

Ellel

Holiday Lodges

Leisure & Activities

Artisan Marketplace



“It seems to me that the natural world is the greatest source of excitement, the greatest source of visual beauty, the greatest source of intellectual interest. It is the greatest source of so much in life that makes life worth living.”

Sir David Attenborough

Ellel your gateway to nature



THE
GREATEST
WEALTH
IS HEALTH
Virgil

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Building the dream

Ellel your gateway to nature

Holiday Lodges | Leisure & Activities | Artisan Marketplace

Opening a new gateway

Eller



Our Vision

“Dreams are today’s answers to tomorrow’s questions”

EDGAR CAYCE

As with many things in life it started with a dream. A dream to create a special place, a place where within five minutes of the motorway one could escape to magical world of nature, and adventure. A place where discovery begins and memories are made.

Together with an amazing team of experts, from architects and landscape architects to aboriculturists, artisans to ecologists, landscapers to leisure advisors we have been able to design what we believe could be a very special place.

A hotel nestled into the landscape, complete with a grass roof. An artisan marketplace where innovators, creators and bakers can come together to sell their wares with the option for a no rent initiative thus giving everyone the chance to shine. Lodges nestled in the countryside, allowing people to get up close and personal to nature.

An Immersive Wildlife Adventure Centre where families can explore the wonders of our natural world from zip wires to virtual reality. At the centre, a walled vegetable garden where the produce will be nurtured, harvested, sold and eaten within half of mile of its origination. A spa where residents can further unwind and contemplate what tomorrow’s adventures may bring. All of this surrounded by beautiful woodland walks, wetlands, and cycleways, and a commitment to plant a further 40,000 native trees and shrubs and create new habitats such as reed beds and wild flower meadows.

With over 16 million people passing Ellel every year isn't it time we created a reason for them to stop, enjoy, and embrace our beautiful surroundings?

“The creation of a thousand forests is in one acorn”

RALPH WALDO EMERSON



The Ellel site

Ellel



Working in harmony

“Happiness is when what you think, what you say, and what you do are in harmony”

CLAUDE MONET

BUILDING AN HARMONIOUS VILLAGE

We have brought five core elements together to form the nucleus of the village.

The Marketplace - a fabulous new leisure destination and commercial centre which will provide a range of facilities under one roof including: Farm shop, Artisan food hall, 100 bed hotel and function suite.

Immersive Wildlife Centre – A unique experience centre for the whole family, from Quarry Wood zip wires and climbing towers, to immersive virtual reality. A place where visitors can lose themselves in nature, and, using the wonders of technology get up close to endangered species and their habitats.

Home Farm Hub - What was the original stables, and walled garden protected and brought back to their former glory. A fully tended vegetable garden, spa, restaurant and stables will bring this hamlet to life.

Woodland Lodges – A collection of holiday homes designed by experts to sit in harmony with nature, allow their users to escape the trappings of modern day living and to get back to nature and all it has to offer. A range of accommodation will be offered to suit all pockets, and family unit size.

The village has been designed to work in perfect harmony. As you leave the hustle and bustle of the M6 you will within minutes feel the tensions of the day ebb away. Whether it's staying at the hotel and enjoying the artisan marketplace, a day out at our Wildlife Adventure Centre, or pulling up at your holiday home in our woodland settings, you may only be a mile from the motorway, but it will feel like a million miles. This is our 'special place' this is our dream.



Artisan Pods - When we started this journey, we decided to talk to lots of different people, from retailers on the high street to people working from their kitchen table. We wanted to understand why so many small businesses were establishing themselves in their own homes, why retailers were closing their doors and why online sales were so important.

We wanted to look back through history and understand how our forefathers had dealt with change, and how they'd used innovation and creativity to build and create new businesses. Our journey of exploration took us back to the year 1844 and to the town of Rochdale, and the Rochdale Pioneers. A group of 28 artisans who decided to quit their jobs in the cotton mills and to pool their skills, and scarce resources to create the Cooperative Movement, the prototype for modern day cooperative business.

In 1844 the business landscape was, as it is today, changing. The country was in the middle of the industrial revolution, and things were going to change.

Today business is changing too. The needs, desires and goals of new business has changed, and with the pandemic it has become clear.

We are facing a new normal.

With all of this information racing through our minds, we set ourselves a challenge:

“To create an entrepreneurial environment in which new businesses could be nurtured. A place where experts will be on hand to advise and educate. A global marketplace with the costs of a micro business. A new and unique way of working, showcasing, and retailing.”

