

Welcome & Project Ambition

Welcome

This exhibition provides information on the background of the project, its ambitions, site analysis and initial ideas. We are keen to understand your views and aspirations. Please review the boards and let us know your thoughts using a feedback form.



Marlow's role in the UK Film Industry

Buckinghamshire has a long association with Oscar winning films and creative industries and is home to Pinewood Studios and the National Film and Television School.

By leveraging its place in this unique local cluster, the studio would provide new jobs, skills, education, training and apprenticeships in a growth industry, which has the potential to provide wealth and prosperity for future generations.

Project Team

The project is led by Dido Property Limited (DPL), a partnership of local entrepreneurs to harness Buckinghamshire's status as the UK's choice destination for film and high-end TV productions. It is supported by an industry leading team:

PROJECT TEAM

Dido Property Ltd
Project Lead

WilkinsonEyre
Architects

Prior + Partners
Masterplanners

Arrow Planning
Planning Consultants

Gillespies
Landscape Design

Soundings
Engagement

The Developing Brief

The proposed site is located alongside the A404 and south of the A4155. This area was once dominated by gravel quarrying and is now largely a landfill site.

The project will deliver a state-of-the-art international film making destination to meet the growing demand for production space in the heart of Buckinghamshire, a world renowned place of film and high-end TV production.

One of the project's aims is to help grow the permanent skills base in the area. By partnering with existing institutions in the area, local people will be able to learn the skills required to build long and rewarding careers in the industry. The project hopes to align with the aspirations of the local community by delivering quality green space, infrastructure improvement and increased biodiversity.



UK FILM & HIGH END TV (HETV)

3.5x

High budget films are 3.5x more likely to be top grossing films if made in UK rather than California.

410%

Growth in inward investment in HETV (High End Television) between 2013 and 2019.

x10

The number of films produced in the UK increased tenfold between 1999 and 2020.

£4bn

Investment in film and HETV (High End Television) is a government priority, with a target to double revenues by 2025.



BUCKINGHAMSHIRE

79%

Of the country's turnover in film and HETV (High End Television) 70% of the companies are concentrated in London and the South East.

2.5x

London produced 2.5 times more blockbusters (40 with \$100m+ budget) than the second largest cluster Atlanta (16) over the period 2015-19.

4x

Employment in production industries in Buckinghamshire has grown more than four-fold relative to general employment (73% versus 17%) in the past decade.

Get Involved

Benefiting the Community

DPL wants the studio project to benefit the existing community with the offer of a low carbon facility that boosts employment, education & skills and use of green space (through assisting with the Country Park).



Employment

1800 - 2500 direct jobs supported onsite & 3200 - 4500 jobs overall.



