

# NEWLANDS

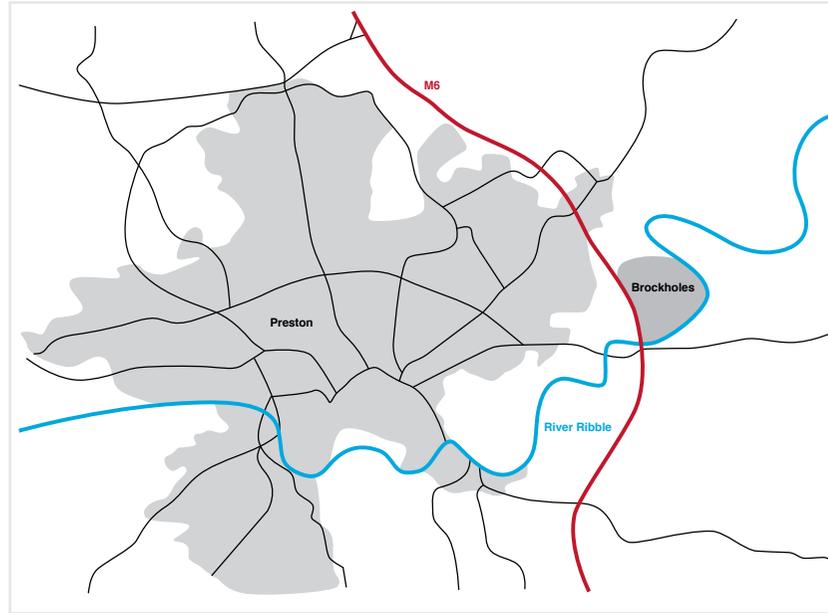
Brockholes Wetland and Woodland Nature Reserve, Preston Lancashire  
NATURE'S GATEWAY TO LANCASHIRE

# NEWLANDS BROCKHOLES, PRESTON



## Brockholes: site profile

Brockholes Wetland and Woodland Nature Reserve project area is in Samlesbury near Preston. A 172ha site (106ha of former quarry, and 66ha of semi-natural ancient woodland), it is bounded by the M6 to the west, the River Ribble to the south and east and Bolton Wood to the north. As the project name suggests, Brockholes is a mixed landscape at the heart of the Ribble Valley, with wetland habitats that include open water, flood plain and grazing marsh; grasslands and woodland on the periphery. Echoes of the Hanson gravel extraction plant, which was active on site until 2006 also remain — an industrial legacy that contrasts with the stunning natural assets.



## Newlands and Brockholes

Brockholes was purchased in late 2006, using funding from Newlands — a Forestry Commission and NWDA partnership programme, which is investing over £59 million to transform brownfield land across the region into economically viable community woodland. Newlands is now exploring ways to develop the site into a full visitor facility, whilst working in close partnership with the site owner and manager, Lancashire Wildlife Trust to deliver the project and then manage it in the long-term as a financially viable visitor attraction.

## Brockholes: a regional hub

Situated at a gateway site to the City of Preston, Lancashire and the Northwest region, on a key transport route and in the heart of a number of key strategic investment areas, Brockholes will become a strategic regional hub. Brockholes will use the sub-region's natural economy to boost local and regional growth, using the vision of a sustainable visitor and recreation destination to drive further investment to the area, boost local employment and raise the profile of Lancashire as a thriving economic catalyst.

# NEWLANDS BROCKHOLES, PRESTON



## Brockholes: the vision

Brockholes will unite a stunning natural environment with first class facilities, to attract and impress visitors from across the North of England. It will meet the needs of a diverse local community, as well as acting as a catalyst to stimulate and sustain the economies of Preston and Lancashire. Brockholes will use innovative design, outstanding wildlife assets and a commitment to high quality delivery to become a celebrated destination for hundreds of thousands of people, and a means through which the whole area can begin to regenerate and grow.

Brockholes will remain true to the principles of supporting local produce, encouraging healthy living, arts and culture and protecting and promoting wildlife.



## A Floating World

The visitor centre designed by Adam Khan Architects for Brockholes is an exciting take on a visitor experience in a nature reserve setting. Including exhibition space, café and restaurant and a shop promoting local produce, the “visitor village” will inspire and encourage people to engage with their environment — combining distinctive regionally significant design with the need to be completely sensitive to the natural surroundings; built with sustainable materials and techniques, particularly in the areas of natural resources, energy conservation and recycling. At the same time, classrooms and wildlife hides will be developed as part of the same village-style development which, in direct response to the flood plain nature of the site’s makeup the main section of the centre, will float at the edge of the lake. A Floating World was the winning concept of a national design competition, which was run in partnership with RIBA.