Now, with a clear mandate our team set to work to create the Ellel Marketplace. Artisan Pods, designed to allow visitors an insight into the manufacturing process of each business, whether it's making up-cycled vintage clothing, freshly distilled gin, game pies, or screen-printed curtains. Pods designed to allow visitors to see into each micro factory giving them an insight into how things are made.

A one stop shop that provides a service where each artisan can sell their wares online, as well as access to detailed analytics, group advertising driving footfall to the Village, and the artisans store front, along with a group of business experts to help and give advice.

With turnover based rents we will remove the barriers to entry normally associated with setting up a retail enterprise.

Our aim is to create a unique environment, taking the basic principles of the Cooperative movement to share our skills, and expertise and build a special place in which the artisan, the landlord, and the customer can flourish.

- Rents will be kept purposefully low making them affordable.
- Each tenant will pay a low rent, plus a % of turnover.
- Access to the Ellel Marketplace online store, analytics and statistics package.
- Centralised card processing facility thus keeping costs low.
- Group advertising of the Ellel Holiday Village driving footfall to each tenant.
- Access to a panel of business experts.

The Ellel Marketplace will, with teamwork, become the blueprint for a new way of doing business. A place where there are no fixed rents, where the landlord wants to work with each tenant to encourage sales, and where working together both flourish.



Artisan marketplace & hotel

This dramatic development built into the crest of the drumlin will provide visitors with a unique and interesting place to stay, relax, unwind and enjoy.

Life should be fun, whether it's a latte and brownie, an artisan breakfast or a pint of locally brewed craft ale – at the heart of everything should be love and passion.

The Ellel Marketplace and Hotel epitomises these virtues, bringing together the very best in locally produced food, drink and accommodation Lancashire has to offer. A unique platform allowing local producers to showcase their wares in a truly unique setting.

The Marketplace is located minutes from Junction 33 of the M6 motorway. A motorway that carries over 16 million people a year, the majority of whom never visit Lancaster, let alone Ellel. Situated at the gateway to the Lake District and only four miles from the historic city of Lancaster in an historic woodland, on the edge of the Lancaster canal, the Ellel Marketplace is a unique offering.

Our award winning architects have created a range of buildings that not only blend seamlessly with the surrounding countryside, but provide a functional environment for artisans and customers alike. Whether it's a welcome break on the trip to Scotland, a viable and affordable location for the Lake District adventure, a venue for a business meeting or simply a day out with the kids, the Ellel Marketplace will have everything you could ever want.

The Marketplace, and hotel have been designed to be at one with nature, to sit harmoniously within the landscape offering visitors a unique experience. The 100 bed hotel will sit within the Marketplace allowing residents to enjoy the pleasures, and delights of the artisan market within a few steps of the tranquillity of their room or for those residents staying in lodges, the marketplace offers the option of eating out or buying produce to prepare in their lodges.

With over 16 million people passing our doorway each year, we feel it's time we invited a few of them in.



Ellel

Millions of tourists pass our doorstep every year. It's time we invited them in.

Relax and unwind in the heart of nature.

Holiday lodges

**“My wish is to stay always like this,
living quietly in a corner of nature”**

CLAUDE MONET

The brief we gave our architects was all about getting back to nature. We encouraged them to work closely with our ecologists, landscape architects and arborists, to ensure whatever we designed and built sat within the natural environment peacefully and at harmony with its surroundings.

We are fortunate in that the proposed site sits with a mosaic of existing woodlands, grasslands, copses and wetlands. Our mission therefore was to design a scheme that worked with this landscape. We wanted to create leisure walks and cycleways so as to enable our guests to enjoy every moment of their stay.

Using local materials and labour we have designed a range of lodges to suit all pockets. Built in small clusters we will be able to create mini communities using natural play features for excitement and fun with clearings and small glades for quiet contemplation or gatherings. Embracing the woodland even further we have designed a number of very special tree house lodges allowing people to stay within the canopy of the trees.

Our mission was to create a special place, a place where people could escape, unwind and relax. We believe our team have achieved this, and more.



Immersive wildlife centre

“Look deep into nature, and then you will understand everything better.”

ALBERT EINSTEIN

Our mission was to create a fun, exciting, yet educational centre where users could not only see and learn about our environment but they could experience it too.

An immersive centre where visitors are able to fly over Quarry Wood on a zip wire. Journey back to a time where dinosaurs roamed this land in virtual reality pods, and much, much more.