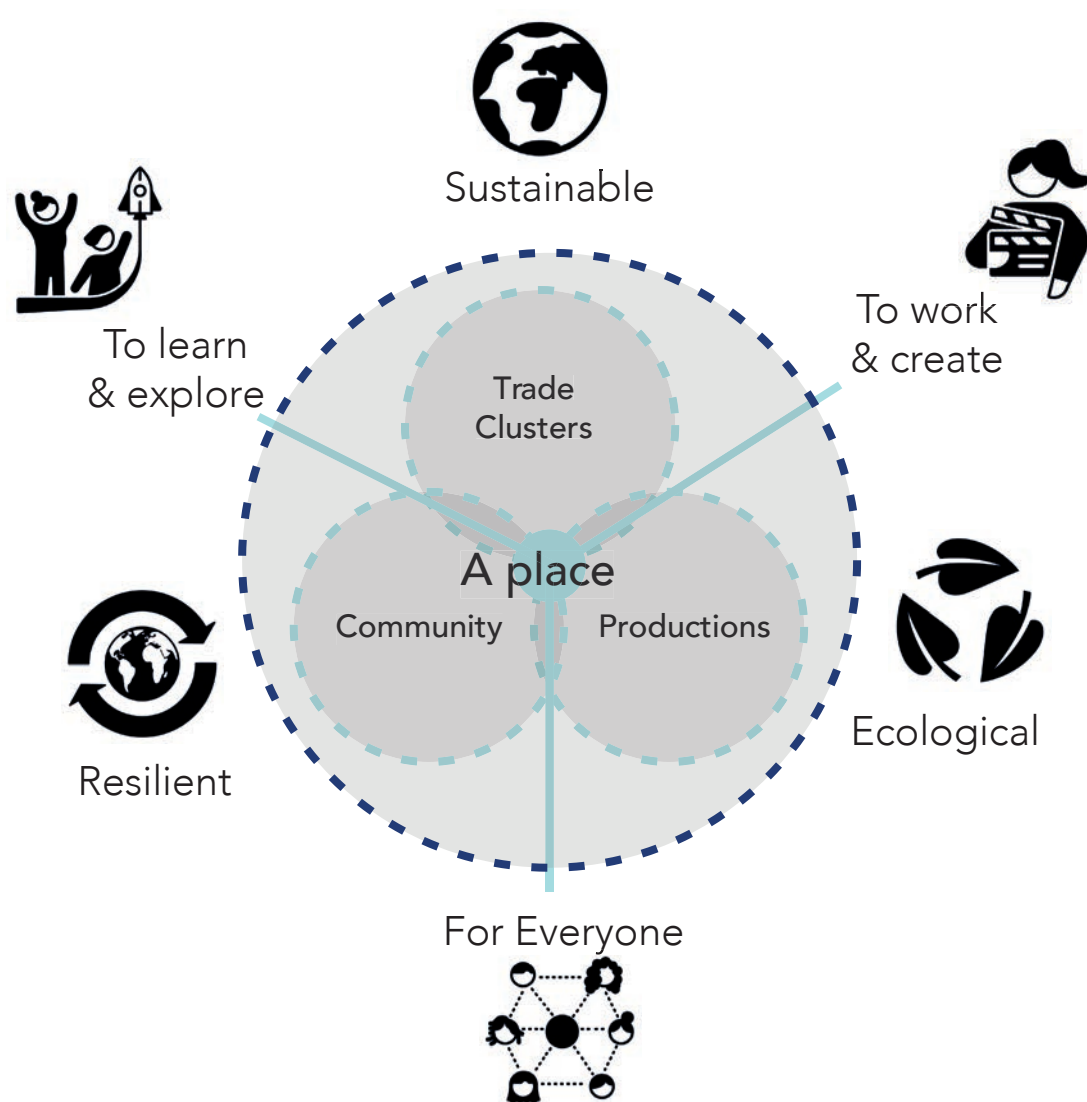
Education

120 potential trainees per year.



Green Space

Facilitate the delivery of Little Marlow Lakes Country Park.

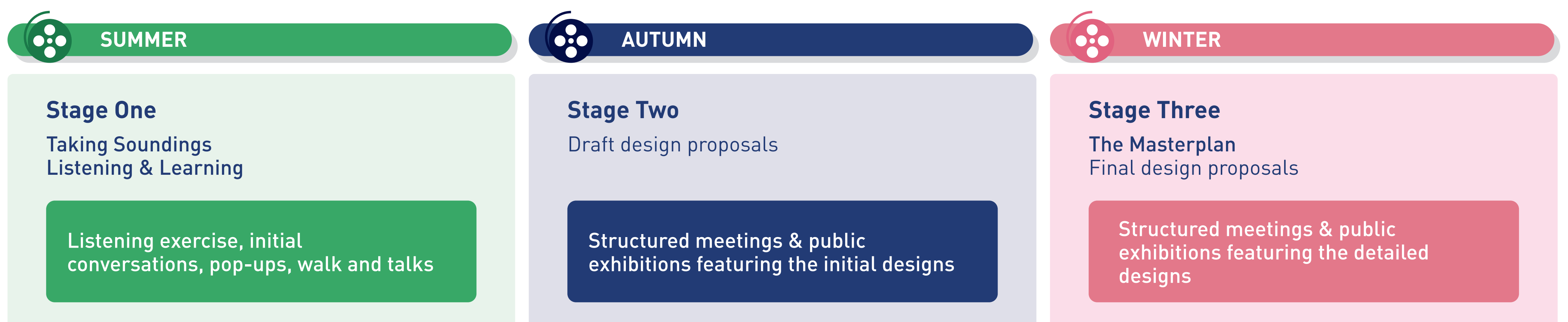


Project Timeline & Engagement Approach

We will be holding a series of public events over the coming months. We want to understand what you think is important for the people of Marlow and Buckinghamshire, and how the project can make a positive contribution to the area.

All consultation and design outcomes will be captured in a "Statement of Community Involvement". This is a public document that will be submitted as part of the planning application.

Consultation Process



Have Your Say

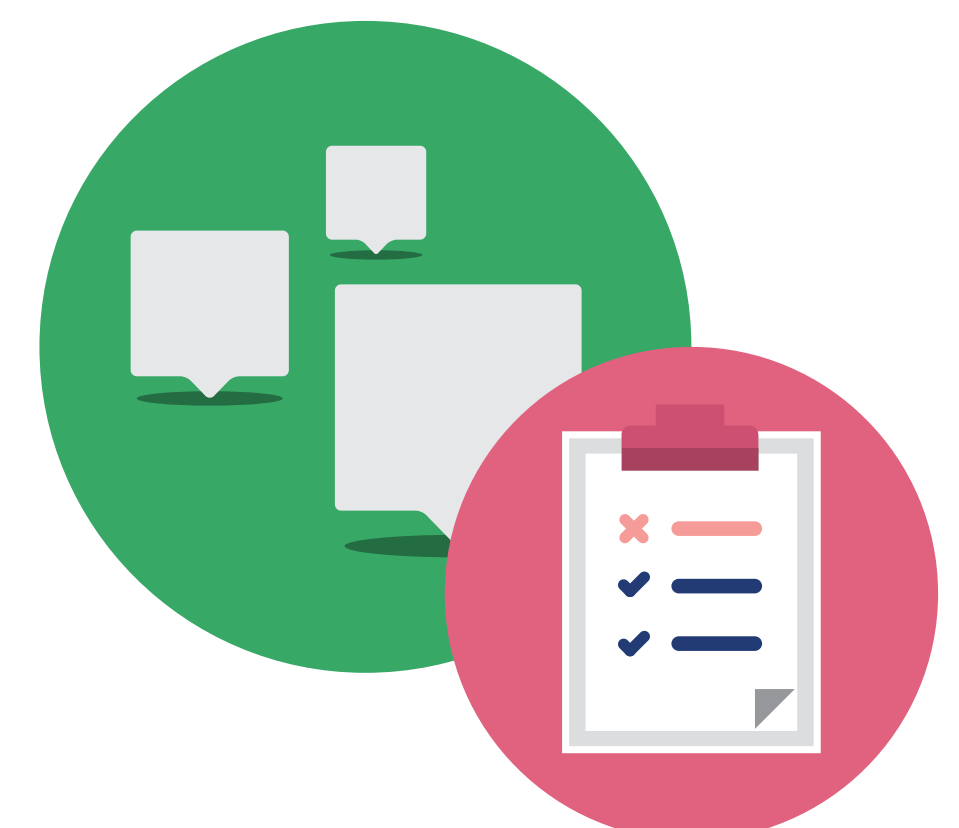
What are your thoughts on the proposals?

