



THE NATIONAL
FOREST

HEART OF THE FOREST

DRAFT MASTERPLAN VISION

OCTOBER 2021



NIKE HEADQUARTERS - OREGON, USA

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DEVELOPED IN PARTNERSHIP WITH NATIONAL FOREST COMPANY, THE NATIONAL FOREST CHARITABLE TRUST AND NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

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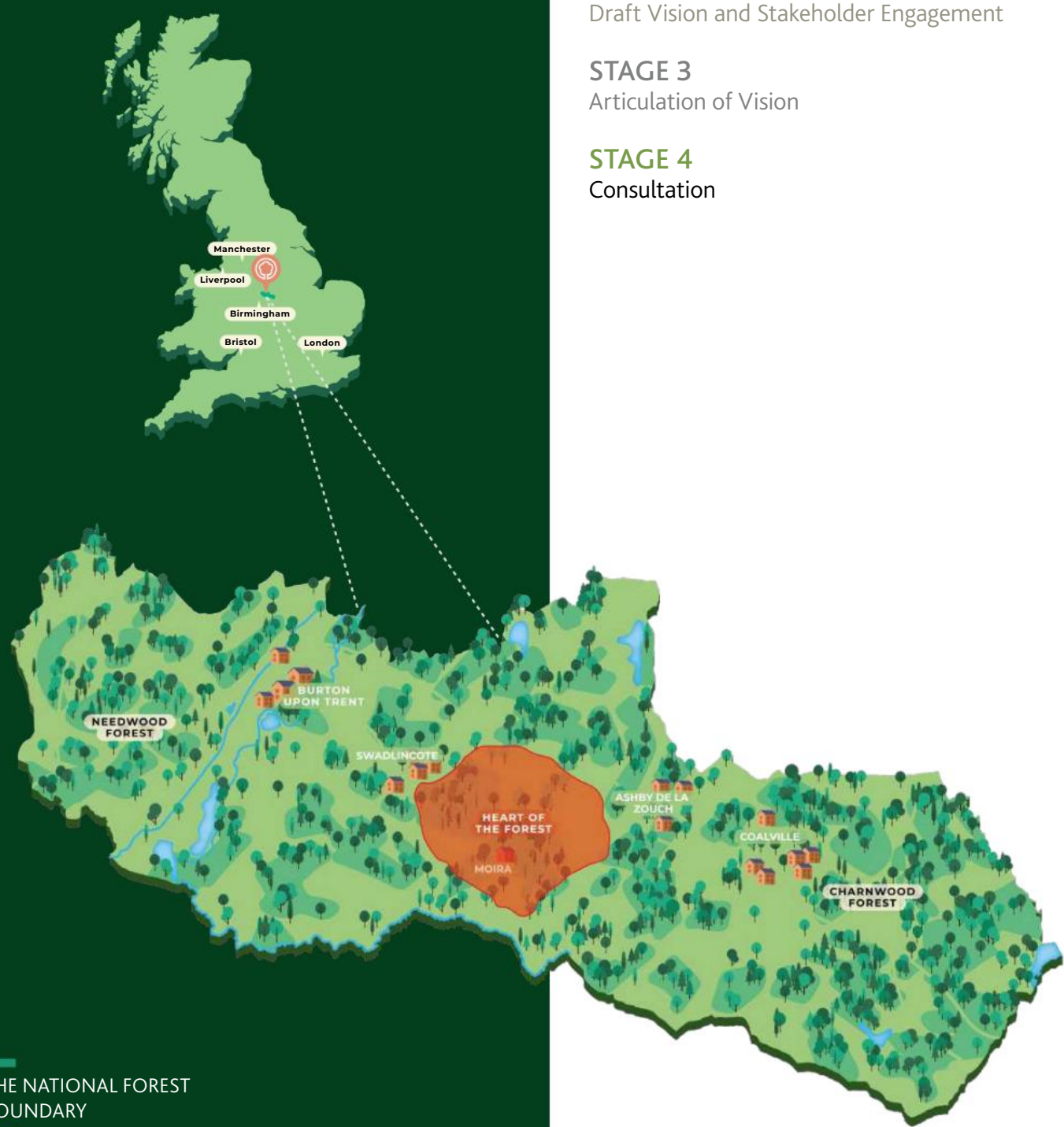
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SECTION 1
INTRODUCTION

PROGRESS:

We are at the consultation stage of the four stage process:



- STAGE 1
Inception and Baseline
- STAGE 2
Draft Vision and Stakeholder Engagement
- STAGE 3
Articulation of Vision
- STAGE 4
Consultation

This masterplan vision for the Heart of the Forest (covering 10 square miles at the heart of the National Forest) is a conceptual and dynamic plan with clear proposals to positively develop and improve this landscape for the benefit of local communities.

It sets out what can be delivered here to transform this area into a dynamic place to live, work, visit and invest in. It responds to the challenges clearly articulated in the draft 25 year vision for the National Forest.

This document includes our analysis of the challenges facing the Heart of the Forest as well the immense opportunities. It articulates a clear vision for the masterplan, the principles by which it will be delivered and the outcomes sought. It has a focussed number of specific components that fall under three themes (Place, Experience, Enterprise). Spatial plans illustrate where these components can be developed and how they fit together with existing assets and the local community.

In developing this masterplan vision we have reviewed policies, strategies and markets and have examined and mapped the existing landscape and the main assets within it. At this stage of the project we have undertaken targeted consultation and have worked closely with the steering group (National Forest Company, the National Forest Charitable Trust and North West Leicestershire District Council) to develop and refine emerging options.

The proposed next steps for the development of the masterplan are outlined at the end of this document.

Thanks to the following Key Stakeholders:

- Kevin Brown, PSL Planning Consultants
- Mike Ballantyne, National Forest Charitable Trust
- Richard Hunt, Leicestershire County Council.
- Seb Tighe, Forestry England
- Mike Stickland, Conkers Operators
- John Everitt, National Forest Company
- Wendy May, North West Leicestershire District Council
- Philip Metcalfe, National Forest Company
- Louise Driver, National Forest Company
- A Different View



WONDER WOOD PLAYGROUND - DENMARK

SECTION 02

SWOT SUMMARY FROM BASELINE

The initial phase of the masterplan included a site visit, desk based surveys including the review of existing policies and strategies, market analysis and visitor trends, examining existing visitor accommodation and visitor experiences, looking at best practice and useful comparators and undertaking target consultation. At the conclusion of this we developed a SWOT which was refined by the Steering Group:

STRENGTHS

- Clear 25 year vision for the National Forest (25 year vision, Tourism Growth Plan & Website)
- Conkers, well known
- Extensive path network and lots of accessible woodland
- Three experiences: Ashby Canal/Moira Furnace and Hicks lodge & Conkers
- Timber, Canal and Folk Festivals
- The story of the transition from post-industrial to verdant landscape in 20+ years
- Relatively accessible to a large market (but only by car, A42, M1, M6)
- Surrounding National Forest and region has some strong attractions

WEAKNESSES

- Mismatch between 25 year vision and experience, lacks WOW or USPs
- National Forest does not have a strong heart, Heart of the Forest not defined or apparent beyond Policy.
- Lacks the hub/gateway to attract and disperse
- Immaturity and distinctiveness of landscape: does not feel like a National Forest
- Shortage of visitor accommodation, and distinctive offer
- Lacks all weather and advanced level experiences
- Lack of joint promotion of visitor attractions
- Integrated path network, poor legibility, gaps, lack forest tranquillity and immersion
- Some of the surrounding settlements are not strong attractions in their own right

