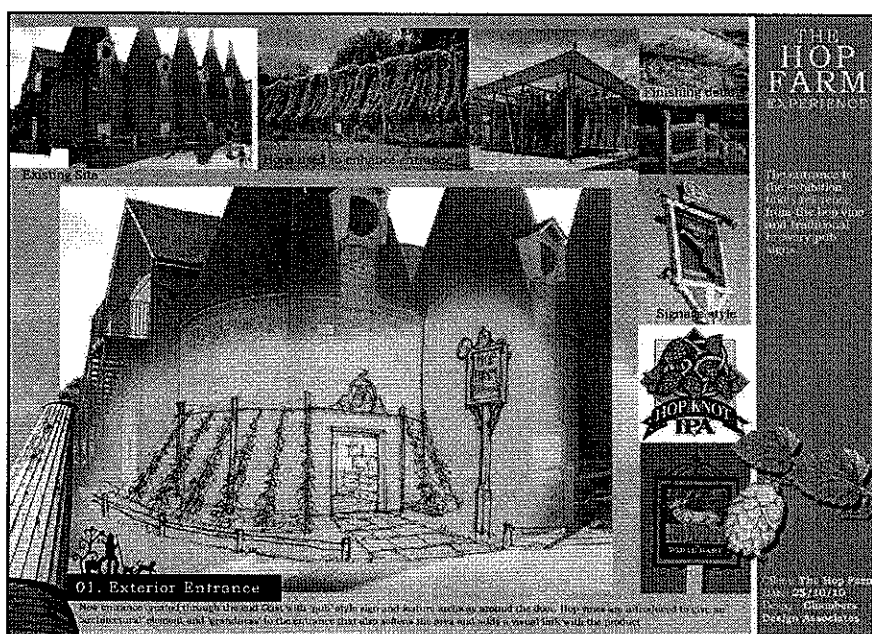


- 6.6 This use would have limited impact on the fabric of the listed buildings and their setting. It could have its own dedicated access and parking provision with vehicular access obtained from the south (thus replacing the existing parking area situated to the rear of Bell 2, which could be removed to improve the setting of these buildings). There would be strong links to the hotel development and any additional conferencing facilities developed with the hotel, which will complement conferencing provision in Bells 1 and 2.

Hop Farm Experience

Bell 4 could be the focus of an interactive attraction bringing the history of the Hop Farm to life. Using all three floors, it could tell the story of the Hop Farm and its connection to the wider hop processing industry.



Slide image of vision for The Hop Farm Experience

- 6.7 It is likely that a new internal lift would need to be installed to make it fully accessible, but we believe that no other modifications to the fabric of the building would be needed to deliver this attraction. Proposals have already been drawn up by the owners showing a high quality attraction that immerses visitors in the way of life as well as the history of the industry.

The Oast Houses

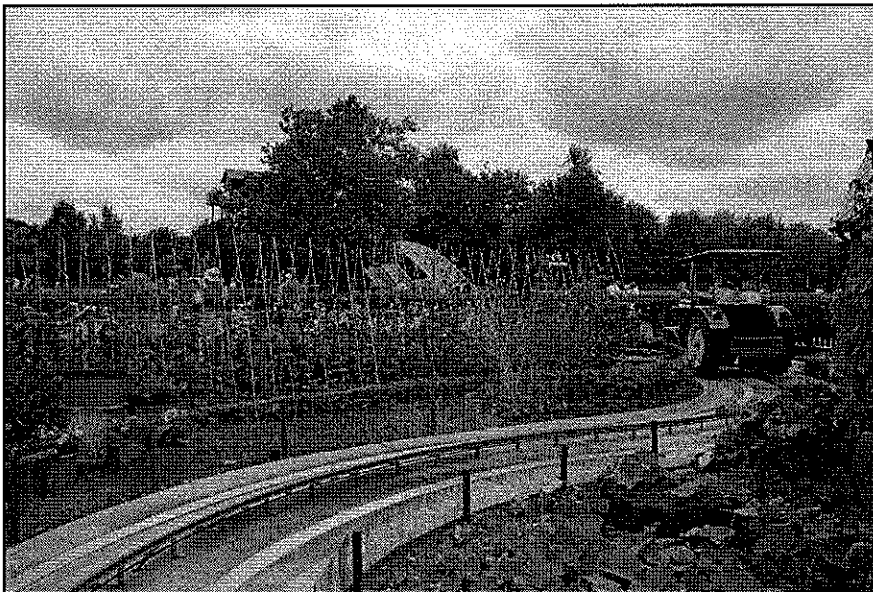
The setting of the listed buildings should be improved to more closely resemble its condition at the time of listing. New built development in the area between the buildings should be generally minimised, with the hard and soft landscaping improved. Key vistas should be protected.