Is the consultation process OK?

Do you have any ideas for further community benefits?

Please use one of the pre-printed feedback forms to give us your thoughts on the ideas presented in this exhibition.

Soundings staff can help you if you are unsure how to do this, so please ask.

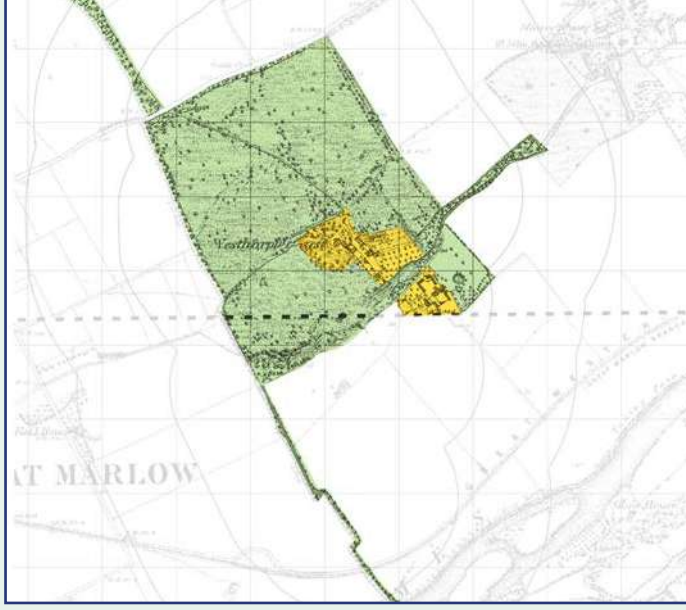


Project Site

The Site History

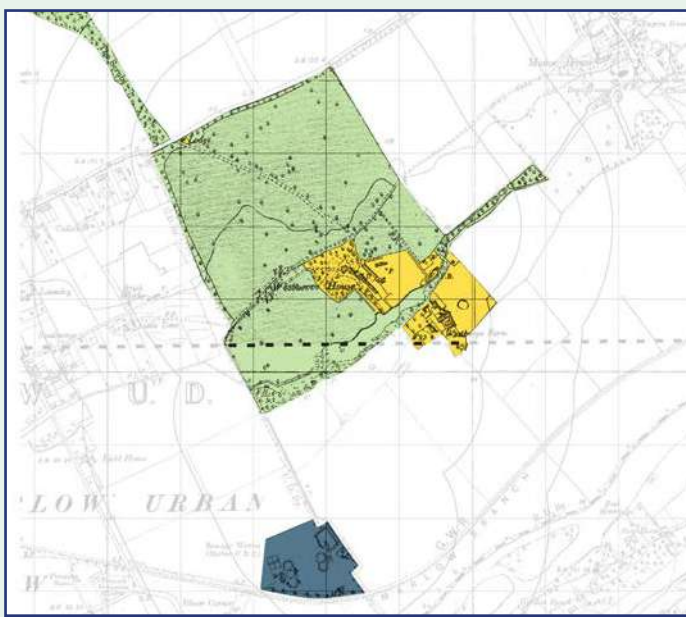
1882

A large part of the Site was originally the parkland for Westhorpe House.



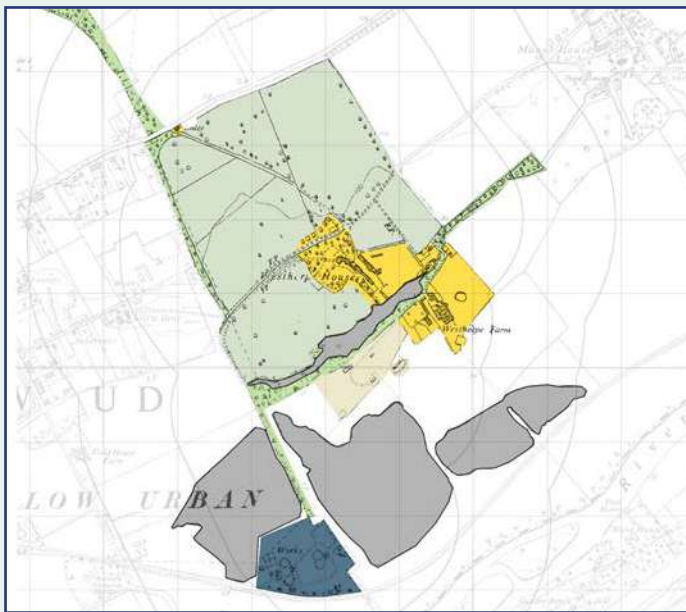
1938

The brickworks were established to the west, and the sewage works to the south.



