
PRESS RELEASE



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MERLIN ENTERTAINMENTS CELEBRATES LEGOLAND WINDSOR RESORT WIN AT THE BLUE BADGE ACCESS AWARDS

- Access Champion award won at the 2023 Blue Badge Awards

Merlin Entertainments is proud to celebrate LEGOLAND Windsor Resort's recognition at this year's Blue Badge Access Awards in London. The event shone a spotlight on the remarkable achievements in the field of accessibility, including Anna Neary, the Resort Experience Manager at LEGOLAND Windsor Resort, who was honoured for her exceptional contributions.

Helen Bull, Divisional Director at LEGOLAND Windsor said:

"We're incredibly proud of all the work our Accessibility Team does here at LEGOLAND Windsor, and it's a testament to Anna's hard work, dedication, and the unwavering support of her colleagues that she's been awarded this year's 'Access Champion' Award. This accolade acknowledges the efforts and hard work of our teams in delivering exceptional results and making a meaningful impact in the accessibility sector. Accessibility will continue to be at the forefront in all that we do."

In addition to the 'Access Champion' Award, LEGOLAND Windsor Resort was also nominated for the 'Above and Beyond' Awards. This recognition acknowledges the exceptional dedication of their Accessibility Experience Team, which works directly with guests with disabilities to provide support in planning their visits and being a point of contact throughout their experience at the resort.

As part of the Merlin Entertainments group, LEGOLAND Windsor Resort is renowned for its unwavering commitment to accessibility. The Resort has made significant investments in infrastructure improvements, such as ramps, and Changing Places facilities, to cater to guests with mobility challenges. It has also introduced sensory rooms in both the Park and Hotel to create a more inclusive environment for those with sensory sensitivities.

Beyond physical accommodations, Merlin Entertainments offers a range of services and resources aimed at enhancing the experience of guests with disabilities. This includes accessible information guides, such as a sensory guide, wheelchair and mobility scooter guide and in-depth information about different accessible rooms in the Hotels, as well as virtual queuing systems to reduce the physical wait times at rides for those who may find queuing difficult.

Merlin's dedication extends to online platforms, with user-friendly websites that adhere to web accessibility standards, making it easier for people with disabilities to plan their visits and make reservations. Merlin's strong emphasis on staff training ensures that its employees are well-equipped to interact with and assist guests with disabilities, fostering a welcoming and accommodating atmosphere.

Anna Neary, Access Champion, commented:

"We take immense pride in our team's unwavering dedication and passion, as they wholeheartedly commit to removing any barriers to creating unforgettable moments at LEGOLAND Windsor. Our mission is to ensure that everyone can experience the joy of fun, without limitations!"

Kate McBimie, UK Resorts Accessibility Manager, said:

"As part of our mission to be the greatest place to work and visit, Merlin Entertainments' unwavering commitment to accessibility is not just about opening doors; it's about creating a world where everyone can explore, experience, and enjoy

the magic of our attractions. We believe that everyone deserves a chance to make unforgettable memories, and that's why we're dedicated to removing barriers and ensuring that everyone can be a part of our extraordinary adventures. We're so proud to have received the Blue Badge Award and a huge congratulations to Anna for her outstanding achievement."

Merlin's commitment to fostering disability confidence and accessibility extends deep within the organisation. In 2021, recognising the wealth of knowledge and lived experiences within the global Merlin team – from parents and caregivers to those with accessibility needs – it established the 'Internal Intelligence Group.' This group serves as a platform for sharing invaluable insights, shaping our approach to accessibility at attractions across the globe.

Since its creation, the Internal Intelligence Group has expanded to over 40 dedicated employees in diverse roles across the globe. They've offered unwavering support to global Merlin attractions through onsite reviews, active participation in project planning meetings, and the development and delivery of essential training programs. Furthermore, the Internal Intelligence Group has devised a comprehensive toolkit to drive disability inclusion for both our people and our guests as well as securing funding for upcoming improvements. This group has created an empowering space for sharing experiences, overcoming challenges, and providing essential support, embodying Merlin's commitment to making its attractions more inclusive for all.

For more information on Merlin's commitment to accessibility, visit: [Merlin Entertainments | Accessibility](#)

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Notes to Editors

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 140 attractions, 23 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

About LEGOLAND

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The LEGOLAND® Windsor Resort is a unique family theme park where children aged 2 -12 can take to the road, soar through the skies, and sail the seas in complete safety. It has over 55 interactive rides, attractions, live shows, building workshops and driving schools, not to mention a staggering 80 million LEGO® bricks, all set in 150 acres of beautiful parkland.

There are nine other LEGOLAND® parks in the world – LEGOLAND® Billund in Denmark, LEGOLAND® California, LEGOLAND® Florida, LEGOLAND® Deutschland in Germany, LEGOLAND® Dubai, LEGOLAND® Malaysia, LEGOLAND® Korea, LEGOLAND® New York and LEGOLAND® Japan.