OPPORTUNITIES

- Rededication to the National Forest, create a Heart to the forest
- Capitalise on the whole forest, health & well-being and environment zeitgeist, demonstrate sustainable living and the circular economy, staycation, corporate team rebuilding (post covid)
- Refocus Conkers & Conkers Waterside, as the hub/gateway
- Large areas of land in the right kind of ownership to enable big steps (Hanging Hill Farm, Conkers land, Clay Stocking Yards, Albion site, Forestry England Land, Leicestershire County Council)
- Brilliant forest and/or lakeside holiday accommodation
- Use the lakes and water
- Forest learning, formal and informal, courses, forest enterprise
- Planning and Tourism Policy framework support
- Longer term upgrade to rail line and link Ashby Canal to national network
- Build on the events, diversify, improve infrastructure
- Create a green web of trails paths, and experiences, art, play, another cycle hub, with strong gateways (inc parking) consistent, embrace digital mapping
- Link surrounding communities to Heart of the Forest

THREATS

- Surrounding regions are not strong tourism destinations
- Competition, quality elsewhere
- Not everyone sharing the vision for the National Forest
- Planning uncertainty for bold proposals
- Slow progress on previous masterplans
- Viability and funding of new infrastructure
- HS2

SECTION 3

THE VISION FOR THE HEART OF THE FOREST

The Heart of the Forest is well-named. It is both a place within the National Forest and a symbol of our resolve to make a difference for this and future generations. These 10 square miles will be a showcase responding to the aspiration of our 25-year National Forest vision to make our environment more resilient, improve our well-being and make our economy more sustainable.

The masterplan vision for the Heart of the Forest takes this challenge and makes it real. It sets out ambitious interventions and investments which will create not just a place for leisure activity in an attractive forest landscape, but one which will actively contribute to the mitigation of climate change and help achieve net zero targets ahead of national timetables.

We will create a unique destination which enhances facilities for local communities, attracts visitors from across the region, and has moments of national significance. We will do this through developing experiences which connect people to nature, encourage positivity, are fun to explore, and deliver an authentic sense of culture, possibility and place. Our programme will be delivered through collaboration and partnership with public and third sector partners, communities, businesses and landowners.

We are laying the foundations for nothing less than a model for sustainable living, sustainable tourism, and sustainable enterprise in a transforming and connected environment here in the heart of the National Forest.

CULTURE, POSSIBILITY, PLACE

The 25-year vision sets out an exciting future for the National Forest which addresses the urgent need to tackle climate change and demonstrates how by working together with nature, society and the economy we can create positive change and deliver sustainable solutions which benefit everyone.

www.nationalforest.org/greenprint

MITIGATE
CLIMATE
CHANGE

SUSTAINABILITY

COMMUNITY

HEALTH & WELLBEING

CULTURE
ENCOURAGE POSITIVITY

ECO LEISURE & ACTIVITY

CONNECT
PEOPLE TO NATURE

SECTION 4

PRINCIPLES: OUR WAY OF WORKING

The Heart of the Forest does not belong to any one agency, organisation, community or individual, and so realising the vision for its future will also be shared. Renewed commitment and support is required for the Heart of the National Forest through policy and funding.

Our approach is founded on three principles which will underpin everything we do.

COMMITMENT

A shared commitment from our decision-makers, funders and planners to inspire others and take action to deliver the vision. We will work with government departments, local authorities and other public bodies to ensure that the ambition for the Heart of the Forest is a key driver within our economic, community, environmental and climate change strategies and plans.

CO-OPERATION

An open, consistent and collaborative approach working closely with our landowners, businesses and those looking to invest will enhance the overall offer and experience of the Heart of the Forest in the short term, and ensure we create a sustainable destination for the future.

COMMUNITY

The Heart of the Forest is a place where people live, go to school, play, and work. Our communities give the Heart of the Forest much of its character and authentic sense of place. Our people are stewards for the Heart of the Forest's future, caring for its habitats, its culture and its way of life. Our visitors and communities can co-exist, each benefiting from the other.

SECTION 5

OUTCOMES: WHAT WE WILL ACHIEVE

Throughout its relatively short history the National Forest has responded with imagination and boldness to the challenges of the time. From transforming an industrial landscape scarred by coal mining and clay extraction, to the present environmental and societal challenges which urgently demand a response that is bolder still.

The 25-year vision for the National Forest sets out a positive response to addressing the urgency of climate change, as well as ensuring its communities can live a healthier and more prosperous life. We believe this is both realistic and achievable. This masterplan vision illustrates how that vision can be delivered within the Heart of the Forest. Creating a special place in a newly restored landscape where the environment, society and economy can work together in a transformational way which will inspire others.

Successful delivery of the Heart of the Forest vision masterplan will result in the following:

- An established visitor destination - a gateway to the National Forest - located within a newly restored landscape with its own recognisable character and sense of place.
- A demonstration of how the 25-year vision for the National Forest is being delivered, which will evidence how the economy, society and environment can work together to address the urgency of climate change and meet net zero targets.
- People engaging and interacting with nature whilst exploring a growing network of diverse and connected habitats where wildlife thrives.
- Visitors and local communities accessing a range of attractions and outdoor experiences from the more active and adventurous to the more leisurely, cultural, or mindful. All experiences will connect people to the landscape and improve wellbeing.
- New and growing enterprises, inspired by the forest and the opportunities emerging from this sustainable visitor destination.
- Create new employment and volunteer roles providing opportunities for people to learn, develop new skills and live more fulfilling and prosperous lives within a sustainable, low carbon and woodland economy.



SECTION 6

THEMES: WHAT WE
WILL FOCUS ON

The masterplan vision focuses action around three over-arching themes which bring the values of the National Forest’s 25-year vision alive and create a ‘Heart’ to the National Forest:

PLACE



The green infrastructure, orientation, connectivity, character, housing and public realm which make this is a high quality, accessible, sustainable and connected community and destination.

This theme will:

- Strengthen the sense of place and build pride among its communities
- Improve sustainable ways to travel to the destination and get around once here
- Improve the physical gateways and connections within the Heart of the Forest and to the surrounding communities
- Enhance the natural environment and transforming woodland landscape
- Ensure development is an exemplar for sustainable design

The experiences, attractions, events and supporting infrastructure such as accommodation which will give reasons for people to come here.

This will:

- Create new appealing, high-quality and sustainable reasons to visit
- Align experiences to the 25 year vision’s values and showcase the whole of the National Forest
- Improve gateways and hubs and re-focus Conkers to attract and disperse visitors across the National Forest
- Promote the Heart of the Forest (this healed landscape) as a place for health and wellbeing
- Encourage and support cross promotion of attractions and experiences to present the National Forest as one distinctive destination