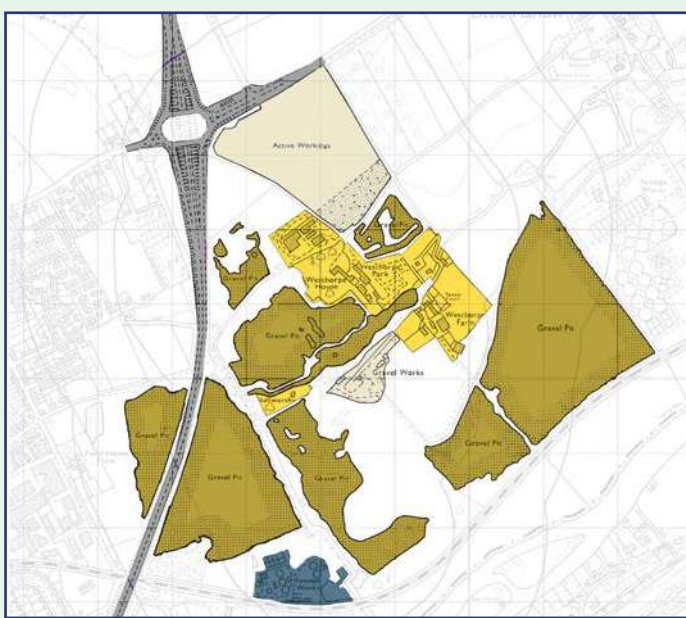
1960

Following the war, gravel extraction began to take place in the area.



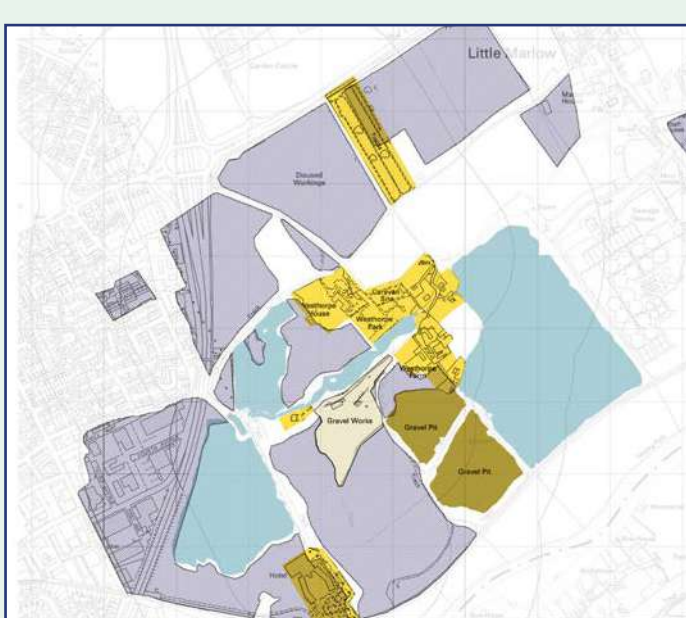
1977

The bypass opened in 1972 and the area became dominated by gravel workings.



Present Day

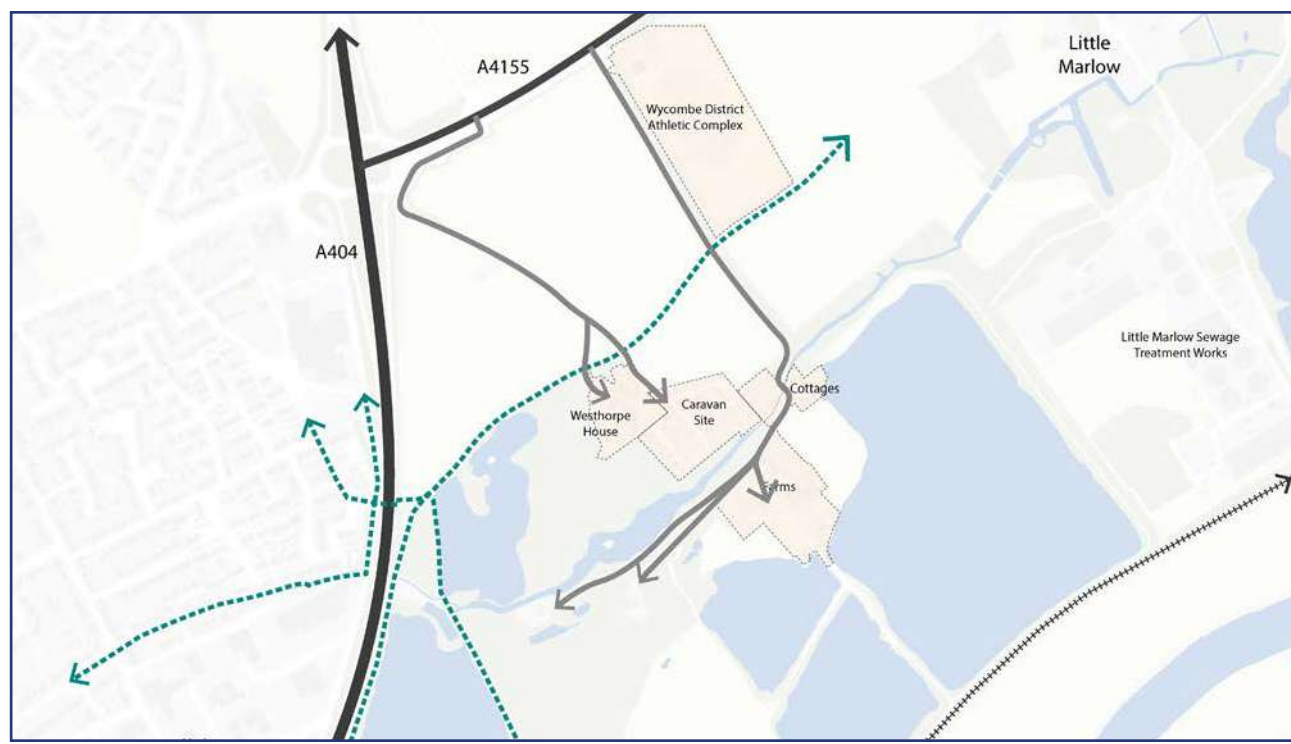
The area is now dominated by landfill (Mauve areas in map below).