# 2010

***By 2010, Brockholes will:***

- Realise 106 hectares of brownfield land from the National Land Use database
- Deliver 106 hectares of fit for purpose Community Wetland and Woodland
- Design, construct and deliver a financially self sustaining visitor centre/attraction which will act as a gateway to the City of Preston and Lancashire
- Attain a BREEAM standard of 'Excellent' in the construction and operation of the site
- Provide 710 square metres of new business floor space (commercial aspects only)
- Bring into active management 66 hectares of ancient semi natural woodland

# 2013

***By 2012/2013, Brockholes will:***

- Generate twenty new jobs in the visitor economy
- Enable and facilitate social inclusion programmes using the site, e.g. 'Hooked on Fishing'
- Put in place facilities to maximise the educational and volunteer potential of the site

# 2015

***By 2015, Brockholes will:***

- Deliver a regionally important visitor destination generating economic value for the region
- Generate 250,000 new visits per annum to the site
- Establish an income base to generate the funds to protect and enhance the wildlife assets of the reserve
- Have a strategic and sustainable management plan for the development of Brockholes as an accessible nature conservation site covering 172 hectares which will be of regional and national importance
- Contribute to regional and national Biodiversity Action Plans



# 2015

***By 2015, Brockholes will achieve:***

- A key gateway into the county of Lancashire and the Northwest region as a whole
- A valuable tourism and recreation destination that can be readily accessed by millions of people
- A highly visible strategic asset using the sub-region's natural economy as a unique selling point
- An increase in business investment into Lancashire
- An improvement to an area that is in the top 10% of the UK's National Index of Multiple Deprivation
- A contribution to national, regional and local strategies for biodiversity
- An exemplar of how to maximise the economic value of the region's natural environment

# SPECIFICALLY, NWDA INVESTMENT WILL DELIVER:



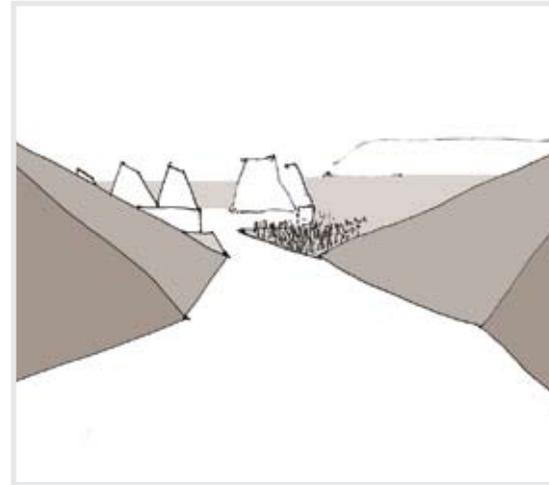
## ***Physical transformation***

The provision and maintenance of hard landscaping; new entrances; accessible paths and trails, fencing; signage; car parks; earthworks; drainage and waterworks; boardwalks; play trail; site furniture; soft landscaping; woodland management; tree planting; and wetland.



## ***A cutting edge visitor facility***

The construction of a unique visitor centre to accommodate the development of a conference venue; a café/restaurant; a shop; an exhibition space and associated facilities; relevant statutory requirements for access from the highway and fit out for the new visitor centre (including fixtures and fittings, Information Communication Technology, interpretation, exhibition and kitchen).



## ***Professional expertise***

Professional fees and surveys (including Stage 1 and Stage 2 site investigations as per Newlands protocols, fees for architects, structural engineer, mechanical engineer, quantity surveyor, project manager and specialist building and construction consultants); business planning; legal fees; Environmental Impact Analysis; traffic study; Interpretation, marketing and play strategy; hydrological study; Forest Design Plan; planning applications; a design competition and full community engagement. Forestry Commission District will apply all their professional expertise from developing previous Newlands sites, to the development of Brockholes during the capital phase.

**NEWLANDS**  
BROCKHOLES, PRESTON



**WATERSPORTS  
ACTIVITY AND BIRD  
HIDES/WILDLIFE**



**ARTS AND CULTURE  
IN THE NATURAL  
ENVIRONMENT**



**LOCAL PRODUCE/  
RETAIL AND VISITOR  
CENTRE**





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