



This year, we were privileged to take on the stewardship of Billing Aquadrome and Cogenhoe Mill, two of the most naturally stunning destinations in the UK. Billing Aquadrome, in particular, has become the centrepiece of our mission to redefine UK holidays, supported by the unique charm of Cogenhoe Mill. With an incredible team and a loyal community of owners and holidaymakers, we have laid new foundations and introduced a fresh vision for creating unforgettable holiday and holiday home ownership experiences.

As I write to you today, I want to acknowledge the challenges many of you are facing. For some, the recent flooding has meant being unable to return to your cherished caravans, while for others, significant repairs will be needed before they can once again be enjoyed. Our dedicated team, in partnership with trusted contractors, has been working tirelessly to ensure the safety of the park and to restore essential services as swiftly as possible.

To date, power has been restored to 5 of the 7 transformers on-site, and work is progressing steadily on the remaining units. In some cases, this involves the installation of new cabling to ensure a safe and reliable connection. Once power is restored to a transformer, the next stage involves testing each distribution line to confirm that electricity can be safely delivered to every individual caravan meter.

The following update outlines the progress made so far in this testing process, following the reactivation of the transformers.

**Latest Update on re-opening – daily emails will be sent to owners to confirm phased re-opening.**

- 3rd December - Power restored for 262 owners that have now returned. Of those who have returned, 12 **reported** units require urgent electricity repairs.
- 4th December - We anticipate power for a further 220 owners at Billing and all of Cogenhoe Mill.
- 5th December - To be confirmed by daily email.
- 6th December - To be confirmed by daily email.
- 7th December - To be confirmed by daily email.
- 8th December - To be confirmed by daily email.
- 9th December - To be confirmed by daily email.

**Support Available for Owners requiring urgent repairs or advice**

We remain steadfast in our commitment to supporting you in accessing trusted local contractors and suppliers to expedite repairs. In response to the exceptional demand currently placed on

park operations, our team has been working diligently to compile a list of approved local contractors, as well as suppliers verified through accredited platforms such as "Checkatrade."

To further assist during this restoration phase, park management has waived all administrative fees for repair services sourced through Billing Aquadrome until April 2025 to ensure a smooth and more affordable process for necessary repairs. For urgent repair requests or advice, please email us at [ba.enquiries@meadowbay.com](mailto:ba.enquiries@meadowbay.com).

To support owners in clearing their caravans, we have strategically positioned large roll-on skips throughout the park for the disposal of damaged goods. These skips will be regularly maintained and replaced as needed throughout the clean-up process.

I would like to take a moment to express my profound gratitude to our dedicated team, who have worked tirelessly to ensure the safety and well-being of our owners, guests, and their pets. Alongside the remarkable efforts of local emergency services and local & national agencies, many of our team members have gone above and beyond, often putting their own needs aside to safeguard the park and its community.

### **Promising Outlook Through Collaboration: The Future of Billing Aquadrome**

We understand the ongoing concerns surrounding the long-term challenges at Billing Aquadrome, particularly those related to flood resilience. This issue has a long history, and we deeply empathize with the frustrations arising from unfulfilled promises made by previous park owners. At Meadow Bay Villages, we are fully committed to breaking this cycle and delivering real, lasting change.

For over six months, we have been actively collaborating with West Northamptonshire Council, the Environment Agency, and other key stakeholders to identify sustainable solutions that pave the way for significant investment in Billing Aquadrome. We are pleased to announce that this partnership has resulted in the signing of a Memorandum of Understanding (MoU) between Meadow Bay Villages and West Northamptonshire Council. This MoU outlines a shared vision and clear objectives for the redevelopment of Billing Aquadrome, with the ultimate goal of establishing it as a premier tourist destination.

### **Key Objectives of the Memorandum of Understanding (MoU):**

#### **1. Flood Risk Management**

Managing flood risks is central to our plans for redevelopment. Together with West Northamptonshire Council and the Environment Agency, we are developing robust flood defence measures to ensure that future enhancements do not increase flood risks to housing, businesses, local infrastructure, or other critical assets. These works will be subject to stringent planning and environmental approvals, reinforcing our commitment to sustainable development.

#### **2. Plans for a Tourism Hub**

Our vision for Billing Aquadrome includes transforming it into a premier tourist destination, featuring high-quality accommodations and amenities. We aim to celebrate the park's natural beauty by promoting sustainable engagement with its unique environment, ensuring it remains a cherished retreat for years to come.

### **3. New Residential Park**

A designated portion of the site will provide safe and regulated residential accommodation under the Mobile Homes Act 2013. This residential area will be distinctly branded and situated on land with an acceptable level of flood risk, ensuring a clear separation from the main holiday park.

### **4. Phased Relocation of Residents**

We are committed to ensuring the safety, compliance, and long-term sustainability of our community. Over the next 5 to 10 years, we will be implementing a carefully phased relocation process for residents whose current use of their caravans does not align with the site licence requirements. As part of this plan, we are establishing a dedicated residential section to provide a compliant and secure living environment. Addressing current flood risks is a top priority, and we will begin with residents in the highest-risk areas to ensure their safety.

This process will be carried out in close consultation with the council, and we are dedicated to working closely with all residents to ensure a smooth and supported transition. Ample time and guidance will be provided, and we are here to assist you every step of the way.

### **5. Collaboration and Oversight**

A joint working group, chaired by West Northamptonshire Council, has been formed to oversee the redevelopment. This group provides a platform for constructive dialogue, ensuring all parties have a voice in shaping the future of Billing Aquadrome. While this collaboration is essential, we recognize that participation in this group does not predetermine regulatory approvals, which will be pursued diligently.

### **6. Long-Term Goals**

The redevelopment aims to deliver significant benefits to the local economy and community. Together, Meadow Bay Villages and West Northamptonshire Council are committed to achieving optimized outcomes that enhance Billing Aquadrome, Northampton, and the wider West Northamptonshire area.

West Northamptonshire Council has reaffirmed its support for this vision, expressing its dedication to fostering an environment where businesses, residents, and visitors can thrive.

### **Building a Bright Future for Billing Aquadrome**

In 2024, we have made substantial investments in critical infrastructure, operational improvements, and guest experiences. These efforts reflect our unwavering dedication to creating a safe, vibrant, and welcoming environment for all visitors. As we look ahead to 2025, we are focused on delivering an exceptional experience for our owners and holidaymakers, while also re-energizing demand for holiday rentals—a vital source of revenue that supports our ability to invest and grow.

We deeply appreciate the trust and patience you have shown as we work to lay the foundations for a resilient and prosperous future for Billing Aquadrome. Your support is invaluable as we navigate this transformative journey.

### **Moving Forward Together**

As progress continues, we will keep you updated regularly on our advancements and milestones. Together with our community of owners, guests, and stakeholders, we are determined to make 2025 a pivotal year - marking the beginning of a new chapter for this extraordinary destination.

Thank you for your belief in our vision and your continued support. With collaboration and determination, we will achieve a brighter, more resilient future for Billing Aquadrome.

Warm regards,



**Geoffrey Smith**



Geoffrey Smith

Chief Executive Officer

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