The Site Today

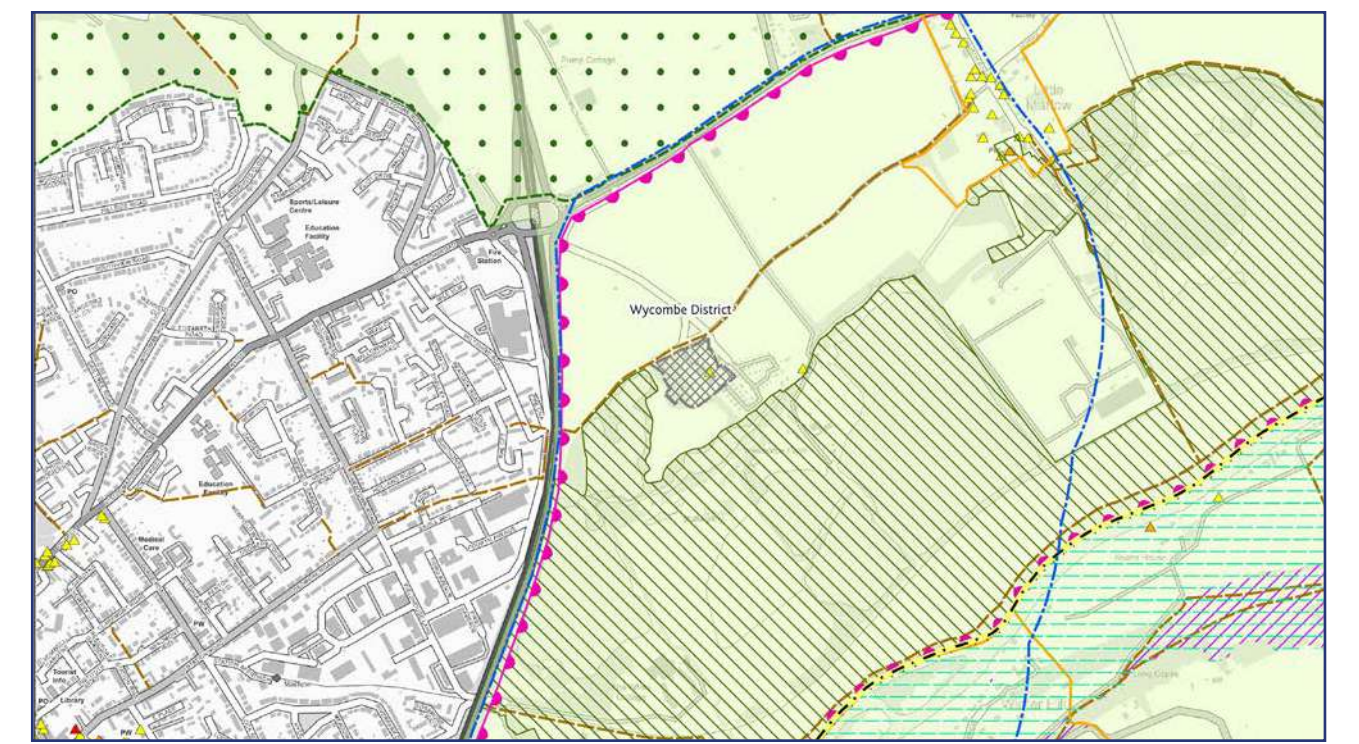
Site Connections

The Site is located at the Westhorpe junction and is strategically located on the A404 providing access to the M4 and M40 corridors for good links to London and the wider region, as well as international connectivity at Heathrow.



