

The Masterplan

Enhancement of Landscape Framework

The landscape framework of the site will be enhanced, particularly in terms of maintaining views towards the historic buildings, introducing additional perimeter planting and avenue planting through the centre of the site, rationalising the use of fencing treatments and planting styles.



Wild Wood

The woodland will incorporate a unique woodland trail with features of interest to children, such as sculptures and tree houses.

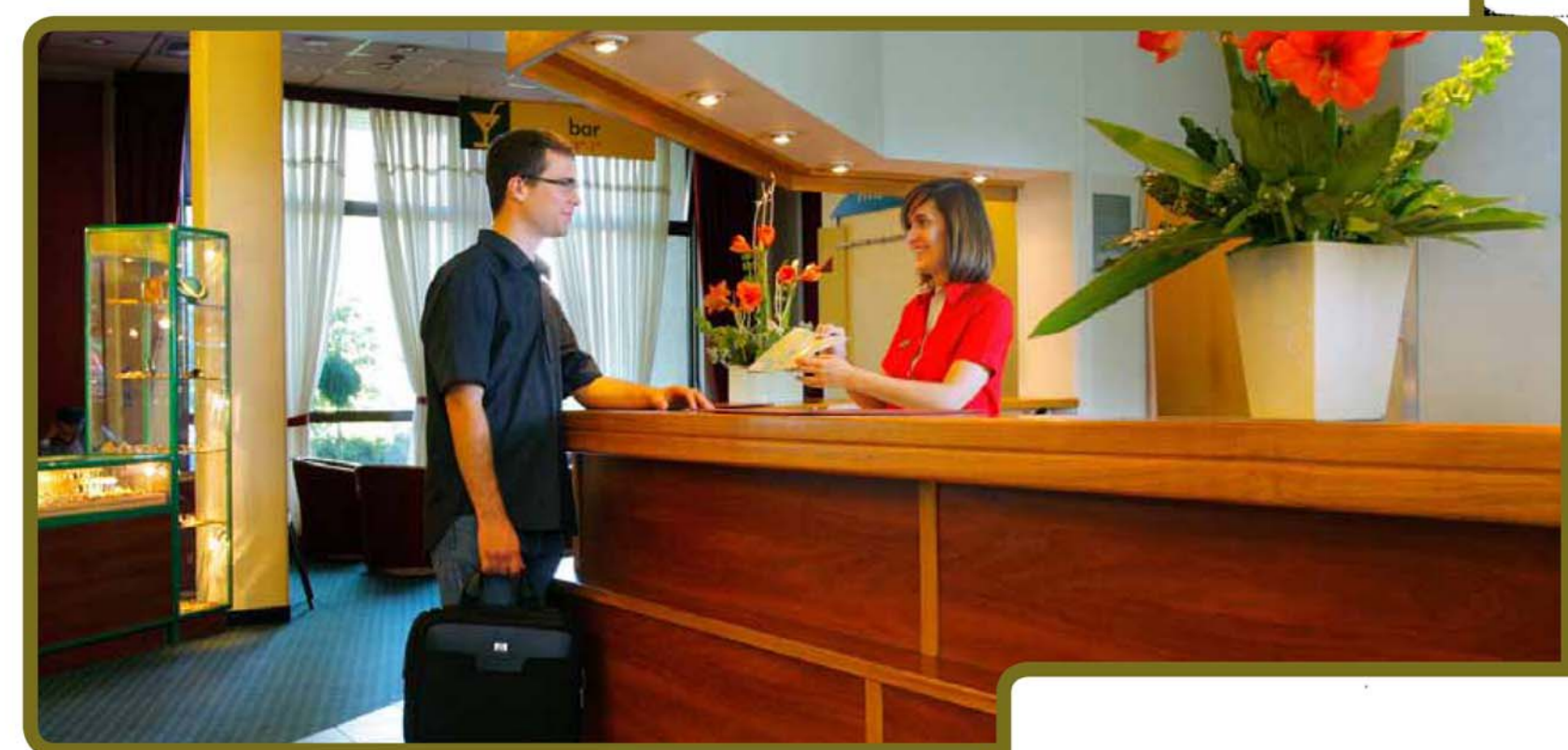
Farming and countryside attractions



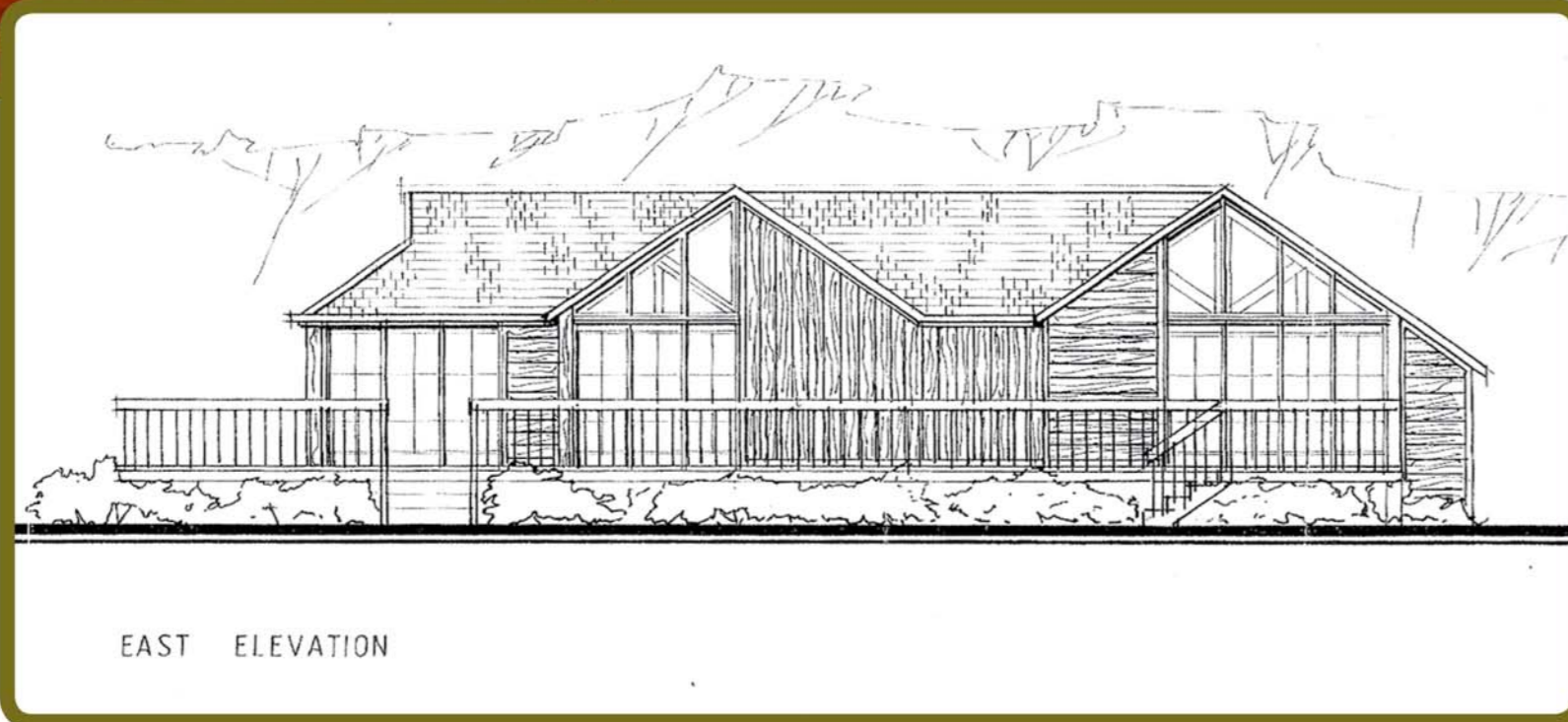
This will be a more peaceful area, focussing on land, the environment, the hops industry and farming. It will include educational features such as vegetable planting, hop plantation and animal displays, with picnic areas and interpretation.



