, concepts, or creative materials for attractions, products or services to be offered by them or their affiliates. It should be recognized that UDX may develop ideas similar to any shared during the engagement process, and no person will be entitled to any compensation for any such ideas or proposals.



## Appendix T: Statutory stakeholder feedback

### Summary of engagement undertaken for Ecology and Nature Conservation

Type Of Engagement	Date	Topics reviewed/discussed
Meeting	April 2024	An initial meeting was held to discuss the principles of the Proposed Development, the approach to the EclA, key elements of the Proposed Development, and the approach to future engagement between UDX and Natural England.
Meeting	June 2024	Meeting between UDX and Natural England to review: <ul style="list-style-type: none"> <li>• Effects on statutory designated sites; and</li> <li>• Overview of proposed ecological mitigation approach for the Proposed Development including review of an initial draft of the Indicative Habitat Creation and Enhancement Plan.</li> </ul>
Provision of written material from UDX to Natural England	June 2024	Provision of written material from UDX to Natural England, including the following: <ul style="list-style-type: none"> <li>• <b>Appendix 6.1: Preliminary Ecological Appraisal Report (Volume 3);</b></li> <li>• <b>Appendix 6.2: Aquatic Habitat Scoping Assessment Report (Volume 3);</b></li> <li>• <b>Appendix 6.3: Badger Survey Report – CONFIDENTIAL (Volume 3);</b></li> <li>• <b>Figure 1: Indicative Habitat Creation and Enhancement Plan of Appendix 6.4: OHCEP (Volume 3); and</b></li> <li>• <b>Annex A: Air Quality Technical Note of Report to Inform Habitats Regulations Screening Assessment (Document Reference 6.13.0).</b></li> </ul>
Provision of written advice from Natural England to UDX	July 2024	Written response from Natural England to UDX covering advice on: <ul style="list-style-type: none"> <li>• Biodiversity Net Gain (BNG);</li> <li>• Confirmation of agreement to assessment on statutory designated sites; and</li> <li>• Information on the Letter of No Impediment (LONI) process in relation to protected species licensing.</li> </ul>
Meeting (Natural England)	August 2024	Meeting between UDX and Natural England, with further discussion relating to ecological mitigation delivery, the LONI process for protected species licencing, and an update on the results of ongoing protected and notable species surveys at the Site.
Meeting (Natural England)	May 2025	Meetings were held between UDX and Natural England on 1 and 8 May. UDX provided project updates including detail on survey data for protected species, proposed mitigation, and the proposed Green Infrastructure Strategy ( <b>Document Reference 6.2.1.0</b> ).



		<p>The parties discussed timescales, including in relation to future protected species licensing requirements.</p> <p>A document setting out the Summary of Agreed Position between the two parties is submitted as Appendix 4 of the <b>Planning Statement (Document Reference 6.1.0)</b>.</p>
Meeting (NatureSpace )	May 2025	<p>A meeting was held between UDX and NatureSpace Partnership on 29 May. UDX provided an overview of the Proposed Development along with updates on the status of the application for planning permission and the expected requirement for the use of District Level Licensing (DLL) for great crested newts.</p> <p>NatureSpace Partnership provided an overview of operation of the Bedfordshire DLL scheme, including how it could be deployed and secured for the Proposed Development. NatureSpace Partnership described the initial steps that UDX would need to take to enable NatureSpace to complete their Stage 1 assessment and confirm the DLL could be deployed for the Proposed Development.</p> <p>UDX committed to providing necessary information to inform NatureSpace's stage 1 assessment. Both Parties agreed to work together to refine and confirm requirements for use of the DLL for the Proposed Development.</p>