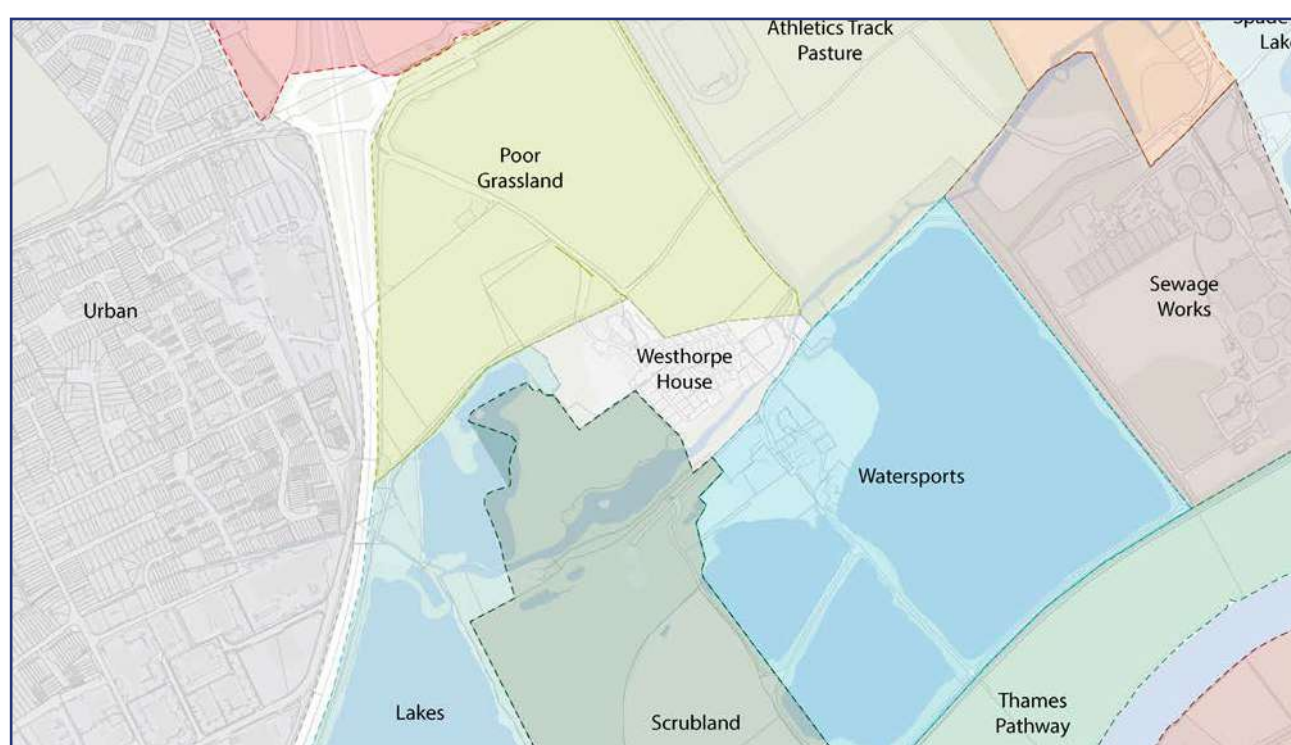
The Green Belt

Although the site sits within the Green Belt, the land is a former gravel excavation site now infilled with landfill waste, precluding farming use. Planning permission can only be given in the Green Belt if the benefits clearly outweigh the harm – if a 'Very Special Circumstances' case can be made.



Landscape Value

Because of the landfilled former gravel pits, the site is not a pristine piece of English countryside. But it sits adjacent to the Area of Outstanding Natural Beauty, and is overlooked by Winter Hill to the South. Understanding the landscape character and mitigating the impact are important. The project has the potential to help facilitate the delivery of the long-planned Country Park.




Opportunities & Constraints

AONB & Winterhill




We recognise the responsibility of the Site being located near the boundary of the AONB. We will mitigate the impact through excellent landscape design and architecture.

Flood Plain & Ground Conditions



The buildings will be concentrated in the area outside the flood plain. Work is being done on hydrology to ensure that groundwater sources are protected and that any flood issues are mitigated.

Noise Pollution



The A404 causes high noise pollution throughout the area. We are exploring how this can be mitigated.