The Immersive Wildlife Centre will be a major tourist attraction for the area. We will use the very best in emerging technology to combine fiction and reality to create an immersive experience centre like no other. Everything will be about interactivity, whether its exploring the soil and land beneath our feet, or the trees above our heads, we will take visitors on a journey of discovery.

From tree-top walks, to zip-wires, dinosaur safaris, to wildlife walks, pond dipping and forrest bathing, we will merge nature with technology to deliver a world class wildlife centre people will want to make part of their journey, after all we will have 16 million people driving past us.

Isn't it time we asked a few of them to come explore with us?



And relax...

A great place to work & shop

The Home Farm Hub

“Its all about finding the calm in the chaos.”

DONNA KAREN

It was important for us to protect not only the woodland and natural beauty of the area, but also its historic buildings. Buildings with a heritage we wanted to ensure were brought back to life.

Home Farm is a small collection of buildings that originally formed the stables, coach house and walled garden to Ellet Grange, home of the Preston family, and their descendants, the Sandeman family, famous for Sandeman Port.

Once the thriving centre of a grand house it was important we made this the heart of the proposed holiday village. We plan to use the buildings to house the Sandeman Restaurant, an homage to the great family that once lived and enjoyed this land. We will restore the stables and once again horses will be stabled here allowing visitors the ability to experience the bridalways once enjoyed by the nobility years ago.

The walled garden will be brought back to life to supply vegetables and flowers for the restaurant, and visitors alike. A shop will offer the produce from the garden and the surrounding land allowing lodge owners to go from farm to fork with zero carbon footprint.

Visitors will be able to relax in our spa, a walk in the walled garden, a brisk canter on the bridal ways, or a woodland walk before a leisurely lunch or dinner in our restaurant.

From Marketplace, to Wildlife Centre, Lodges to the Home Farm Hub our aim is to ensure visitors, artisans, and the staff live, and work in harmony. A balanced and nurtured environment where everyone can feel relaxed and energised – a special place.





Canal to Glasson Dock

CARTER'S FIELDS

The Hide

Access to NWA

M6 J33

GLASSON REACH

Pond

THE LANES

Village Pond

QUARRY WOOD

Short Stay Parking

ECO-PARK [BOARDWALK]

Immersive Wildlife Experience

THE MARKETPLACE

THE PASTURES

Artisan Pods

Outdoor Activities

Play Park

Tree Houses

THURNHAM VIEW

HOME FARM HUB

Long Stay Parking

FLAT WOOD

Forest Walks

Bike/Buggy Hire

Ellel Grange

THE MEADOWS

Kings Lee Chapel

A changing
climate

Eller



Climate change for good

“No challenge poses a greater threat to future generations than climate change.”

PRESIDENT BARACK OBAMA

We believe we need to protect our planet. The potential for local authorities to work in partnership with local developers to collectively take action against climate change has never been stronger.

What we do today will echo in eternity. It is for this reason we have committed to working with the local authority on a carefully orchestrated plan to not only ensure we reduce our carbon footprint, but with an aim to eliminate it.

We have recruited wildlife experts, tree specialists and award winning architects to create a village that works in harmony with nature. We will plant 40,000 native trees and shrubs to further help reduce our local footprint. We will use wood to create the lodges, build bug hotels, create wildlife meadows and seed wild flowers along pathways. We will use sustainable energy to supply the artisans working in the village to offer their produce to our visitors. Farm to fork without ever leaving the village.

We are committed to our village, to our County, Country and to our Planet. We are committed to making this a special place.



AIR QUALITY

- We will provide an electric bus for local travel to Lancaster.
- Help to improve the canal pathway into Lancaster.
- Provision of electric bicycles for guests.
- Installation of electric charging points for cars.

SMART POWER

- Centralised heat and power plant.
- Energy efficient buildings – energy saved is less energy to create.
- Solar lighting on walkways.

CARBON FOOTPRINT

- Farm to fork initiative.
- Plant 40,000 native trees and shrubs.
- Electric bus and bikes provided for visitors.
- Electric charging points.

WASTE MANAGEMENT

- Products sold where possible with biodegradable packaging.
- Food waste composted
- Compost initiative.
- Left-over food donated to local Charities – Food Cycle.
- Opportunities for engagement in education.