## Summary of engagement undertaken for LVIA

Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
Bedford Borough Council (Bedford BC)	Bedford Town Deal Manager, Bedford BC Priority Project Manager, Bedford BC LDA Design - providing support for landscape and visual matters for Bedford BC Assistant Director for Development and Infrastructure, CBC	Meeting attended on 21 March 2024 to confirm approach to landscape and visual impact assessment. An initial list of day-time and night-time viewpoints and accompanying Zone of Theoretical Visibility (ZTV) plan was shared for discussion.	Twelve additional viewpoints were suggested, as listed in <b>Appendix 7.2: LVIA Engagement (Volume 3)</b> . Whilst the majority of these additional viewpoints have been included within the assessment, receptors for additional viewpoints 1, 2, 11 and 12 were already covered by existing representative viewpoints (RVPs) or minor modifications to proposed viewpoints, so these have been excluded from the scope. In light of the comments received – RVP 23 has been scoped out (proposed viewpoints 5 and 23 combined to a single location – RVP 38) Feedback was also received regarding viewpoints for which visualisations of the Proposed Development were sought.
Central Bedfordshire Council (CBC)	Assistant Director for Development and Infrastructure, CBC		Feedback was received on 30 April 2024. RVP 16 (formerly RVP 13) Sollars way/Bedford Road. Visualisation and night-time photography requested. Close to mid-range night-time views have already been assessed from this direction (southeast of the Site), and a wireline visual has been prepared for RVP 16. SVP (specific viewpoint) 17 (formerly SVP 18) Public Right of Way (PRoW) at Houghton House. Night-time photography requested. This has been scoped out of the assessment, as receptors are considered unlikely to be visiting this location at night.



Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
			RVP 30 (formerly RVP 19) Moat Farm/Bridleway 24. Night-time photography requested. A visualisation was also requested from a new viewpoint near Houghton Conquest, however, the receptors at this location are already represented by RVP 15 and 16, and a visualisation has been prepared for RVP 16.



#### Summary of engagement undertaken for Air Quality

Body/ organisation	Individual/ statutory body/ organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
Bedford Borough Council (BC)	Regulatory Services	10 April 2024	Discussion and agreement of the approach to the air quality assessment - as subsequently undertaken and presented in this chapter.



### Summary of engagement undertaken for Noise and Vibration

Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
Bedford Borough Council (Bedford BC)	Environment Health Department	10 April 2024	Introduction to project and likely significant impacts for the noise and vibration assessment. Commentary that the operational noise assessment would be bespoke, and further detail would be provided for review.
Bedford BC and Central Bedfordshire Council	Environment Health Department	10 May 2024	Email to councils to set out the approach to the derivation of the significance criteria proposed for the operational noise assessment.  Acknowledgment received from Bedford BC with superficial queries, 20 May 2024.
Bedford BC	Priority Project Manager  Manager for Strategic Sites & Inward Investment  Planning Consultant  Acoustic specialist	14 and 15 May 2025	Update provided to Bedford BC on scope and approach to the Noise and Vibration Assessment, including proposed noise controls.  A document setting out the Summary of Agreed Position between the two parties is submitted as Appendix 4 of the Planning Statement (Document Reference 6.1.0).



## Summary of Engagement Undertaken for Cultural Heritage

Body	Individual	Dates and form of engagement	Summary of outcome of discussions
Historic England	Regional Director (East of England)	Email to the Client team on 12 March 2024 providing comments on the draft Written Scheme of Investigation (WSI) for archaeological trial trench evaluation	Historic England provided 11 relatively minor comments on the scope and methodology, and where appropriate these were incorporated into a revised WSI.
Bedford Borough Council (Bedford BC)	Manager for Heritage and Planning Compliance. Bedford BC Archaeological Officer	A face-to-face meeting was held with WSP on 20 March 2024 to finalise the WSI for archaeological trial trench evaluation.  Bedford BC subsequently provided written comments in the WSI via email 25 March 2024	The comments were addressed in the final WSI, and the agreed scope and methodology formed the basis for the trial trench evaluation. The WSI has not been reproduced as a technical appendix, but the results of the evaluation are contained within <b>Appendix 10.2: Archaeological Trial Trench Evaluation Interim Report (Volume 3)</b> .  Regarding the mitigation strategy, it was agreed that the evaluation will be used to define areas of targeted archaeological excavation and recording, with targeted watching brief outside these areas in other parts of the Site. This approach is set out in <b>Appendix 10.3: Archaeological Mitigation Strategy (Volume 3)</b> .
Bedford BC	Heritage and Planning Compliance Manager	Comments on the scope of the assessment in relation to above ground heritage assets, email dated 05 April 2024	Bedford BC requested a minimum 5km radius be used to assess impacts to above ground heritage assets, perhaps extending to highly graded assets within a 10km radius. The study area was set at 5km in line with this engagement.  It is further noted that the 5km study area is intended as a guide, and assets beyond the 5km study area, particularly those of the highest significance, are assessed on a case-by-case basis, using a desk-based assessment and the results of the Site visits.  Bedford BC questioned why assets in the Bedford Conservation Area were scoped out. These assets were scoped out, based on the results of a desk-based assessment and the Site visits. In response, it is noted that a detailed explanation as to why the Bedford Conservation Area, and assets located within