Pedestrian & Cycling Connections

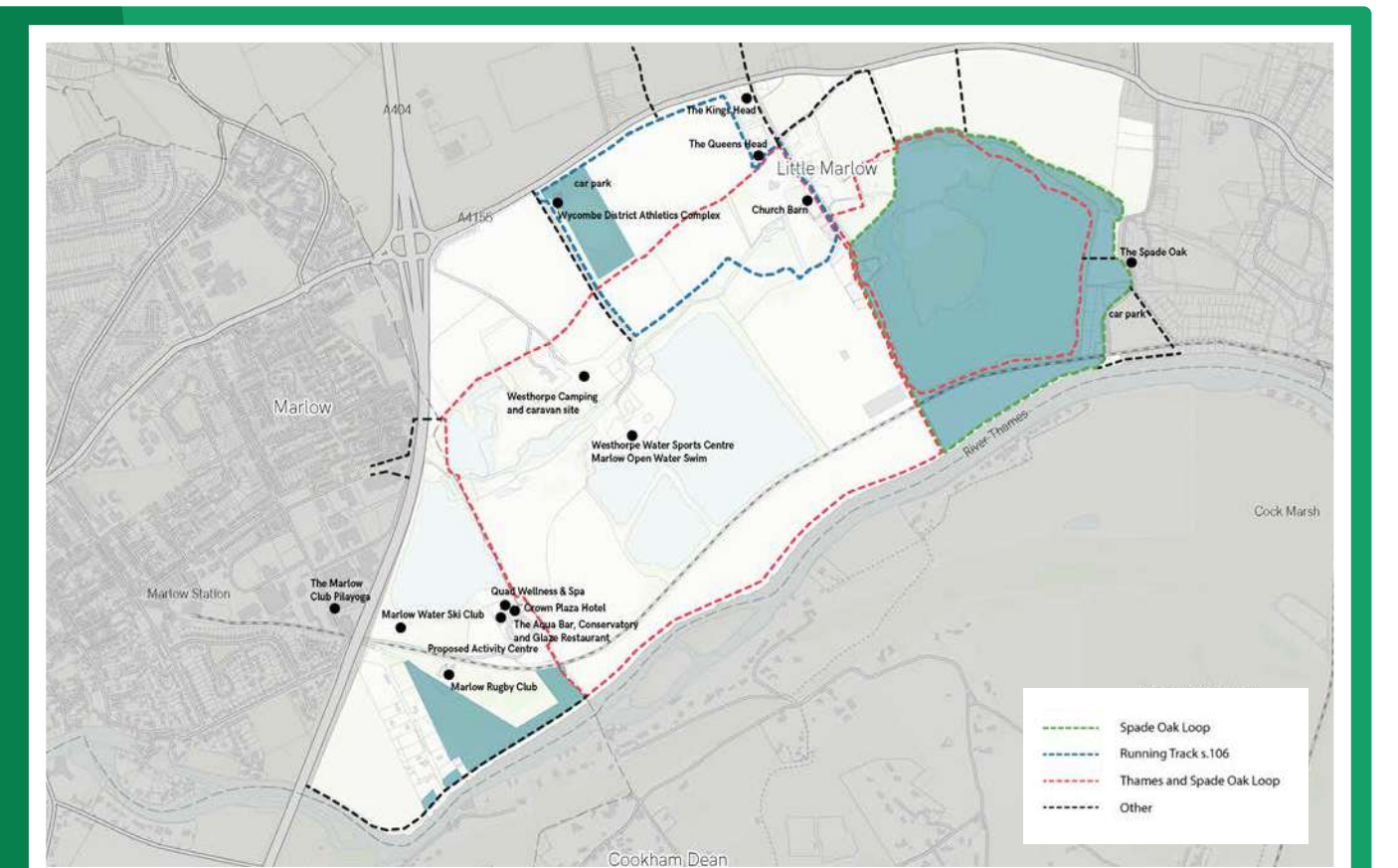


The proposal aims to improve the existing connections and create new paths that connect to the existing network to promote active mobility.

The Country Park A Big Opportunity

The Country Park is some 329ha of land between Marlow and Bourne End, the Thames and the A4155 (Little Marlow Road). It is fragmented and in multiple ownerships.

Dido Property Limited is committed to working in partnership with others on how the Country Park could be delivered and in what form.