[insert photo]

- 6.8 The number of attractions in areas between the oast houses should be reduced.
- 6.9 The children's play area adjacent to Bell 3 should be removed and re-located to the west of Bell 5, in the yard areas that could be tidied-up and their setting improved.
- 6.10 The red top marquee should be removed and the northern end of this area opened up to enhance views through the oast houses, picking up the vistas that were identified by the cultural heritage consultant and landscape architect.
- 6.11 The large area of hardstanding should be broken up and the broad network of earlier pathways reinstated, along with some carefully considered landscaping.
- 6.12 Bell 5 can be better utilised than at present, with little if any impact on the fabric of the listed building. This can create a year-round facility that meets many policy objectives at a local, regional and national level. A high quality indoor soft play area should be considered within this very large first floor space.

Children's Rides

Most of the travelling fairground rides should be removed from the area between the oast houses and replaced with more permanent attractions/children's rides in non-primary colours and 'built into' the landscape, and/or located to the rear of Bell 5.



Photograph image of carefully designed and selected children's ride

- 6.13 The setting of the miniature driving school should be softened through careful landscaping and through redesigning the associated building to improve its appearance.

- 6.14 The Victorian Gallopers ride could be an appropriate feature within the complex of oast houses as it represents the type of travelling fair ride that may have appeared at the Hop Farm during the early part of the twentieth century, but its location needs to be reconsidered. Alternatively, it would be acceptable in a properly landscaped setting or in the area behind Bell 5.
- 6.15 Additional landscape planting should be used to improve the screening of the Bouncing Pillow.
- 6.16 Limited new children's rides will be acceptable. These rides should be located either in the Outdoor Activities Area or in the area behind Bell 5. In either location, they should be placed within a strong landscape framework, with views of the rides screened so that they do not impact adversely on the collection of oast houses. Rides should generally be 'built in' to the landscape and should not be prominent. They should not be painted in primary colours and should be appropriate to their setting.

Outdoor Activities and Attractions

This area of land and fields towards the north of the oast complex could accommodate outdoor leisure and recreational uses which reflect the openness of the site. The uses would be similar to uses that are normally considered 'appropriate' in the Green Belt under PPG2, or their harm is minimal and very special circumstances exist. 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.



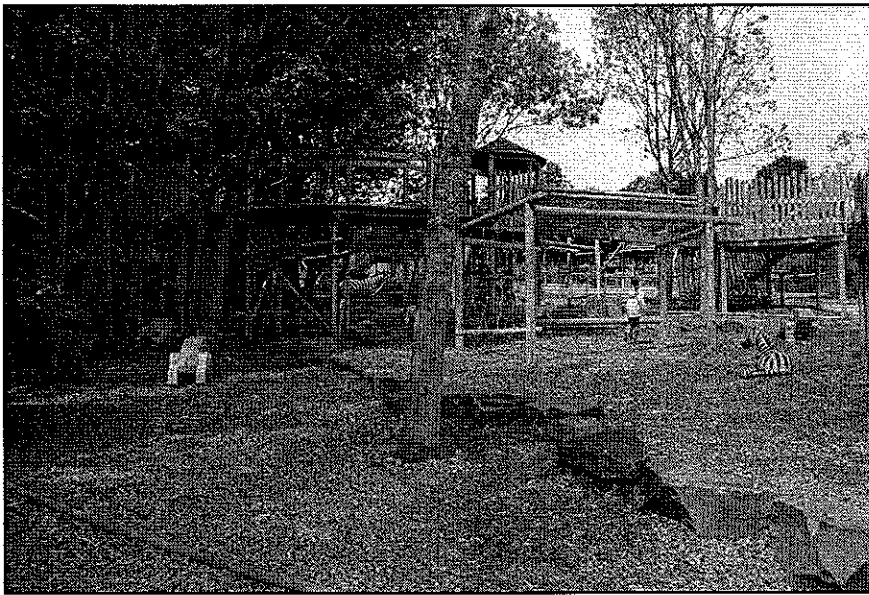
Photograph image showing uses that reflect the openness of the area

- 6.17 Buildings should be avoided in this area, with the exceptions of small kiosks. Other structures may be incorporated where these encourage open recreation and which do not harm openness.