Body	Individual	Dates and form of engagement	Summary of outcome of discussions
			the conservation area, are scoped out, is provided in Section 6.1 (Table 3) of <b>Appendix 10.1: Historic Environment Desk-Based Assessment (Volume 3)</b> .
Historic England	Head of East Region and Infrastructure	Technical Note on Built Heritage scope of assessment (19 April 2024)	<p>Historic England noted that there were no firm proposals at this stage, which meant that ‘For planning and impact assessment purposes, there is therefore, very little reference to the nature, massing and site zoning’ within the engagement materials. Historic England noted that there was the potential for the Proposed Development to impact a wide range of heritage assets, particularly those from higher vantage points, which incorporated views across the Marston Vale as part of their design.</p> <p>Historic England stated that the engagement note had identified assets potentially scoped in (at that stage) and commented that ‘this would seem appropriate at this stage. The response also further stated that a ‘purely-distance approach to scoping assets is, in our view, not necessarily effective’ and assets at a considerable distance, such as those on Greensand Ridge, could still be impacted. The response also recommended cross-referencing to <b>Chapter 7: Landscape and Visual Impact Assessment (Volume 1)</b> and provided advice on additional or revised viewpoints.</p> <p>In response, it is noted that the 5km study area is intended as a guide, and that assets located beyond the 5km study area will be assessed on a case-by-case basis.</p> <p>In response, it is further noted that assets on the Greensand Ridge within the 5km study area are scoped into the assessment. Assets on the Greensand Ridge located beyond the 5km study area are assessed on a case-by-case basis.</p> <p>In response to a specific query regarding Elstow, Historic England was advised that the village has been assessed – including the conservation area, assets within the conservation area, and those located to the south of the conservation area.</p>



Body	Individual	Dates and form of engagement	Summary of outcome of discussions
Historic England	Head of East Region and Infrastructure	Draft Environmental Statement and appendices	<p>Historic England provided additional comments in a engagement letter (27 September 2024) .</p> <p><b>Archaeology/Buried Heritage</b></p> <p>Historic England suggested a need to expand the Palaeolithic assessment to align with latest guidance.</p> <p>It was noted that the East Gateway area has yet to be trenched.</p> <p>The presence of the Medieval moated enclosure is significant and warrants careful consideration.</p> <p>Historic England pointed out the oversight of non-designated archaeology related to field systems and associated remains, which requires further mitigation.</p> <p>The report should also address the hydrological impact on the moated site, particularly concerning drainage and excavation for new water bodies.</p> <p><b>Built and Above-Ground Heritage</b></p> <p>Regarding built and above-ground heritage, Historic England recommended that the construction phase for above-ground heritage assets be included in the assessment.</p> <p>It was requested that the Ringwork and Bailey Castle at Brogborough is included in the setting assessment due to its elevated position. This asset has now been included.</p> <p>In response to a query about Hill Farmhouse and Barn Range Approximately 10 Metres southeast of Hill Farmhouse, at Houghton Conquest, it was noted that these assets had been assessed.</p> <p>Historic England further suggests that the effects on Houghton be expressed in both</p>





Body	Individual	Dates and form of engagement	Summary of outcome of discussions
			<p>Environmental Impact Assessment (EIA) and National Planning Policy Framework (NPPF) 2024 terms. In response, it was noted that this had also been done.</p> <p>It was suggested that outlining the construction and operational effects separately, with designated assets listed first, would provide clarity, potentially in an appendix with a summary in the main chapter.</p> <p>The comments have been addressed and responses outlined in the Summary of Agreed Position Statement with Historic England in Appendix 4 of the Planning Statement (Document Reference 6.1.0).</p>