ENTERPRISE

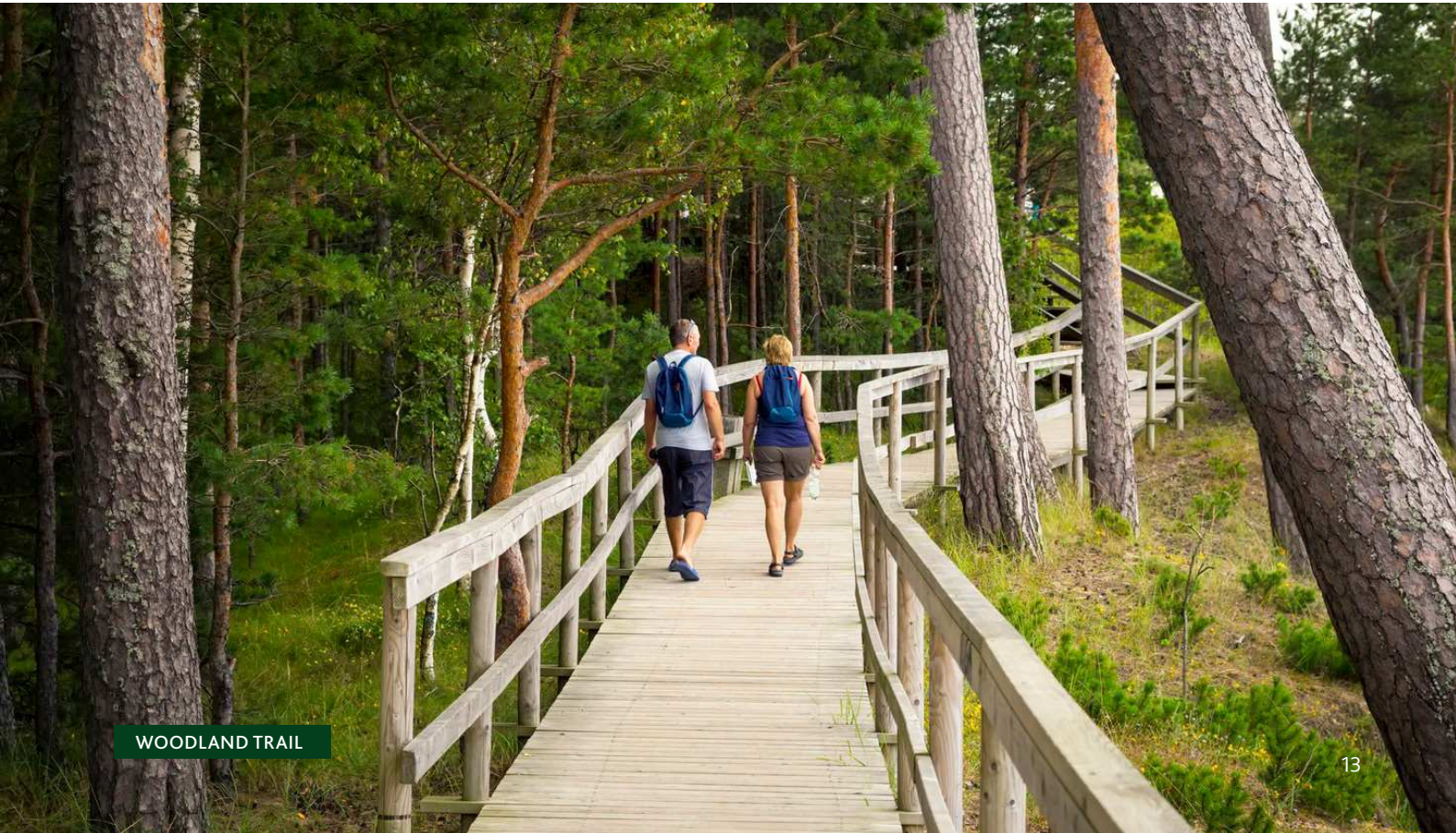
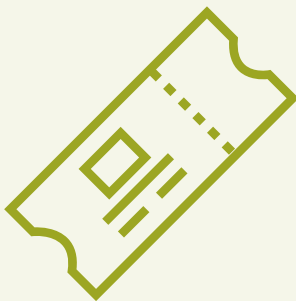


The forest enterprises, local supply chains and circular economy to make this a carbon neutral destination. The volunteering, community involvement, learning and skills to make this a great place to live and visit.

This will:

- Extend the range of varied, high-quality, distinctive sustainable accommodation that underpins the visitor economy and the jobs it creates
- Support existing and new enterprises to thrive and promote sustainability in a forest setting
- Attract funding and investment to enable the values and ambition of the Heart of the Forest to be achieved
- Use the evolving landscape, to enable volunteering, learning and skills, education and job creation

EXPERIENCE



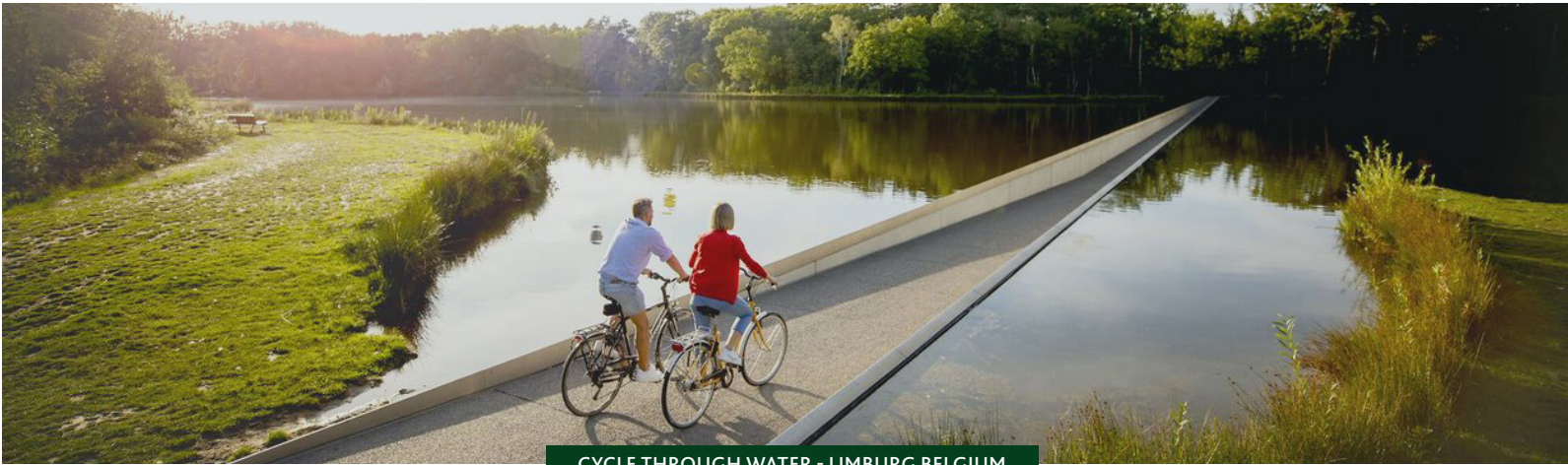
THEME ONE
PLACE



A high quality, accessible, sustainable and connected place that supports the development of a thriving society and showcases an environment adapting to and mitigating climate change.

Create a new 'green web' of forest trails, radically improving existing paths & connectivity to assets and to encourage active travel and low carbon holidays	<ul style="list-style-type: none">Develop an integrated system of paths creating a compelling reason to visit by reworking the existing network, making connections and plugging the missing linksDevelop more circular cycle loops connecting key points of interestCreate 'visitor and community gateway' points with distinctive interpretation and facilities eg Conkers, Hicks Lodge, Moira Furnace. 'Visitor gateways' to also include car parking provisionMake pathways part of the visitor experience with Conkers as the main visitor hubPresent the 'climate change and landscape transformation' narrative through viewpoints, art, sculpture, play and interpretation 'happenings' along the routesEnsure the main routes are accessible for all users, facilitating and promoting mobility as a USP for the destinationLink existing Heart of the Forest assets using the web of forest trails developing a seamless and connected experience and adopting a consistent orientation and signage scheme
Improve access to the Heart of the Forest, promoting sustainable transport	<ul style="list-style-type: none">Reopening of the Ivanhoe line for passengers with improved links to new stations at Ashby de la Zouch and Church Gresley including off-road bridleways into the Heart of the Forest with cycle and mobility hire facilitiesImprove and promote cycle and walking routes linking urban areas, local communities and national trails into the Heart of the Forest (inc. Ashby canal route)
A landscape that helps to mitigate and adapt to climate change and showcases the best in habitat creation, enhancement and sustainability	<ul style="list-style-type: none">Continue Heart of the Forest tree planting programmes to increase woodland coverCreate, manage and enhance other habitat types for biodiversity in addition to forest ecologySelect one of the lakes to create and showcase wetland habitatTell the story of landscape change
A showcase for sustainable forest living	<ul style="list-style-type: none">Aspire to achieve net zero developments using the most sustainable materials and construction methodsCreate a small-scale new development of exemplar sustainable living demonstrating how new communities can integrate with the woodland settingDesign new development and select materials to reinforce the National Forest character, including zero carbon, BREEAM and other sustainability standards.
A thriving forest community which nurtures and sustains society and the environment	<ul style="list-style-type: none">Create spaces and places in which communities can come together and flourish including community orchards, allotments and wildflower gardens; community arts; community recreation and wellbeingSecure community involvement and volunteering within the Heart of the Forest via community planting; workshops; nature conservation and management