Accommodation



Opportunities for visitors to stay at the Hop Farm will be introduced. Planning permission has already been granted for holiday lodges in this area and alternative plans being considered include reducing the number of lodges and replacing them with a hotel and conferencing facilities.



Legend

- Existing building retained
- Proposed landscape areas
- Primary access links
- Public footpath
- Attraction zones
- Hedgerow field boundaries
- Secondary access links
- Corporate area
- Existing woodland, trees and proposed woodland framework
- Pedestrian circulation areas
- Water bodies and streams



Outdoor activities and attractions



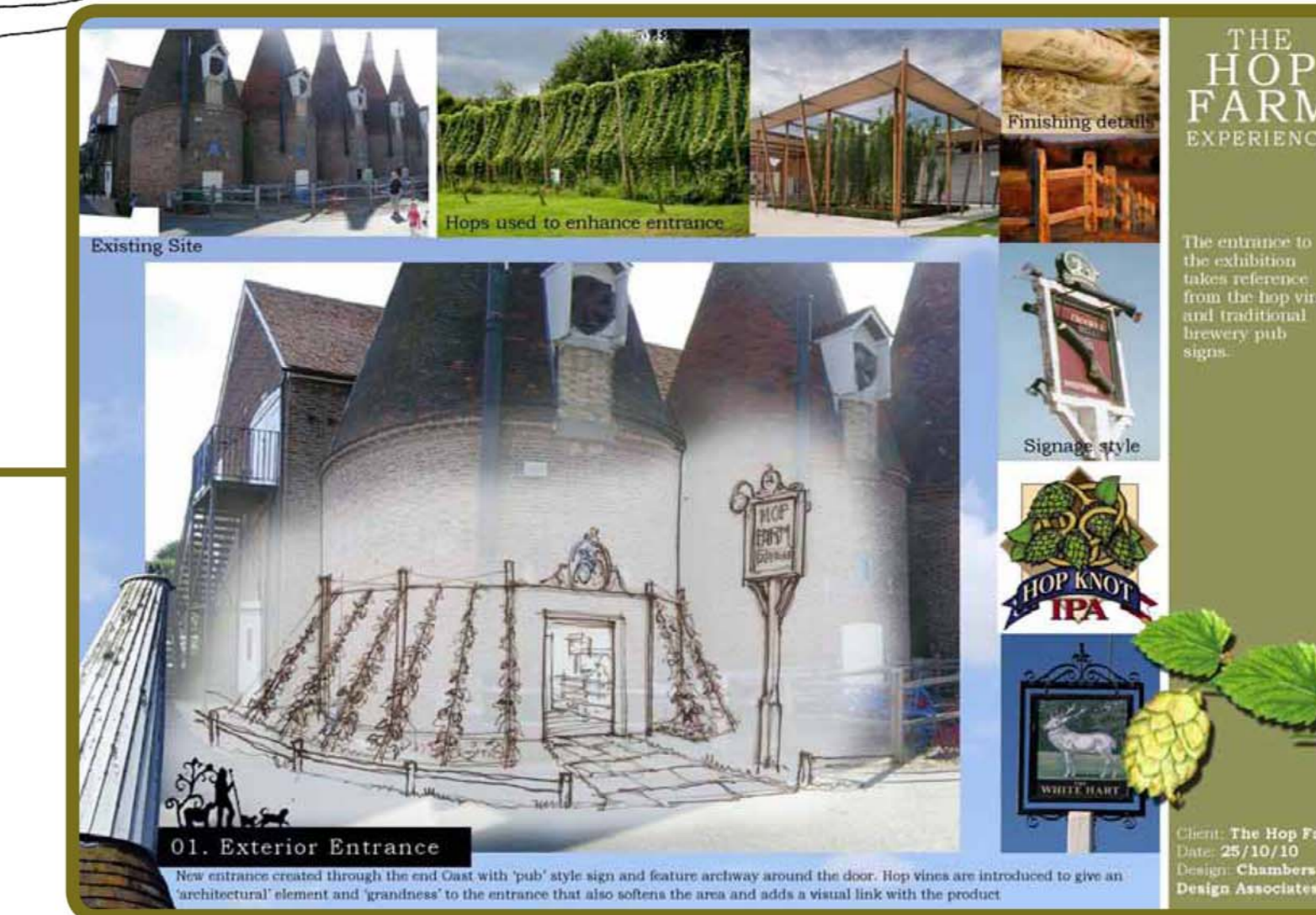
This area would accommodate outdoor leisure and recreational uses which would reflect the openness of the site. The setting of this area will be improved with new planting so that it better relates to the listed buildings and improves screening from the road.