FLOOD AND WATER MANAGEMENT

- Environmentally sensitive sustainable drainage scheme (SUDS) with the creation of new ditches, ponds and wetlands to store surface water.
- Adequate space between buildings – Pitt Report
- Planting more trees, hedges and woodland.
- Re-cycling water for use on the land.



Action to decarbonise can help to increase resilience to future climate impacts as well as potential increases in energy costs and changes to our energy system.

Smarter by design

“The easiest way to save money is to waste less energy”

PRESIDENT BARACK OBAMA

Whether its ensuring our optimal biodiversity net gain is the best possible, a water system designed to prevent flooding that is flood resilient and won't impact on others, an energy solution that reduces our carbon footprint – Our aim is to design things in a smart way. By working smarter we can work more efficiently and strive to deliver our goals and principles.

BIODIVERSITY

The simple Government definition of development-related Net Gain is; a development that leaves biodiversity in a better state than it was before development.

A Biodiversity Metric provides a way to measure biodiversity loss and gain in a consistent and robust way. It essentially generates a value measured in units on a site before and after development, allowing the difference, positive or negative, to be accurately measured. The calculation is based on habitats, and for each habitat, or habitat parcel, a biodiversity value is generated based on three factors, these being:

- The area of the habitat
- The value (or distinctiveness) of the habitat
- The condition (Good, Moderate, or Poor) of the habitat

These are then multiplied together to produce a value, or score.

It is our clear goal to produce a development that delivers a Net Gain. We will work closely with the rules, fully understanding the pros and cons, to ensure this milestone is not only met, but exceeded.

GREEN INFRASTRUCTURE

We subscribe to the benefits gained by people living and working close to nature. In managing the green infrastructure carefully we can and will deliver a cost effective way in which we not only manage water, thus avoiding any potential flooding issues, but also providing an environment of outstanding natural beauty for people and wildlife to enjoy.

ENERGY FOR LIFE

In order to reduce the carbon footprint of energy production in the village it is important that electricity, where possible, is generated locally.

We have recruited experts in this field to advise us on the best solution for the site. A solution which ensures we reduce the carbon footprint as much as possible. To this end we propose that energy is generated via a centralised production facility, heat pumps combining heat, power and solar technologies are key components of this innovative solution.

Combining these key elements we will be able to deliver a private electricity network serving the energy demands of the site as well as establishing a foundation for a reduction to the impact on the environment. We will utilise waste energy to repurpose this to generate new electricity for the charging of cars as well as general site lighting.

“We believe in working smarter we can deliver something unique, something special, a village for today, tomorrow and beyond. After all what we do today echoes in eternity.”



Ecology and rewilding

Ellie



Back to nature

“We’ve become strangers to nature. The best way to live longer, healthier lives is to re-wild ourselves by returning to nature whenever we can”

DANIEL VITALIS

The proposed site extends to approximately 175 acres, a mixture of historic farm buildings, a walled garden, woodlands, alongside pasture land.

A key focus of our initiative is, working with biodiversity experts, to maintain and enhance the beauty of the landscape. We will plant more trees, create wildlife pathways, build bug hotels, and wetlands for birds to encourage more wildlife, as well as ensuring we maintain and enhance what is already there.

Existing woodland, grassland and fen will be carefully managed and wildlife connectivity enhanced. New woodland will evolve both through planting and rewilding to create a diverse habitat for native wildlife.

Ponds will be integrated in green spaces thus providing new homes for water birds along with amphibians, and invertebrates. Well designed ponds also act as natural flood solutions, taking water



from the surrounding land. This linked with additional tree planting helps solve some of the challenges a changing climate could bring.

Where green pastures exist we will encourage both farm gardens along with grazing animals - allowing us to offer our farm to fork solution to visitors, and holiday makers alike.

Our vision is driven by a passion for nature, to allow people to rewild themselves and return to nature in one amazing place.



Distinct habitats & ecological features



Employment and economy

Eller



We promise to...

TO PLANT 40,000 NEW NATIVE TREES AND
SHRUBS - CREATING FORESTS OF THE FUTURE

PROTECT NATURAL HABITAT CORRIDORS
AND ESTABLISH NEW EDIBLE TRAILS

CREATE NEW WILDLIFE HABITATS INCLUDING
WOODLANDS, WETLANDS AND MEADOWS

ESTABLISH WILDFLOWER MEADOWS TO ADD
SEASONAL COLOUR TO THE LANDSCAPE

WILD FLOWER SEEDING ALONG WALKWAYS
TO HELP SUPPORT LOCAL SPECIES

BUILD BUG HOTELS THROUGHOUT
THE ENTIRE ESTATE

Working together for a better future

A positive economic influence

Ellel Holiday Village aims to deliver a range of significant socio-economic benefits to Lancaster District in each component of the proposed development. Overall, we believe the development will generate 620 new jobs, attract around 220,000 visitors annually who will spend a total of £25m in local businesses. To help explain these numbers, we've set out the benefits of each component of the scheme below.