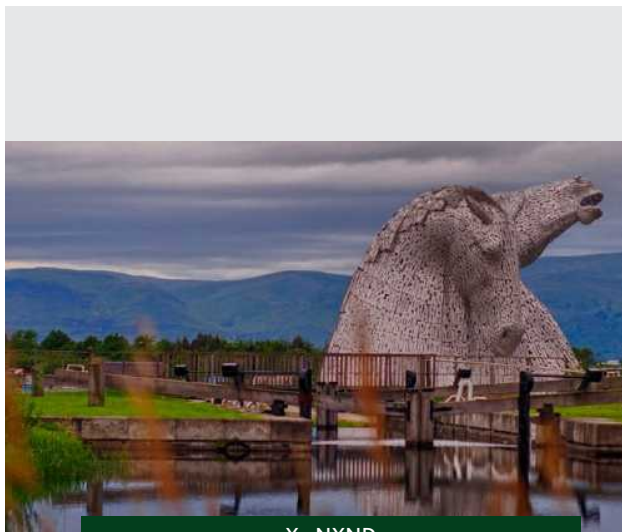
A distinctive National Forest character	<ul style="list-style-type: none">Ensure all development contributes to the emerging National Forest character through the use of timber construction materials, green roofs and walls, the highest standards of sustainable design and integration with the natural environmentConsistent signage and branding reinforcing the experience of being within a single destination
Strengthen Forest Towns as key settlements for the Heart of the Forest	<ul style="list-style-type: none">Focus on Ashby de la Zouch as a historic market town for visitors with Ashby Castle, independent shops, markets and restaurantsLink to the industrial heritage of Swadlincote as a foregone capital for pottery and clayIntegrate the forest culture and story with the towns through events, arts and green infrastructure



CYCLE THROUGH WATER - LIMBURG BELGIUM



KIELDER PARK - NORTHUMBERLAND



X - NXND



GISSELFELD KLOSTERS FOREST - BELGIUM



FOREST OF DEAN - GLOUCESTERSHIRE

PRECEDENTS

PATH NETWORK	<p>Forest of Dean Sculpture Trail, Gloucestershire https://www.forestryengland.uk/sites/default/files/documents/FoDSculptureTrailLeaflet_v4June18.pdf</p> <p>Ile de Re, France: Excellent low level cycle routes clearly way marked. Excellent website showing routes, times, distances, elevation, level of difficulty and points of interest. Well serviced by bike hire companies and accommodation. https://www.holidays-iledere.co.uk/what-to-see-and-do/bike-hire-and-cycling-paths/cycling-paths</p> <p>Mineral Tramways, Cornwall. A 60km-plus network of multi activity trails. Routes such as the Coast to Coast and the Great Flat Lode Trails while being mainly traffic-free, offer improved and safer access to schools, places of work, local facilities, historic settlements and visitor attractions. https://www.cornwall.gov.uk/environment-and-planning/countryside/cycle-routes-and-trails/the-mineral-tramways/</p> <p>Shorne Woods Country Park, Kent. A series of cycle ways, walks, Segway routes, educations, fishing, geocaching etc. https://www.kent.gov.uk/_data/assets/pdf_file/0019/3574/Map-of-Shorne-Woods-Country-Park.pdf</p> <p>Phoenix Trail (Thame to Princess Risborough) – former rail line now re-developed as a linear 8 mile trail with artworks along the length https://www.angusross.co.uk/the-phoenix-trail/</p> <p>Limburg Belgium; development of experiences as part of the route (Cycling Through Water and Cycling Through Trees) https://www.visitlimburg.be/en/cycling-through-water</p>
	<p>The Sculpture Garden – Surrey https://www.thesculpturepark.com/</p> <p>Compton Verney – Warwickshire https://www.comptonverney.org.uk/</p> <p>Kielder Water and Forest Park – Art and Architecture – Northumberland http://kielderartandarchitecture.com/home.html</p> <p>Jupiter Artland – Scotland https://www.jupiterartland.org/</p>
	<p>Foxton Locks – Leicestershire https://canalrivertrust.org.uk/places-to-visit/foxton-locks</p> <p>The Helix, Falkirk, Scotland https://www.thehelix.co.uk/</p>
	<p>Ruhr Valley – culture driving force behind renaissance of former industrial areas https://www.ruhr-tourismus.de/en/ruhrindustrialculture/industrial-heritage-trail.html</p> <p>Atlanta – former rail line (now called the beltway). A new circular park encircling the city providing space to ride and exercise, play, shop, eat and drink https://beltline.org/places-to-go/eastside-trail/</p>
	<p>New Forest - Brockenhurst; Cycle hire, shop, equipment and route maps available at the train station to facilitate exploration around the New Forest without a car. https://www.thenewforest.co.uk/things-to-do/cycleexperience-bike-hire-p779951</p>



RISING TIDE - LONDON



SALLY MATTHEWS - WOLVES



GISSFELD FOREST - BELGIUM



ENCHANTED FOREST - DESCANSO GARDENS

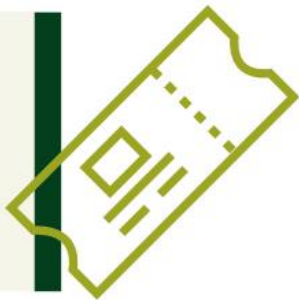


SHORNE WOODS - COUNTRY PARK



RUHR VALLEY - GERMANY

THEME TWO EXPERIENCE



An attractive, sustainable destination where local communities and visitors can access a range of experiences that connect them to the landscape, improve their wellbeing and enhance awareness of the importance of the National Forest.