## Summary of engagement undertaken for Ground Conditions, Soils and Agricultural Land

Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
Environment Agency	Groundwater and Contaminated Land	30 May 2024 (Microsoft Teams Meeting)	Summary of contaminated land information presented to the Environment Agency.
Environment Agency	Groundwater and Contaminated Land	29 April 2025 (Microsoft Team Meeting)	<p>Summary of potential contaminated land at Site, ground investigations undertaken to date, and presentation of proposed approach to land remediation.</p> <p>A document setting out the Summary of Agreed Position between the two parties in relation to Ground Conditions is submitted as Appendix 4 of the Planning Statement (Document Reference 6.1.0).</p>



## Summary of engagement undertaken for Water Resources

Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
Bedford Group Internal Drainage Board (IDB)	Principal Engineer	12 March 2024 3 April 2024 at IDB Offices 5 April 2024 Virtual Call 30 April 2025	Introduction to the Proposed Development. Existing surface water regime. Emerging Surface Water Strategy Concept.  A document setting out the Summary of Agreed Position between UDX, the Environment Agency and the IDB in relation to Flood Risk, Surface Water Strategy and Water Re-use is submitted as Appendix 4 of the Planning Statement (Document Reference 6.1.0).
Anglian Water	Growth Liaison Manager. Pre-Development Engineer.	19 January 2024 20 February 2024 29 February 2024 Pre-Planning Enquiry Application 0200598 14 June 2024	Feasibility Study Scoping. Feasibility Study Meeting. Water Supply connection and Foul Water disposal from the Site. Water Supply Demand and Foul Drainage Strategy
Bedford Borough Council	Flood Investigation Officer	8 <sup>th</sup> April 2024 Email Response Request for Information	Request for Information regarding existing Flood Risk.
Bedford Borough Council	Highways Officer	16 May 2024 Email Response Request for Information	Request for Information regarding existing Flood Risk.
Environment Agency	Flood Risk	29 January 2024 29 May, 10 June and 1 August 2024 29 April 2025	Flood Risk Assessment (FRA) Data Flood Risk and Drainage, Elstow Brook, Rainwater Harvesting, Existing Surface Water Drainage Regime A document setting out the SoAP between UDX, the Environment Agency and the IDB in relation to Flood Risk, Surface WS and Water Re-use is submitted as <b>Appendix 4 of the Planning Statement (Document Reference 6.1.0).</b>



## Summary of engagement undertaken for Major Accidents and Disasters

Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
Health and Safety Executive (HSE)	Head of Major Hazard Risk Assessment	10 April 2024	Advised that the HSE consultation zone is associated with a Liquefied Natural Gas (LNG) storage facility located at the Asda chilled distribution centre.
	Head of Onshore Chemicals Management, Improvement and Development	Teleconference between UDX and HSE to discuss roles and responsibilities of HSE and introduce the Proposed Development.	
	Head of Major Hazard Risk Assessment  HSE Inspector in Land Use Planning Advise Team	09 May 2024  Teleconference between UDX and HSE to discuss the consultation zones within the Site boundary.	Discussed the output of the application of the Land Use Planning Tool assessment methodology and the types of development which would be allowed within each of the consultation zones.
		01 May 2025  Teleconference between UDX and HSE to discuss: <ul style="list-style-type: none"> <li>Restrictions relating to consultation zones within the Site boundary and in the wider area.</li> <li>Storage requirements in relation to fireworks and pyrotechnics.</li> <li>COMAH zone thresholds relating to fuelling stations.</li> </ul>	UDX and HSE reviewed the application of the Land Use Planning Tool assessment methodology and agreed the types of development which would be restricted within each of the consultation zones associated with the ASDA LNG facility.  UDX and HSE also agreed with regards to the application of the Explosive Regulations 2014 (Ref.16.30) in relation to the Proposed Development.  A document setting out the Summary of Agreed Position between the two



Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
			parties is submitted as Appendix 4 of the Planning Statement (Document Reference 6.1.0).
Civil Aviation Authority (CAA)	Off Route Airspace	<p>21 March 2024</p> <p>E-mail request for aerodrome safeguarding maps/plans for Meppershall Airfield and Sandy Airfield.</p>	<p>Response from the General Enquiries team:</p> <p>“We do not have copies of safeguarding charts for individual aerodromes. You will need to contact the aerodromes directly to request these. It is possible the local planning authority will also have a copy.”</p> <p>Therefore, neither of these aerodromes are licensed or officially safeguarded, the Site doesn't fall within the aerodrome's general safeguarding boundary, the Proposed Development is unlikely to give rise to bird hazard given the distance and nature of each aerodrome, and neither airfield has sought a voluntary safeguarding protocol with Bedford BC that says otherwise.</p>
	Airspace Regulation and Safety	<p>24/04/2024</p> <p>Teleconference between UDX and the CAA to discuss the</p>	The CAA confirmed that the two licenced aerodromes which may be affected and therefore require further engagement



Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
		Proposed Development.	are Cranfield Airport and Old Warden Aerodrome.  The CAA also highlighted the requirement to notify them in the event of an airspace change, either temporary or permanent.
Bedford Borough Council (Bedford BC)	Priority Project Manager  Manager for the Bedford Town Deal	Request for aerodrome safeguarding maps/plans for Cranfield Airport, Bedford Aerodrome, Meppershall Airfield and Sandy Airfield.	Contact details provided for CAA, Cranfield, and Bedford Aerodromes.
Bedford Aerodrome	Terence O'Rourke Ltd	21/03/2024 and 18/04/2024  E-mail request for aerodrome safeguarding maps/plans for Bedford Aerodrome.	Email received 12/05/2025 confirming that the aerodrome is not currently operational.
Cranfield Airport	Cranfield Airport Safeguarding	21/03/2024 and 18/04/2024  E-mail request for aerodrome safeguarding maps/plans for Cranfield Airport.	Contact details provided for Lead Development advisor for the airport.
	Lead Development Advisor	29/04/2024  Teleconference between UDX and Cranfield Airport to discuss the Proposed Development.	Cranfield Airport confirmed that the three areas which need to be considered are: safeguarding; glint and glare; and crantage.  A copy of the safeguarding map was provided.



Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
	Cranfield University Vice Chancellor	<p>07/05/2025</p> <p>A site tour was provided of Cranfield University campus and its aviation, research and residential/training facilities, including the airstrip and adjacent training centre</p> <p>Both parties discussed the potential for future collaboration.</p> <p>UDX confirmed that they will comply with relevant aviation regulations regarding notification of use of cranes, drones, and fireworks.</p>	<p>UDX and Cranfield Airport confirmed that the Proposed Development sits outside the Cranfield Airport safeguarded area and that aircraft approaching from the north to land at the airport do not currently fly over the Site.</p> <p>Cranfield Airport confirmed that aircraft on approach/departure from the airport to/from the north would not overfly the Site and therefore the Proposed Development would unlikely give rise to glint and glare impact.</p> <p>UDX confirmed that they would comply with aviation regulations including notification requirements relating to cranes, drones, and fireworks.</p> <p>A document setting out the Summary of Agreed Position between the two parties is submitted as Appendix 4 of the Planning Statement (Document Reference 6.1.0).</p>
Old Warden Aerodrome	<p>enquiries@shuttleworth.org</p> <p>(Shuttleworth Museum email enquiry inbox)</p>	<p>07/05/2024</p> <p>E-mail request for aerodrome</p>	Old Warden Aerodrome confirmed that they do not have





Body/organisation	Individual/stat body/organisation	Meeting dates and other forms of engagement	Summary of outcome of discussions
		safeguarding maps/plans.	any concerns with regards to the construction phase. However, they would like further information about the use of drones and/or light and laser shows during the Operational Phase. A copy of the safeguarding map was provided.
	Chief Engineer  Marketing Manager	08/05/2024  Old Warden Aerodrome team members explained that the Aerodrome is the site of the Shuttleworth Museum, introduced the business and provided information regarding Old Warden Aerodrome flight rhythms and routes into their airfield.  UDX provided updates on the Proposed Development, timescales, and proposed mitigation relating to airspace users.	UDX and Old Warden confirmed that the Proposed Development sits outside the Old Warden safeguarded area.  UDX confirmed that they would comply with aviation regulations including notification requirements relating to cranes, drones, light shows, and fireworks.  A document setting out the Summary of Agreed Position between the two parties is submitted as Appendix 4 of the Planning Statement (Document Reference 6.1.0).



