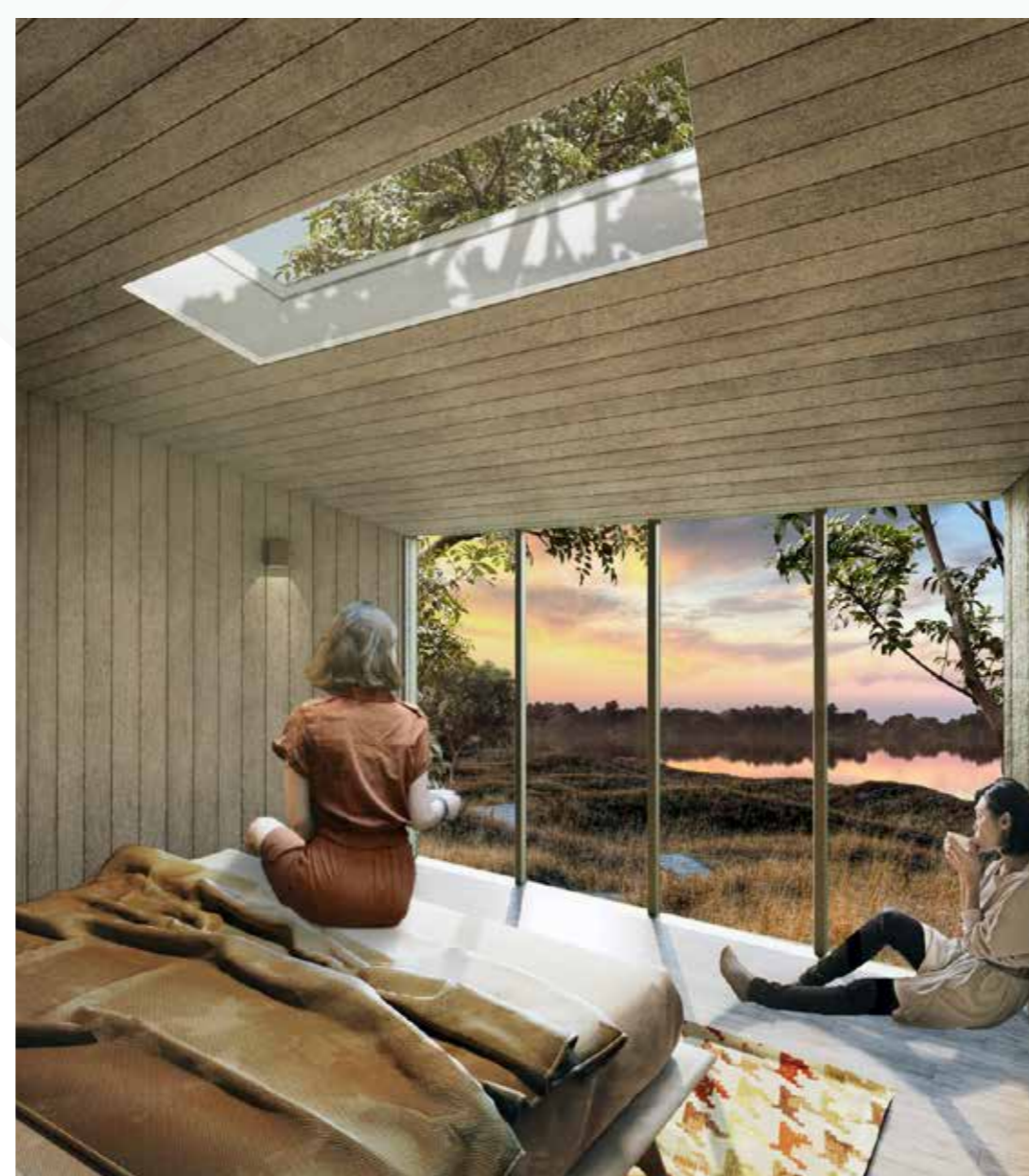




## THE SITE

The 80 hectares site is located west of Church Lane and south of East Winch Road, Ashwicken, Norfolk (PE32 1LZ).

It has formerly been quarried for sand, with a large quarry lake present in its centre. Mature tree belts screen much of the site giving it a strong sense of enclosure. The wider area has also been extensively quarried, with numerous other restored quarry lakes set in low lying open countryside interspersed with woodlands.







# MASTERPLAN

We are proposing to develop an eco-wellness resort comprised of 154 floating and lakeside holiday lodges including treehouse accommodation, a clubhouse on the water and associated boat house.

There will be a specialised focus on water-based pursuits including rowing, kayaking, stand-up paddle boarding, fishing and open water swimming. In support of the proposed resort we will develop internal access roads, car parking (c. 318 places), drainage swales, low carbon energy generation, Sewage treatment works, staff accommodation, security and outdoor leisure facilities e.g. tennis courts and archery facilities together with additional high-quality landscaping.

Access to the site for guests, staff and deliveries would be via an upgraded existing access track located on the site's eastern boundary off Church Lane which would be improved and upgraded as part of the project. When departing from the site all vehicles would exit via an existing upgraded access onto East Winch Road to the north. East Winch Road would also be used as the site access for the private villas.





## DESIGN CONCEPTS

The approach to the resort will take guests through a landscaped sequence from their moment of arrival, where they'll leave their car behind in a park graced with rain gardens.

Here, their experience of connection with nature, ecological diversity and wellbeing begins. A stroll through swales leads to a land bridge which connects lakeside with the clubhouse. This is the UK's first clubhouse on water, which sits at the heart of the resort. Distinctively designed, this exceptional building will comprise a spa, café/restaurant, and lakeside pool facilities as well as alfresco waterside dining. The clubhouse is encircled by 131 lodges, all located on or near the water's edge, and each with a mooring. Our masterplan arranges the lodges in clusters, interspersed with new planting, trees, follies and water taxi jetties to create areas of different character across the resort. Alongside the existing woodland are 23 treehouses which will provide additional accommodation. Water-based pursuits will include rowing, kayaking and stand-up paddle boarding (SUP) as well as opportunities for open water swimming. For those preferring to stay on land, tennis courts and areas for ball games and archery have also been designed into the landscape along with a climbing wall and children's play area.





A  
**£35 million**  
investment in the  
local economy



## BENEFITS

Our proposals will have a significant positive socio-economic impact on the local (King's Lynn & West Norfolk, and wider Norfolk) economy: A £35 million private sector investment in the local economy, at a moment of serious global economic uncertainty.

Creation of 260 jobs at the resort (all of which are situated in King's Lynn & West Norfolk) and an additional 60 jobs across the local supply chain and wider economy (20 of which will be created in King's Lynn & West Norfolk, and the remainder in Norfolk). The resort will lead to an estimated £8m (£6m in King's Lynn & West Norfolk, and the remaining £2m in Norfolk) boost to the local economy. The resort will help bring new visitors to the area making a wider positive impact on the local economy due to increased tourism (visitor spend).

The resort benefits from seamless, environmentally responsible design:

- The Wellness Resort will be energy neutral and utilise on-site renewable energy sources such as air and/or water heat pumps
- Use of electric on-site maintenance vehicles and electric water taxis
- Promoting a car free environment on site with the focus on walking, cycling and water-based transport
- Providing areas of nature conservation interest and value, delivering a biodiversity net gain
- The clubhouse will be designed to a very high level of sustainability, recognised as Very Good by BREEAM\*.

\*Building Research Establishment Environmental Assessment Method