Starting with construction. Our aim, where possible, is to utilise the local workforce to help build this unique village, a village that will go on to create jobs and careers for local artisans, farmers and hospitality staff.

The Marketplace will provide valuable employment opportunities for those seeking to work in the retail and leisure sector. It is estimated this could create up to 180 Full Time Equivalent (FTE) jobs on the site, supporting £7.2m in Gross Value Added (GVA) revenue to the community.

The creation of 25 'Artisan Pods' will help budding entrepreneurs get their businesses off the ground. Our innovative 'zero rent' scheme will ensure innovative ideas get the chances they deserve. New businesses are started and careers launched. We believe this would create at least 25 FTE jobs generating over £1m in GVA revenue.

The Hotel would contribute significantly to the demand for accommodation in the Lancaster area, especially given the wider investments across the area. Whether its visiting children at University, exploring the historic city of Lancaster, a base from which to visit Morecambe, The Eden Project or the Lakes, the Ellel Village will be the perfect starting point. We estimate the creation of 30 FTE jobs from administration, to maintenance, cleaning to hospitality. The hotel will deliver circa £1.4m of GVA revenue.

At the heart of the site will be the Holiday Village itself. A unique environment of 428 lodges providing a welcome escape from the hustle and bustle of 21st century living. The village would represent one of the largest accommodation offerings in the District allowing the local area and its wealth of attractions and amenities to blossom from the spend of these visitors. Experts estimate up to 240 FTE jobs will be created, delivering over £10m in GVA income. What's more, this excludes what these visitors will spend in the local area which is estimated to be around £20m per annum.

We believe the Village will attract visitors both locally and from far and wide. Whether it's an overnight stay on a long trip to Scotland, a family day trip visiting the Immersive Wildlife Centre, or a longer break, families have the choice of self-catering lodges, or if self-catering isn't for them, a stay in the hotel. Maybe someone is looking for a wedding venue set in the beautiful countryside, or a local business just wants to have a meeting surrounded by tranquillity. Ellel Holiday Village will have something for everyone. Experts estimate, given its unique transport links, over 140,000 visitors from outside the Lancaster Borough could be attracted to the centre, with 80,000 of these visitors staying visitors and 60,000 day visitors.

The spending power of these visitors would, in our opinion, be a welcome addition to the City of Lancaster and the surrounding towns including Morecambe. It is estimated that in total, visitors would spend around £25m with businesses in the District, which in addition to the additional employment created by the village, would create a further 150 FTE jobs and £10m in GVA.

“Innovation is an inexhaustible engine for economic development”

LI KEQIANG, PREMIER PEOPLES REPUBLIC OF CHINA

FACTS AT A GLANCE

620

new jobs to be created.

£30m

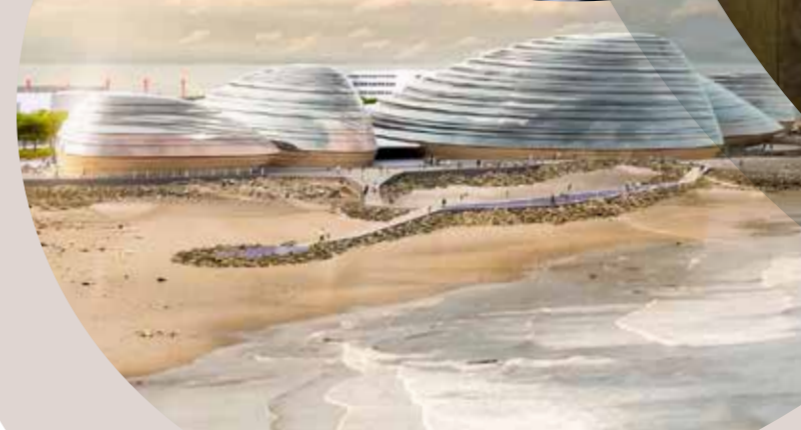
of Gross Value Added.

£25m

of new spend.