## Appendix U: Stakeholders contacted in April 2025

Role	Organisation
<b>Bedford Borough Council leadership</b>	
Mayor of Bedford	Bedford Borough Council
<b>Industry</b>	
Co-Chair	Creative Industries Council (CIC)
Co-Chair	Creative Industries Council (CIC)
Chair and Co-founder	Framestore (sits on the CI Taskforce)
Chair	Private sector council for the GREAT campaign, sits on the UK Soft Power Council
US Ambassador to the UK	US Embassy to the UK
Chief Executive	British American Business (BAB)
CEO	Confederation of British Industry (CBI)
CEO	British Film Institute (BFI)
Director General	British Chambers of Commerce (BCC)
CEO	Creative UK
Senior Trade and Investment Officer	n/a
Strategic Affairs Director	UK Hospitality
CEO	UK Hospitality
CEO	BALPPA
<b>Members of Parliament</b>	
Member of Parliament for Bedford	Parliament
Member of Parliament for Mid Bedfordshire	Parliament
Member of Parliament for Hitchin	Parliament
Member of Parliament for North Bedfordshire	Parliament
Member of Parliament for Milton Keynes North	Parliament
Member of Parliament for Milton Keynes Central	Parliament
Member of Parliament for Luton South and South Bedfordshire	Parliament
Member of Parliament for Harpenden & Berkhamsted	Parliament
Member of Parliament for Wellingborough and Rushden	Parliament
Member of Parliament for Kettering	Parliament
Member of Parliament for Daventry	Parliament
Member of Parliament for Huntingdon	Parliament
Member of Parliament for Corby and East Northamptonshire	Parliament
Member of Parliament for Northampton North	Parliament
Member of Parliament for Northampton South	Parliament



Member of Parliament for Peterborough	Parliament
<b>Central Bedfordshire Council leadership</b>	
Leader	Central Bedfordshire Council
Chief Executive	Central Bedfordshire Council
Executive Member for Assets, Business and Housing	Central Bedfordshire Council
N/a	Princes Trust
<b>Milton Keynes Council leadership</b>	
Leader of the Council	Milton Keynes City Council
Chief Executive	Milton Keynes City Council
<b>Luton Borough Council leadership</b>	
Leader of the Council	Luton Borough Council
Chief Executive	Luton Borough Council
<b>North Northamptonshire Council leadership</b>	
Leader of the Council	North Northamptonshire Council
Chief Executive	North Northamptonshire Council
<b>West Northamptonshire Council leadership</b>	
Leader of the Council	West Northamptonshire Council
Chief Executive	West Northamptonshire Council
<b>Bedford Borough Council</b>	
Manager of Major Capital Developments (Environment)	Bedford Borough Council
Mayor's assistant for Economic Affairs	Bedford Borough Council
Chief Education Officer	Bedford Borough Council
Wixams and Wilstead ward members (local ward)	
Wootton and Kempston Rural ward members (neighbouring ward)	
Houghton Conquest and Haynes ward member (neighbouring ward)	
Cranfield and Marston Moretaine ward members (neighbouring ward)	
All other Bedford Borough councillors	
<b>Parish Councils</b>	
Chairman of the Parish Council	Wootton Parish Council
Chairman of the Parish Council	Wixams Parish Council
Chair of the Parish Council	Stewartby & Kempston Hardwick Parish Council
Chairman of the Parish Council	Wilstead Parish Council
Chairman of Parish Council	Kempston Rural Parish Council
Clerk of Wootton Parish Council	Wootton Parish Council
Clerk of Wixam Parish Council	Wixams Parish Council
Clerk of Stewartby & Kempston Hardwick Parish Council	Stewartby & Kempston Hardwick Parish Council