Children's rides

Carefully designed and selected children's rides will replace the current fairground rides. These will be high quality permanent attractions in non-primary colours that are 'built into' the landscape.

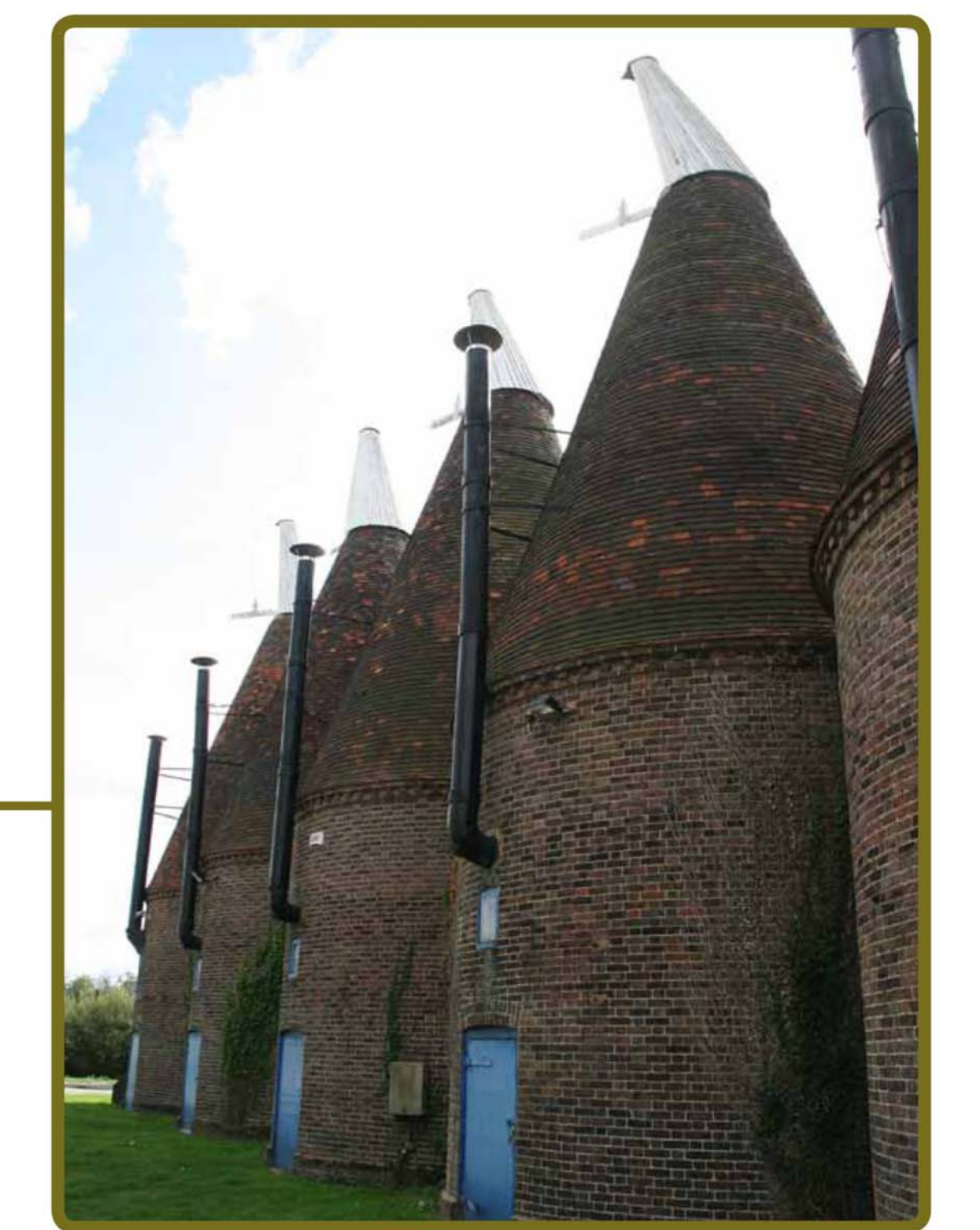


The Hop Farm Experience



An interactive attraction bringing the history of the Hop Farm to life. It will tell the history of the Hop Farm and its connection to the wider hop processing industry.