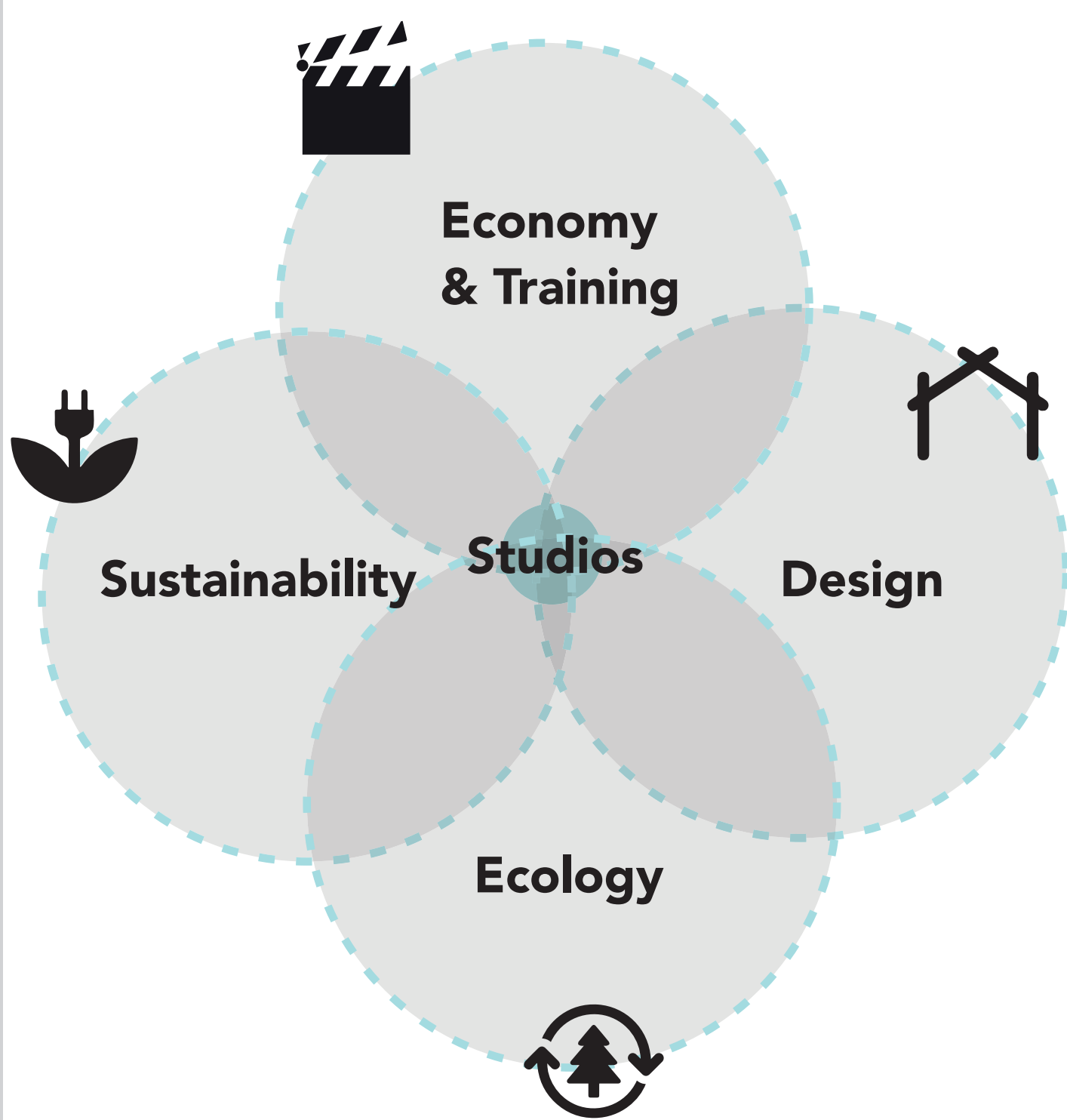




Initial Ideas

Design Pillars

Four pillars will guide the design to create a successful, and sustainable film studio. It is our intention to create a state-of-art facility that caters to 21st century working practices and is a great place to work.



Economy & Training

A globally significant film studio that creates a range of jobs and a skilled workforce.

This studio will be a leading film production site internationally, matching the leading global studios in terms of number and size of facilities.

There will be over 5000 jobs on site and off, in the supply chain and support businesses, along with apprenticeship programs in partnership with schools and colleges.



Design

An integrated architecture of high quality for a celebrated and award winning workforce.

The proposal aims to rethink film studios to create a great, vibrant place to work. Not all the buildings are large sound studios. There is also a need for smaller buildings to accommodate workshops and offices for crafts, set design, costumes, and other support activities. The existing landscape and key views will be considered throughout the process to mitigate visual impact.



Ecology

An increase in wildlife in the area over what there is now, as a consequence of the Studio.

We have ambitious goals in terms of ecology. With our green-led principles and community focus we plan to improve biodiversity of the area, through 'biodiversity net gain'

The Environmental Impact Assessment will evaluate the positive and negative effects of the proposal helping identify mitigation measures.



Sustainability

A best in class sustainable scheme that will enable low carbon and sustainable production of film and TV.

We will explore how buildings can be designed to minimise energy demand and there will be on-site renewable electricity generation. The proposal will help to improve walking, cycling and public transport.





Current Affairs July/August '21

What's happening on the site now?

We are currently pursuing investigative works on the site. The following surveys have been undertaken or are planned:

- Breeding Birds
- Reptiles
- Bats
- Great Crested Newts
- Invasive Species
- Terrestrial Invertebrates Survey
- Grassland National Vegetation Classification (NVC) Survey
- Aquatic Invertebrate Survey

When will the surveys be completed?

The majority of surveys will be completed by the end of July with the exception of bat surveys, which will continue until October.

These surveys will be used to form an understanding of the site in its existing condition and then can be understood and considered in the design and decision making process.

What is an Environmental Impact Assessment (EIA)?

The Environmental Impact Assessment (EIA) process is a technical process that sits alongside planning applications of a certain size, scale and/or nature of development. The Ministry of Housing, Communities and Local Government (MHCLG)'s Planning Practice Guidelines state that the purpose of an Environmental Impact Assessment (EIA) is to:

“protect the environment by ensuring that a local planning authority when deciding whether to grant planning permission for a project, which is likely to have significant effects on the environment, does so in the full knowledge of the likely significant effects, and takes this into account in the decision-making process”.

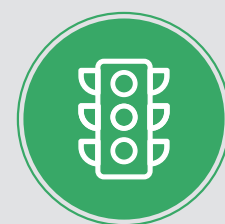
The following topics may form the content of an Environmental Impact Assessment:

1. Ecology
2. Archaeology
3. Noise
4. Air Quality
5. Traffic
6. Arboricultural studies
7. Ground Investigations
8. Gas monitoring
9. Groundwater monitoring



Ecology

Assess the current ecological value of the site and the presence (or not) of protected and/or notable species or habitats.



Traffic Surveys

To understand current traffic movements in the vicinity of the Site. The surveys will be combined with other information and historic survey data and used to inform the junction designs and travel strategy for the Site.



Air quality surveys

To measure and monitor air quality levels on and around the Site. Monitoring is being undertaken from June to November.



Ground investigations

A detailed assessment of the underlying ground conditions on the Site. They will look to establish the extend of any potential contamination and/or contamination risks, the make up of the sub-surface land, as well as to understand the underlying hydrology (i.e. ground water environment).

The purpose of the survey is to ensure any design properly considers existing ground conditions in the approach to foundations and drainage. On site investigations are due to commence in July.