Clerk of Wilstead Parish Council	Wilstead Parish Council
Parish Council Clerk	Kempston Rural Parish Council
<b>Police and Crime Commissioner</b>	
Police and Crime Commissioner	Bedfordshire Police
<b>Educational stakeholders</b>	
Group Chief Executive	Bedford College Group
Group Director of Strategic Partnerships	Bedford College Group
Group Director Employer Engagement and Partnerships	Milton Keynes College
Vice President	Bedford College Group
Principal	Kimberley College
Chief Executive and Vice Chancellor	Cranfield University
<b>Business stakeholders</b>	
Chief Executive	Harpur Trust
Director of Operations	Bedford BID
Regional Partner	Business Buzz - Bedfordshire
CEO	Bedfordshire Chamber of Commerce
Director of Corporate Affairs	London Luton Airport
Chief Executive	London Luton Airport
Deputy Village Director	Centre Parcs Woburn Forest
Woburn Estate	
Chair	Bedford Giving
<b>Local amenity groups, campaigns and charities</b>	
Deaf Access Bedfordshire	
Bedford Architectural, Archaeological and Local History Society	
Wilstead Model Flying Club	
Bedford Branch of the Historical Association	
Bedford Branch of the Wildlife Trust	
Bedfordshire Rural Communities Charity	
Bedford for a Re-consultation (BFARe)	
Bedfordshire Bird Club	
Wixams Community Group	
Autism Bedford	
Embrace	
Bedford Borough Parent Carer Forum	
Disability Resource Centre	
FACES Family Support	
Bedford Youth Cabinet	
Age UK Bedfordshire	
Harpur Trust	
Places For People	



Better Housing Better Health	
Bedford Foodbank	
Bedford Citizens Advice	
Happy Parents Happy Baby Antenatal Classes	
African Caribbean Community Development Forum	
Bedford Indian Community	
Bedfordshire Employment and Skills Academy	
The Jobs Hub	
4YP	
Groundwork Bedfordshire	
Central Bedfordshire Youth Council Support Service	
Supported Employment Service - Bedford Borough Council	
Greensand Trust	
Forest of Marston Vale	
Education Group	
<b>Schools</b>	
Principal	Kimberley Sixth-Form College (Stewartby)
Prince's Trust Team Programme Manager	Bedford College Group
Chief Executive and Vice Chancellor	Cranfield University
Headteacher	Willow Grove Primary School (Kempston Hardwick)
Headteacher	Wixams Academy
Headteacher	Wixams Tree Primary Academy
Headteacher	Lakeview School (Wixams)
Head of School	Wootton Upper School
Co-headteachers	Wootton Lower School
Manager	St Mary's Preschool (Wootton)
Forest School Leader & Founder	Marston Vale Forest School (Wootton)
N/a	Blue Orkids Nursery (Wootton)
Manager	Bizzy Bees Preschool (Wootton)
Headteacher	Kempston Academy
Executive Headteacher	Ridgeway School (Kempston)
Headteacher	Balliol Primary School (Kempston)
Headteacher	Balliol Preschool (Kempston)
Headteacher	Daubeney Academy (Kempston)
Headteacher	Springfield Primary School (Kempston)
Manager	The Lodge Preschool (Kempston)
Headteacher	Houghton Conquest Lower School
Headteacher	Broadmead Lower School (Stewartby)



Headteacher	Marston Vale Middle School (Stewartby)
Headteacher	Wilstead Primary School
Manager	Wilstead Preschool
<b>Additional local businesses and groups</b>	
Director of Operations	Bedford BID
Chair	Bedford BID
Regional Partner	Business Buzz - Bedfordshire
N/a	Network in Beds (NIB) - business network
Chief Executive Officer	Bedfordshire Chamber of Commerce
Chief Executive	South East Midlands Local Enterprise Partnership
Managing Director	Oxford to Cambridge Partnership
Franchisee	Women in Business Network - Bedford and Ampthill
N/a	Bedford Breakfast Club
<b>Religious groups</b>	
Diocese of St. Albans	
University of Bedfordshire	
Guru Nanak Gurdwara Bedford	
Ramgarhia Sikh Society	
Bedford Council of Faiths	
Christ the Word Church Wixams	
St Mary's Church (Wootton)	
Wootton Methodist Church	
All Saints Kempston	
Catholic Church of Our Lady (Kempston)	
Kempston East Methodist Church	
Kempston West Methodist Church	
Parish Church of the Transfiguration (Kempston)	
Salaam Masjid (Mosque) Kempston	
Wilstead Methodist Church	
Church of All Saints Houghton Conquest	
Stewartby United Church	
All Saints' Church (Wilstead)	
Wilstead Evangelical Church	
<b>Halls and community spaces</b>	
Lakeview Village Hall (Wixams)	
Wootton Village Hall	
All Saints Church Hall (Kempston)	
Addison Centre (Kempston)	