Conkers the Hub to attract and disperse visitors	<ul style="list-style-type: none"> Reimagine Conkers as the central hub to attract and disperse visitors within the Heart of the Forest Use Conkers to promote and be a showcase for the National Forest and its 25-year vision Create cycle and mobility hire at Conkers for improved access to the green web Explore options for visitor accommodation to enhance the Conkers offer and increase overnight stays
Development of key sites within the Heart of the Forest	<ul style="list-style-type: none"> Develop the visitor offer on the Albion landfill site and clay stocks site Focus visitor accommodation and forest enterprise opportunities on key investment areas: 'The Forest Hub', 'The Lakes', 'Conkers' and 'Conkers Waterside' Enhance links to Moira Furnace and promote the heritage offer as part of the overall forest experience Focus on Ashby de la Zouch as the main forest town and destination for visitors to the Heart of the Forest, a platform to showcase forest enterprises with improved connectivity and promotion of the town offer Support enhancements to Hicks Lodge cycle centre to increase capacity and disperse visitors across the Heart of the Forest
Forest staycation accommodation and experiences	<ul style="list-style-type: none"> increase distinctive and sustainable forest holiday accommodation Ensure that new developments provide a rounded offer (local food and drink, links to forest trails and activities) Promote and integrate Forest experiences into the visitor offer including forest foraging; bush-craft; forest craft; forest equestrian etc.
An events programme providing year round animation and reasons to visit	<ul style="list-style-type: none"> Build on the success of the existing festivals and events program with significant destination events interspersed with a calendar of high-quality, sustainable community events Improve infrastructure at Waterside to support the development of small to mid-size events Focus larger visitor events on the Hanging Hill and Feanedock complex
An environment that supports healthy minds and wellbeing	<ul style="list-style-type: none"> Develop wellbeing experiences using the forest including forest bathing; mindful walking; reconnection with nature; healthwalks Develop indoor and outdoor sites and facilities for group wellbeing activities; forest retreats and getaways;
Forest recreation and sport to support physical health	<ul style="list-style-type: none"> Use one or two of the lakes for wild swimming, beach, kayaking and other unpowered watersports Provide areas and marked routes for walking, running, training and outdoor exercise Create play & health trails and outdoor gyms across the forest web Ensure maximum accessibility for all along the main and circular trails

Strengthen the narrative to be proud of the past and ambitious for the future

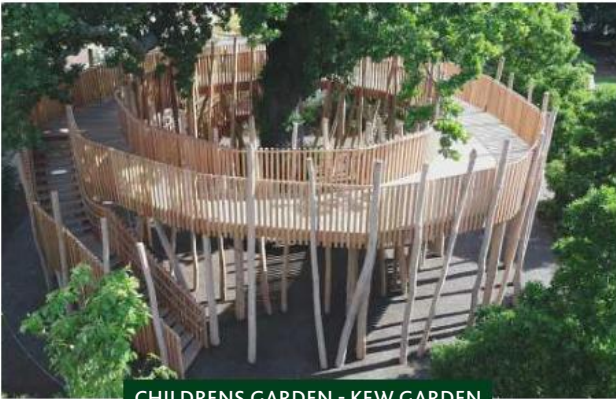
- Remain proud of the Black to Green narrative, our industrial past, and the landscape change to date
- Reinforce that we are growing the future together, where nature, society and the economy can work in balance
- Bring this narrative to life through the creation of the green web of forest trails, paths and interpretation
- Encourage the use of this narrative as part of future development of the main visitor hub and key sites



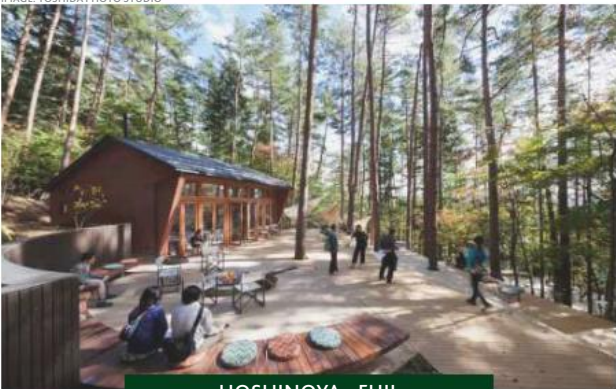
REGENTS PARK OPEN AIR THEATRE - LONDON



TIMBER FESTIVAL - LEICESTERSHIRE



CHILDRENS GARDEN - KEW GARDEN



HOSHINOYA - FUJI



OUTDOOR YOGA - ELEPHANT PARK



17 DEGREES SOUTH - LINDA WATSON



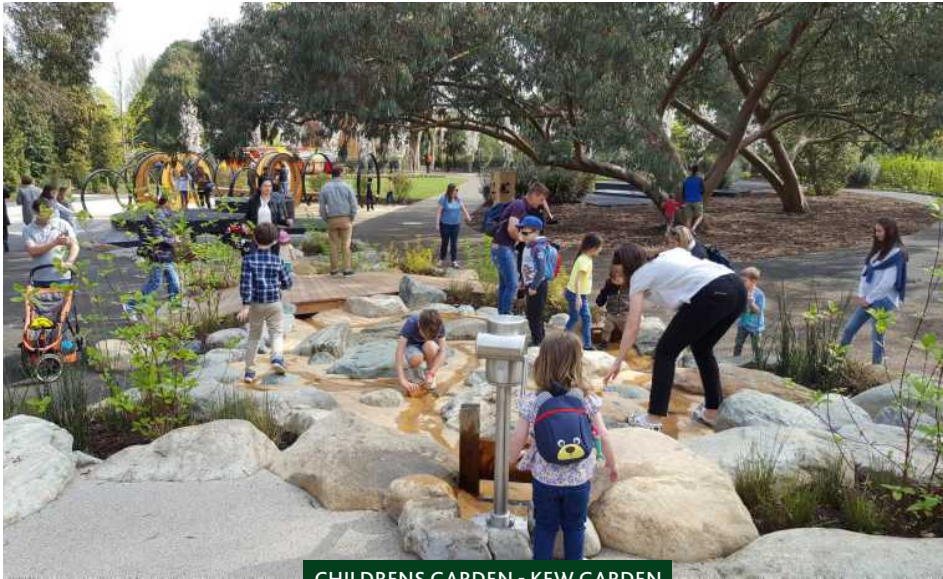
YORKSHIRE SCULPTURE PARK - WAKEFIELD

PRECEDENTS

FESTIVAL AND EVENTS	Outdoor Theatre - Kilworth House Theatre, Leicestershire, Regents Park open air Theatre Lost Village Festival Lincolnshire https://lostvillagefestival.com/energy-garden/
CONKERS AS A HUB	Stonehenge Visitor centre, Salisbury https://www.english-heritage.org.uk/visit/places/stonehenge/ Yorkshire Sculpture Park, Wakefield https://ysp.org.uk/about-ysp/the-weston Additional Cycle Hub Waterford Greenway Bike Hubs https://www.waterfordgreenwaybikehire.com
LAKE OFFER	Pop up beaches - Brussels and other European Cities Artificial lake, Ellerton Lakes, Catterick, North Yorkshire http://www.ellertonpark.com/watersports
PLAY AND HEALTH	The Children's Garden - Kew Botanical Garden https://www.kew.org/kew-gardens/whats-in-the-gardens/the-childrens-garden
EVENING OFFER	Faillte Ireland tourism towns development plan https://www.failteireland.ie/Failtelreland/media/WebsiteStructure/Documents/Publications/Failte-Ireland-Tourism-Destination-Towns-Guidelines.pdf?ext=.pdf



WATERFORD GREENWAY - IRELAND



CHILDRENS GARDEN - KEW GARDEN



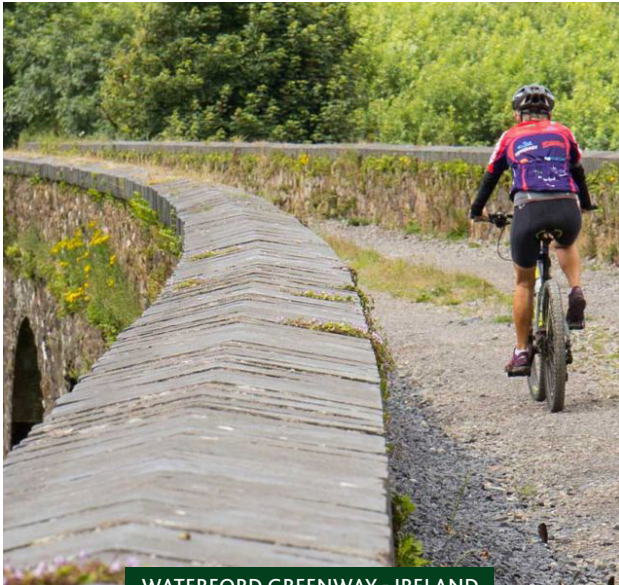
'POP UP' BEACH - BRUSSELS



FOREST WAVE - SOUTH KOREA



RAINWATER COLLECTION - ITALY



WATERFORD GREENWAY - IRELAND



STONEHENGE VISITOR CENTRE - SALISBURY

THEME THREE ENTERPRISE



A flourishing and sustainable local economy that is facilitating the transition to net zero, promoting green business and supporting enterprises to innovate and be inspired by the transforming woodland landscape.