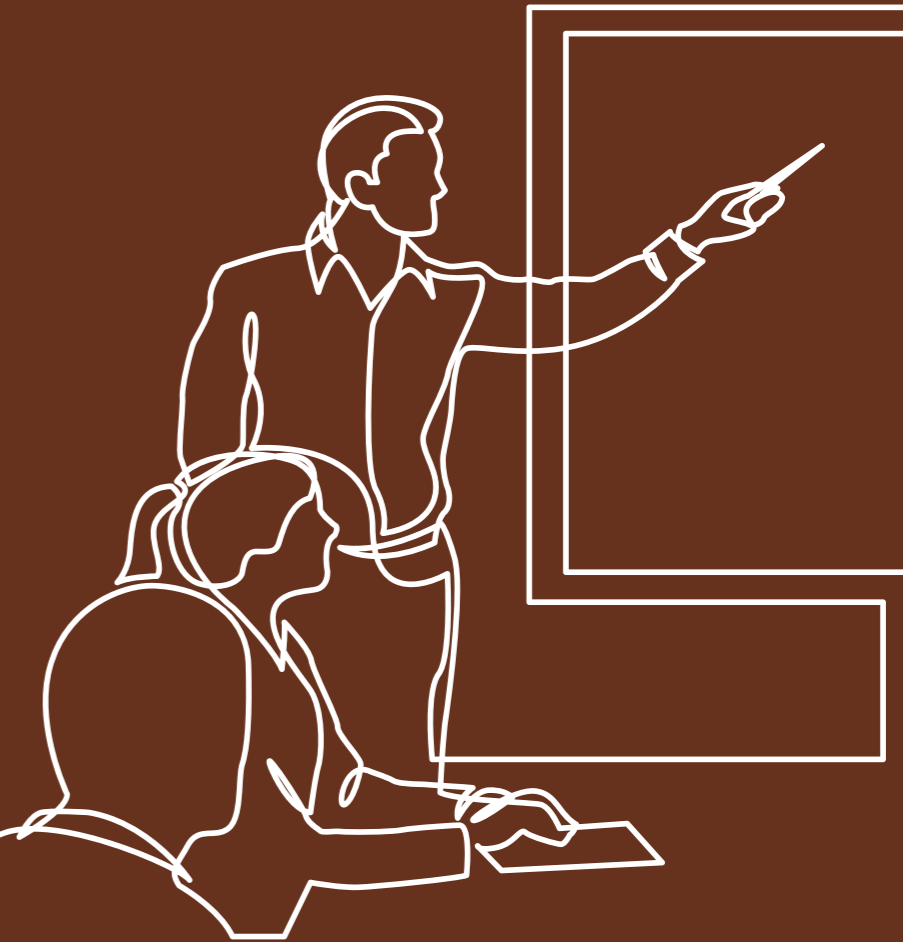
220,000

Visitors.



Building
the dream

Ellel



Building the dream

**“Do not follow where the path may lead.
Go instead where there is no path and leave a trail.”**

RALPH WALDO EMERSON

This journey, like many before it, starting five years ago in the living room of the Coach House at Ellel over a quiet cup of tea.

Susie Charles a direct descendent of the Preston and Sandeman Family expressed a view as how amazing the estate must have been in its glory days and how wonderful it would be to bring the Estate back to life, to allow visitors the opportunity to walk the woodlands and forest walkways her forefathers had painstakingly planted. They too had a dream, they planted thousands of trees happy in the knowledge that these would only be enjoyed by future generations. They had vision, passion and the dedication to make this investment.

With this gem of an idea we set about, as her ancestors had once done, recruiting the best minds in the land to deliver a plan both we and they would be proud of. Ellel Holiday Village has been designed with this heritage in mind. It has been planned with minute precision to deliver the blueprint of something unique.



**We believe we have
the potential to create
something special,
a village with a heart,
a soul and a purpose.**



WE INCREASINGLY NEED TO LOOK AT
GREEN INFRASTRUCTURE. BRINGING
LAND BACK TO LIFE - MORE ANIMALS
AND BIRDS, MORE TREES AND PLANT
LIFE, AND MORE OPPORTUNITIES FOR
US TO LIVE, FLOURISH AND GROW IN
HARMONY WITH NATURE.

Elle

**“I took a walk in the woods and
came out taller than the trees”**

HENRY DAVID THOREAU

Ellel your gateway to nature

Holiday Lodges | Leisure & Activities | Artisan Marketplace