Southfields Community Centre	
Houghton Conquest Village Hall	
Stewartby Village Hall	
Wilstead Village Hall	
<b>Transport infrastructure</b>	
Managing Director	East Midlands Railway (Transport UK group)
Chief Executive Officer	Govia Thameslink Railway
Chief Executive	East West Rail
Strategy Director	East West Rail
Chief Executive	Network Rail
Chief Executive Officer	Highways England
N/a	Stagecoach Bedford (local bus company)
Chief Executive	Grant Palmer (local bus company)
N/a	Unobus (University bus service)
N/a	Flittabus (Bus service - covers Houghton Conquest and Wilstead)
N/a	Ivel Sprinter (local bus company covers villages around Bedford)
N/a	Road Runner (local bus company covers Kempston and Stewartby)
Chair	The Disabled Persons Transport Advisory Committee
Chief Customer and Strategy Officer	The strategic highways company (National Highways)
N/a	The Office of Road and Rail (formerly the Office of Rail Regulation) and approved operators
N/a	Active Travel England
N/a	Old Warden Aerodrome
N/a	Bedford Aerodrome
N/a	Meppershall Airfield
N/a	Sandy Airfield
N/a	Cranfield Airport
N/a	The relevant local resilience forum (the Bedfordshire Local Resilience Forum)
<b>Law enforcement and security</b>	
Chief Constable	Bedfordshire Constabulary
<b>National strategic bodies</b>	
Head of East Region and Infrastructure	Historic England
East of England Regional Director	Historic England
Chief Fire Officer	Bedfordshire Fire and Rescue Service





Director of Operations - Forestry and Land Management	The Forestry Commission
Chief Executive	Bedfordshire, Luton and Milton Keynes Integrated Care Board
Chief Executive	The Civil Aviation Authority
Airspace Regulator, Safety and Airspace Regulation Group	The Civil Aviation Authority
General Secretary	Open Spaces Society
Director	Campaign for the Protection of Rural England
Chairman	British Horse Society
Chief Executive	The Wildlife Trust
Chief Executive	NatureSpace Partnership
Technical Officer	NatureSpace Partnership
Chief Executive Officer	Royal Society for the Protection of Birds (RSPB)
Chief Executive Officer	Butterfly Conservation
Chief Executive	Ramblers' Society
Director of Strategic Planning and Assurance	Anglian Water
NHS England	N/a
Ministry of Defense	N/a
Chief Executive Officer	Bedfordshire Hospitals NHS Foundation Trust
Case Officer, Account Manager for National Infrastructure Team	The Environment Agency
Director of Operations Southeast and East England	The Environment Agency
Manager – National Permitting Service	The Environment Agency
National Infrastructure Manager South and Southeast Hub	The Environment Agency
N/a	The Canal and River Trust
N/a	The Heath and Safety Executive
Case Officer, Team Leader for Bedfordshire & Hertfordshire Team	Natural England
Area Manager for West Anglia Team	Natural England
N/a	UK Power Networks
Head of Major Hazard Risk Assessment	Health & Safety Executive
N/a	Health & Safety Executive
Principal Specialist Inspector	Health & Safety Executive
N/a	Forest Of Marston Vale
Principal Engineer	IDBS
<b>Additional local businesses along Manor Road</b>	
The business owner	The Marquee Bedford
The business owner	Bedford Remarketing Centre
The business owner	Japanese Car Breakers



The business owner	Specialist Power Systems
The business owner	Paul Riches Skips
The business owner	AVG Windscreens
The business owner	Gap Automation
The business owner	G Moore Haulage
The business owner	CEMEX Bedford
The business owner	Gemmix Ltd
The business owner	Love In Decor Ltd
The business owner	Ades Finishing Touch
<b>Immediate neighbours</b>	
The Occupier	1 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	2 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	3 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	4 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	1 Vine Cottage, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	2 Vine Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	5 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	6 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	7 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	8 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	9 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	10 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	11 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43



The Occupier	12 Eastwood Cottages, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	5 Kempston Court, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	Askern House, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	Coronation Bungalow, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	Eden Lodge, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	Silverdale, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupier	Moat House, Manor Road, Kempston Hardwick, BEDFORD, MK43
The Occupiers	Kempston Hardwick Caravan Site, Amphill Road, Kempston Hardwick, Bedford MK45 3NJ
Immediate neighbours/landowners	