The Oast Houses



The proposal is to remove a large number of the attractions in this area and improve the landscaping. The Miniature Driving School and Bouncing Pillows attractions are proposed to remain, but their appearance will be softened.

Corporate



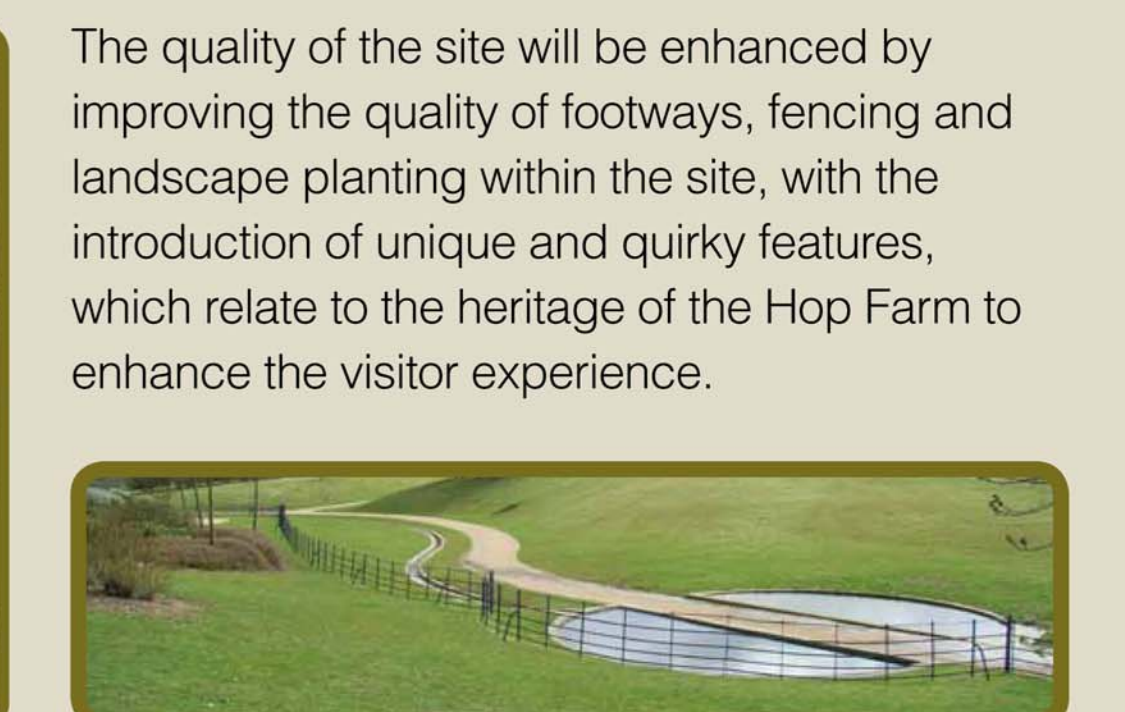
Two of the listed oast houses can accommodate corporate and private business events, including weddings, which are a growing area of the business. This use will have limited impact on the fabric of the listed buildings and their setting. It could have its own dedicated access and parking provision with vehicular access obtained from the south.

Local Produce and Food



The area around the entrance building will be enhanced to provide a location for selling local produce (food and plants), including a café and garden centre, centred around an open courtyard.

Materials and Detailing



The quality of the site will be enhanced by improving the quality of footways, fencing and landscape planting within the site, with the introduction of unique and quirky features, which relate to the heritage of the Hop Farm to enhance the visitor experience.