- 6.18 Planting should bring some structure back to this area, and should be aimed at improving the setting of the listed buildings and screening any prominent activities.

Wild Wood

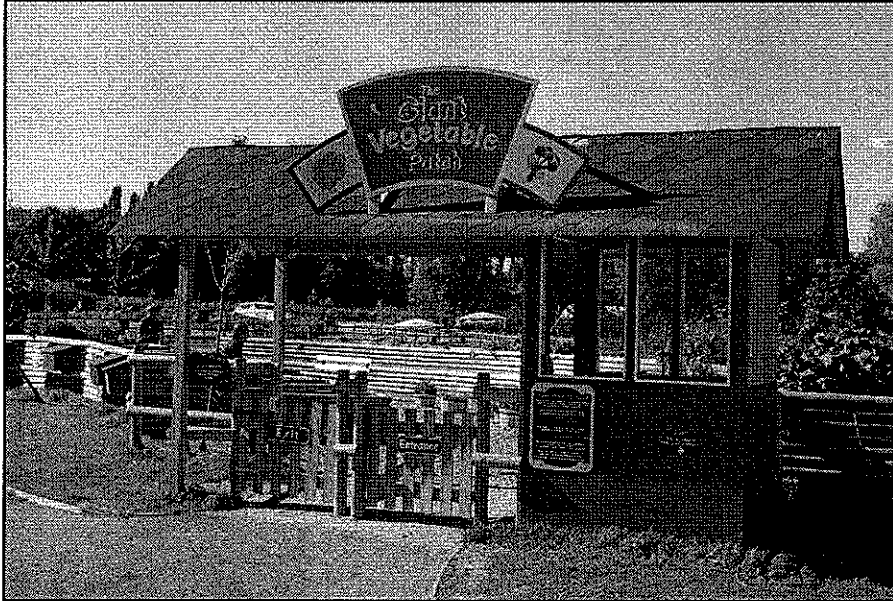
This area of woodland will incorporate a unique woodland trail with features of interest to children, such as sculptures, tree houses and adventure play, alongside interpretation designed to educate children on woodlands and forestry.



Photograph image of woodland trail lined to tree houses

Farming and Countryside Attractions

This area incorporates part of the existing main events field. It would be a more peaceful area and would accommodate farming and countryside based activities which would not raise Green Belt policy issues. This area could include, for example, educational features such as vegetable planting, hops and animal displays (with picnic areas and interpretation). Hop bines and orchards could be introduced as locally distinctive land uses.



Photograph image of vegetable growing area

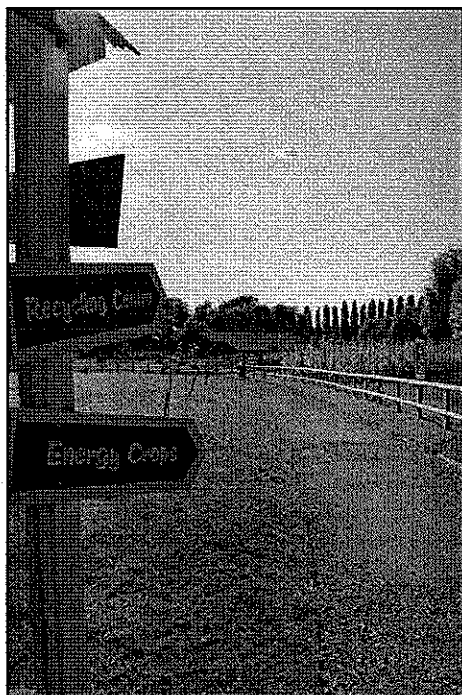
- 6.19 Buildings should be avoided in this location, with the exceptions of small kiosks. Any structures should be designed to minimise harm to openness.

Enhancement of Landscape Framework

Throughout the Hop Farm site, the landscape framework and structure shall be enhanced in accordance with the principles and opportunities listed under Paragraph 6.1 above, 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. New ponds will also be introduced to enhance and the landscape and conservation setting. The existing lorry-body signage will be removed and replaced by new high quality signage.

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.



Photograph images showing quality signage, fencing and footpaths