Forest Enterprise	<ul style="list-style-type: none"> Support cross sector collaboration between forest-based enterprises and green businesses to facilitate strengthened local supply chains, and create a more circular economy. Create a variety of workspaces for new and existing businesses which operate in alignment with the National Forest’s values Workspaces could provide demonstration areas and supply local products for sale through retail facilities in hubs. Facilitate opportunities for local arts and culture organisations aligned to the Forest, building capacity and collaboration within the sector.
Business events, meetings and workshops	<ul style="list-style-type: none"> Establish a high-quality conference venue, potentially at Conkers Waterside or elsewhere (subject to further feasibility study), connected to the zero carbon / forest experience theme. Create flexible space that will support a wide range of events (business, family, learning, workshops)
Forest learning and skills	<ul style="list-style-type: none"> Provide spaces and facilities for programmes of study related to forest, environment and climate change delivered through community training programmes, primary & secondary education and commercial courses which people travel for Support the establishment of a research and training centre (linked to an existing university) specialising in relevant subjects e.g. sustainable land management, circular forest-based economy, low carbon tourism, nature connectedness and wellbeing
A landscape that showcases green technologies helping to work towards net zero	<ul style="list-style-type: none"> Establish zones and locations where green enterprise is supported Showcase renewable energy schemes to support visitor hubs, local communities and businesses such as wind, solar and biomass. Promote sustainable transport initiatives including electric vehicle charging, pool e-bikes



KIELDER FOREST TIPI



TREE POD - BROOM PARK FARM



FORESTRY BASED ENTERPRISE



FORESTRY BASED ENTERPRISE



FLEXIBLE WORKSHOPS



SHOREDITCH TREE HOUSE - LONDON



EXPERIENCE NOMADIC



EXPERIENCE NOMADIC

PRECEDENTS

BUSINESS, CONFERENCE, WEDDINGS, EVENTS	<p>Kielder Forest Tipi Weddings https://www.kielderwaterside.com/weddings/</p> <p>Shoreditch Tree House, London https://www.shoreditchtreehouse.co.uk/</p> <p>Overnight microadventures/escapes https://www.canoetrail.co.uk/canoe-and-camp/book-canoe-and-camp-trip</p> <p>Rent a woodland https://pippinandgile.co.uk/product/rent-a-woodland/</p>
FOREST HOLIDAY ACCOMONDATION	<p>Huttopia Villages https://europe.huttopia.com/en/in-the-world-of-huttopia/</p> <p>Cosy Under Canvas - Rustic and luxurious, award winning Glamping in a Welsh woodland https://www.cosyundercanvas.co.uk/</p> <p>Treepod https://www.canopyandstars.co.uk/britain/england/cornwall/broom-park-farm/lost-meadow-treepod</p>
FOREST SPAS AND THERAPIES	<p>Lough Finn Enniskillen: Your Forest Hideaway- An audience with nature https://www.finnlough.com</p> <p>Forest Spa Ledbury Herefordshire https://www.forestspa.co.uk/new-gallery</p>
FORAGING, CRAFT AND EQUESTRIAN	<p>The Heart of England Forest Skills Courses https://www.heartofenglandforest.com/skillsworkshops/</p>
FOREST BURIAL	<p>Clayton Woods natural burial site in the S Downs National Park https://www.claytonwood.co.uk</p>
FOREST EDUCATION	<p>The Woodland Classroom – education provider for children, schools, adults, groups and individuals based in Wrexham https://woodlandclassroom.com/schools/forest-school/</p>
EAT THE FOREST	<p>Foraging and dining experience in the forest in Buckinghamshire https://www.experiencenomadic.com</p>



COMMUNITY GARDENS



COMMUNITY GARDENS



HUTTOPIA VILLAGES



THE WOODLAND CLASSROOM - WREXHAM



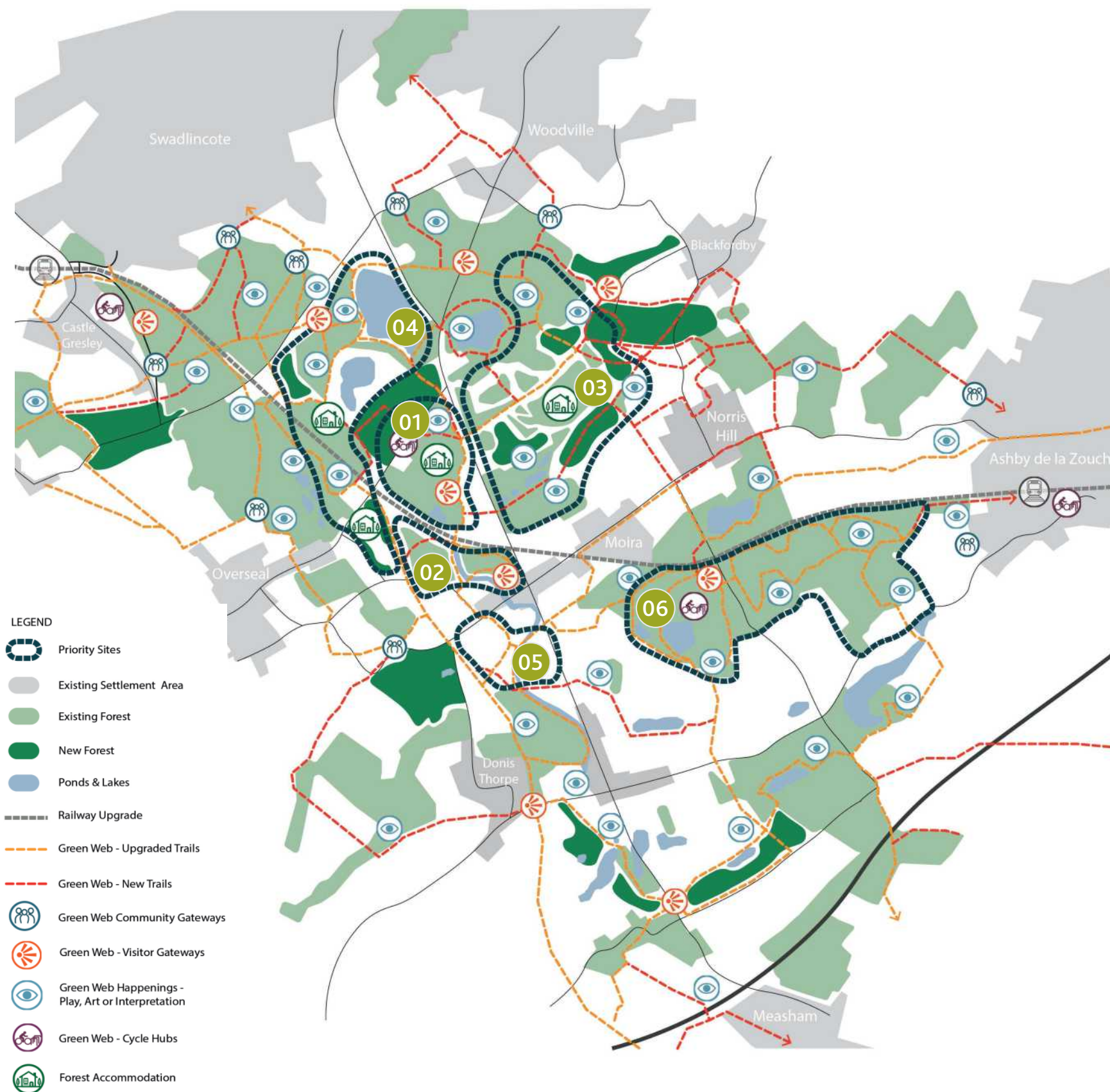
LOUGH FINN - ENNISKILLEN



EXPERIENCE NOMADIC

SECTION 7

VISION MASTERPLAN



01 | CONKERS RE-IMAGINED

- Visitor hub and gateway to the National Forest
- Refreshed visitor experience demonstrating the ambitions of the 25-year vision
- Site focused cycle hub with enhanced cycle and footpath links joining to Hicks Lodge
- Ancillary retail and hospitality showcasing local foods and products
- Education focussed linking to the curriculum (KS1-4)
- Experiences and events that promote wellbeing, arts and culture
- Distinctive forest-based accommodation

02 | FOREST ENTERPRISE

- Supporting local enterprises (woodland crafts & local food)
- Flexible workshop and office space
- Meetings and conference venue
- Skills and training centre promoting sustainability courses

03 | FOREST HUB

- Forest Accommodation - distinctive lodges, pods and huts
- Forest 'Happenings' Venue, for larger events / festivals
- Woodland arts and sculptures

04 | THE LAKES

- Utilise the lakes for wild swimming, beach, kayaking and other unpowered watersports
- Albert Village Lake – enhance visitor infrastructure and create access via clay stocks yard
- Waterside glamping accommodation
- Albion Lake to focus on nature, enhanced biodiversity and education

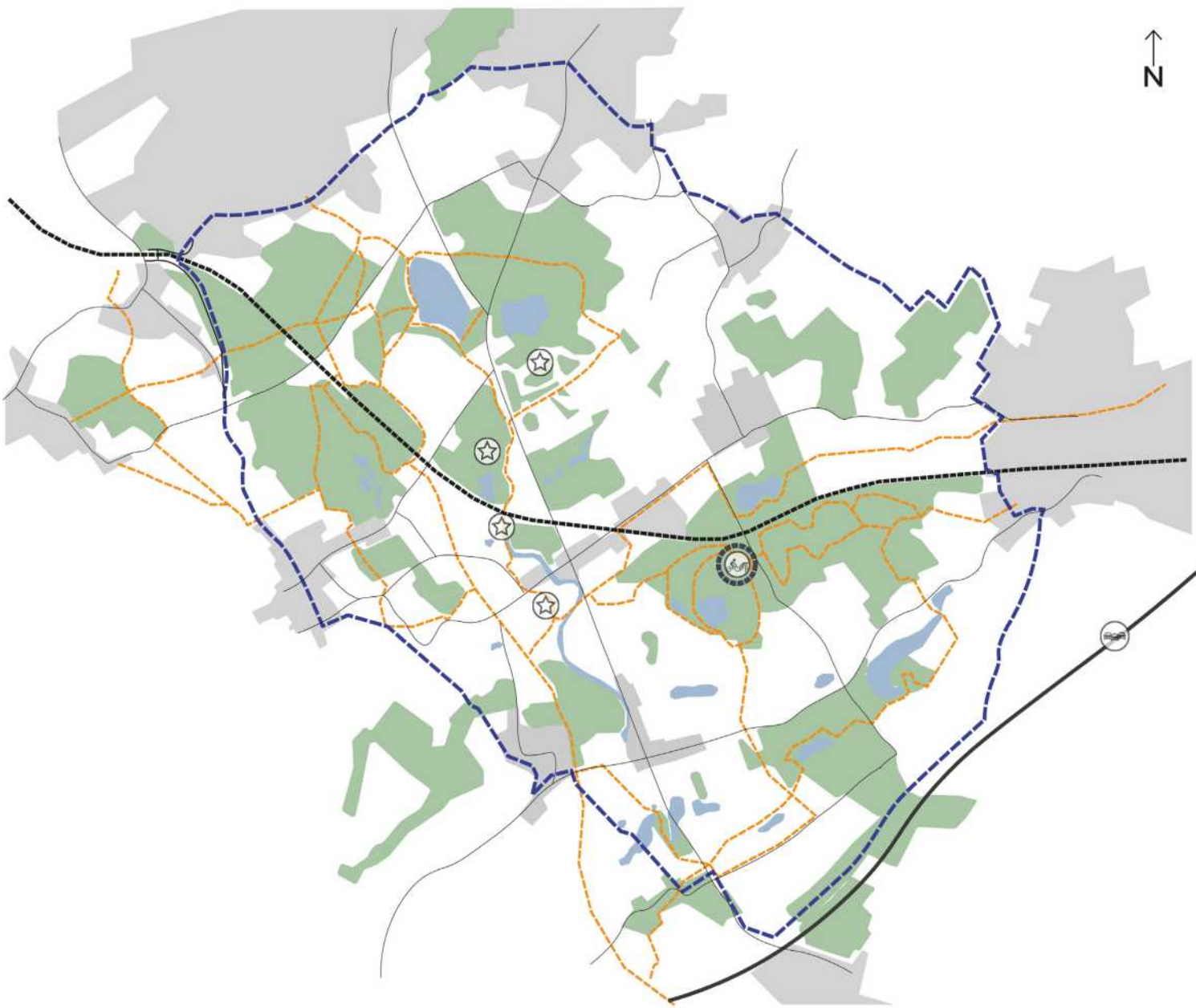
05 | MOIRA FURNACE

- Focus on heritage and culture experience arising from Future Options Appraisal
- Enhanced canal experience and option for accommodation

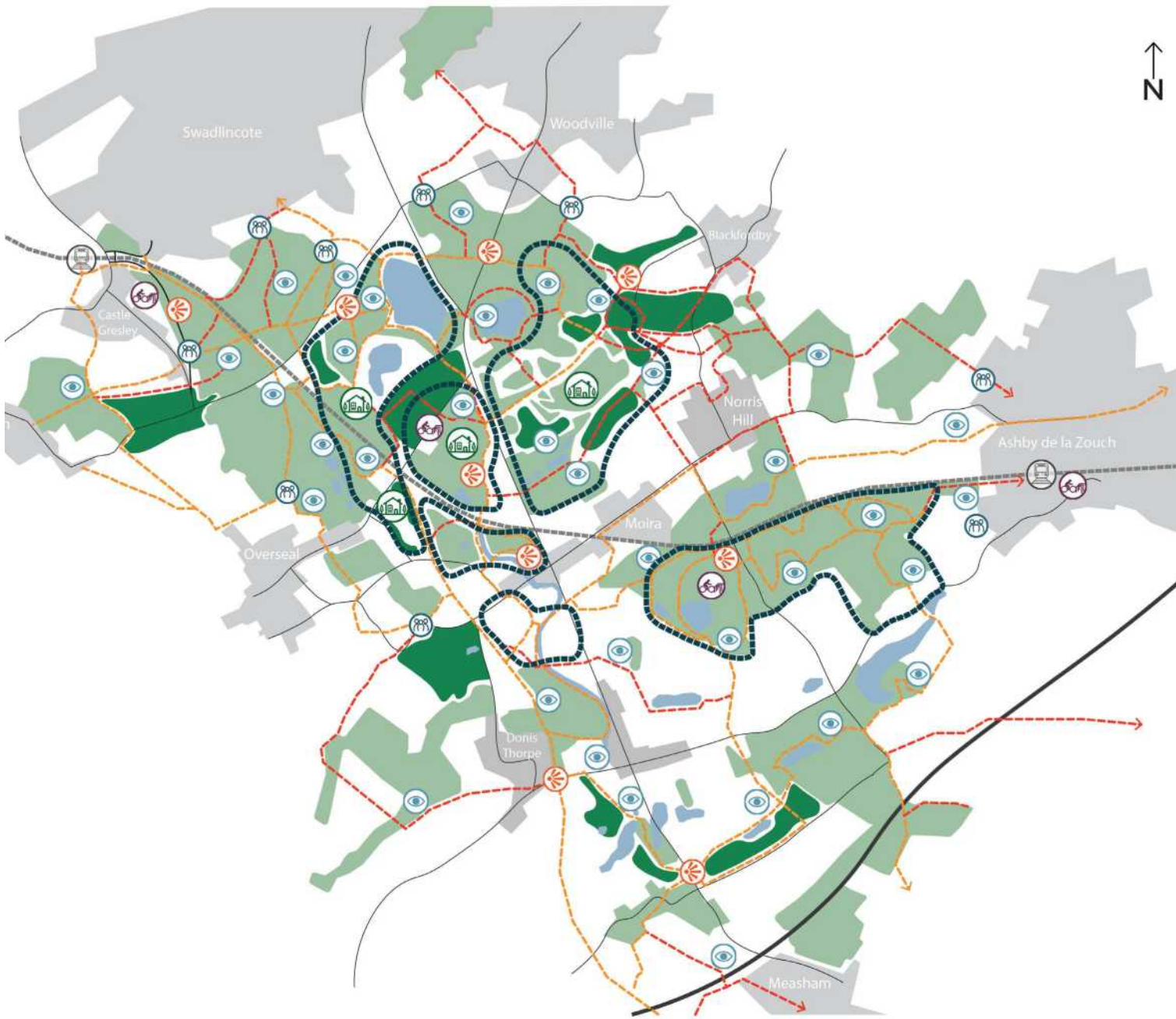
06 | HICKS LODGE

- Increase capacity through extended parking
- Improve links to surrounding green web and assets

SECTION 8
COMPARISON - TODAY



COMPARISON - LONG TERM VISION



SECTION 9

NEXT STEPS

01 | ENGAGEMENT

In developing and delivering the future vision for the Heart of the Forest we need to ensure that it meets the needs of local communities, businesses, and visitors to the area. Following the stakeholder consultation, aimed at local councils, existing landowners and the main tourism operators, we will engage and consult with local communities, other policy makers and potential future funders to ensure we have listened to all views prior to finalising the vision in early 2022.

02 | PHASING

Following the consultation and subsequent refinement of the vision, further studies need to be undertaken across the Heart of the Forest. Initially these will include a biodiversity audit to inform an ongoing programme of biodiversity enhancement and a renewable energy assessment to consider the potential for zero carbon energy generation in the landscape.

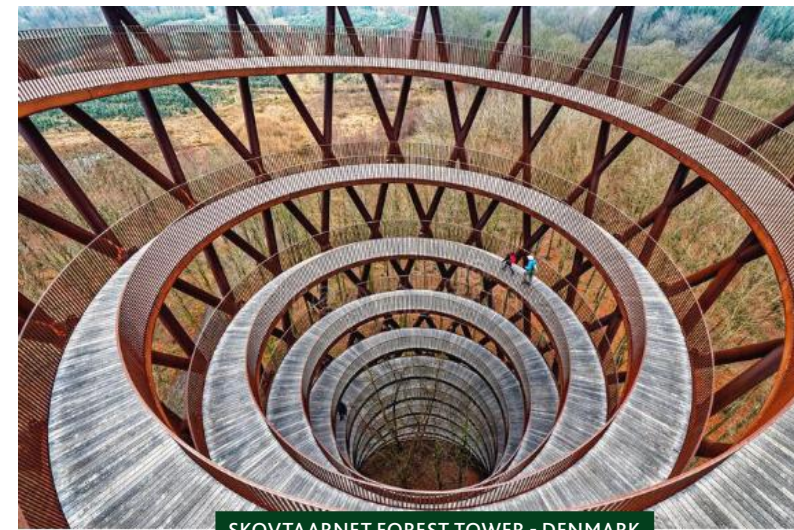
The Heart of the Forest wide assessments will be followed by area specific feasibility works. The thematic and spatial proposals in this masterplan will take 10-20 years to deliver in their entirety but across the masterplan are some which can progress relatively quickly. We will work with partners to prioritise and timeline its components based on feasibility, deliverability, investment opportunities, and the necessary staging to deliver the overall vision.

03 | FUNDING

Given there is no single source of funding for the proposals and projects outlined, the vision document does start to make the investment case for existing and future funding streams and partners. It is anticipated that funding will be drawn from both the public and private sector, dependent on the balance of commercial and public or environmental benefit. The vision has been produced with careful consideration to existing and emerging local and national policies which support the environment, health and wellbeing, communities, carbon reduction and the green economy, and we will work with partner organisations to embed the vision within subsequent strategies and plans.

04 | GOVERNANCE

The finalising and implementation of the Heart of the Forest masterplan will be facilitated by the National Forest Company through a small working group of senior officers from key partner organisations. It is anticipated that a Local Panel including community and business representatives, local councillors and other relevant partners will be established to facilitate ongoing consultation and engagement, provide knowledge and expertise, and help to build a network of advocates to support delivery of the vision.



SKOVTAARNET FOREST TOWER - DENMARK



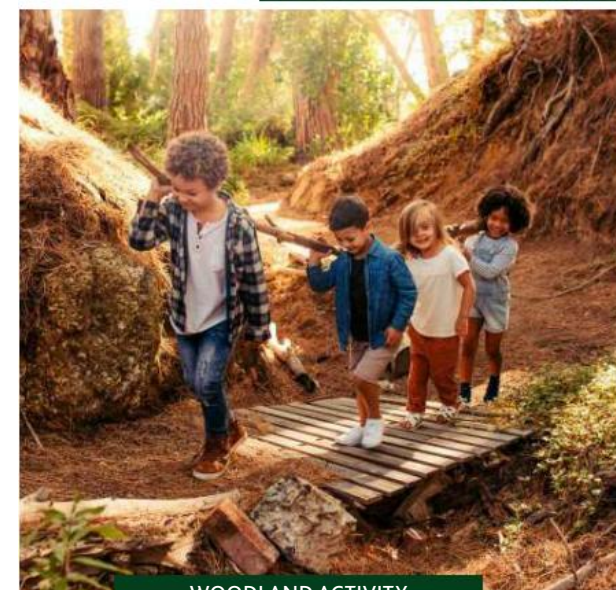
ENCHANTED FOREST - DESCANSO GARDENS



WILD AND WELL FESTIVAL - BRISTOL



SCULPTURE TRAIL - FOREST OF DEAN



WOODLAND ACTIVITY



WILDERNESS FESTIVAL - OXFORDSHIRE



DEVELOPED IN PARTNERSHIP WITH NATIONAL FOREST COMPANY, THE NATIONAL FOREST CHARITABLE TRUST AND NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

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