



THE

CHESTER HOUSE

ESTATE

BUSINESS UPDATE - JULY 2021

OUR VISION

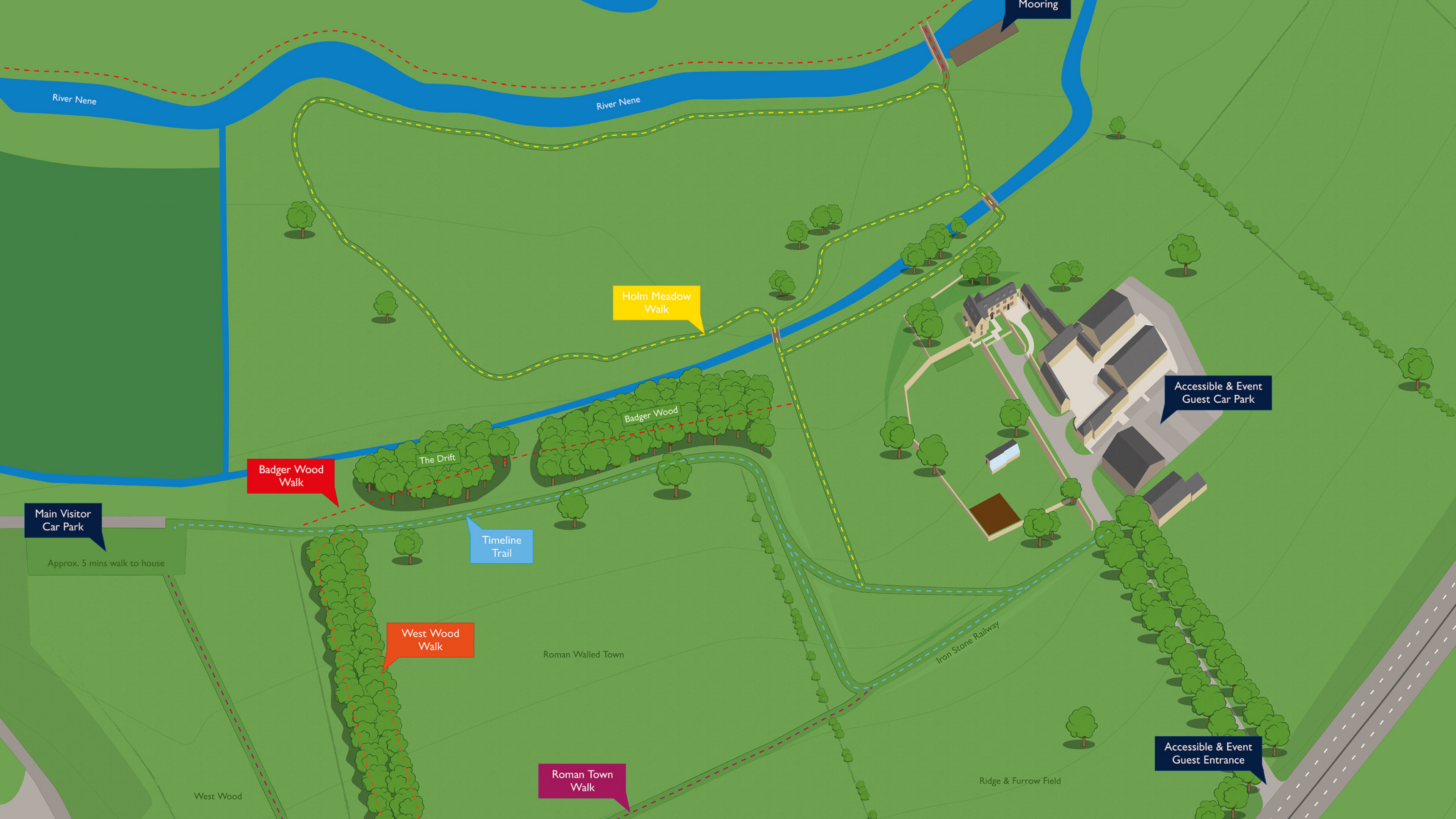
- **Connecting** the people of Northamptonshire to their 10,000 year story
- Having the **community** at the heart of all we do
- Delivering a pioneering and diverse education programme, **accessible** for all ages
- Offering a free to enter estate, for **everyone**
- Being financially **sustainable** with an innovative commercial offering
- Establishing, promoting and growing **local** businesses, produce and tourism
- Caring for and **preserving** our natural and historical landscape
- Improving the **wellbeing** of local residents
- Preserving the publicly accessible **archaeological** archives





- 1 The Farmhouse Kitchen
- 2 The Farmhouse Bed & Breakfast
- 3 The Workers Cottages & Toilets
- 4 Nene View Kitchen Garden
- 5 Outdoor Childrens Play
- 6 The History Garden
- 7 The Threshing Barn
- 8 The Education Centre
- 9 Coming Soon
- 10 The Farm Yard - Shopping
- 11 Visitor Centre & First Aid Point
- 12 Toilets
- 13 The Archaeological Resource Centre
- 14 The Greenhouse Restoration Project
- 15 Archaeological Dig Zone
- 16 The Old Tennis Court Lawn

Accessible & Event
Guest Car Park



River Nene

River Nene

Mooring

Holm Meadow Walk

Accessible & Event Guest Car Park

Badger Wood Walk

The Drift

Badger Wood

Main Visitor Car Park

Timeline Trail

West Wood Walk

Roman Walled Town

Roman Town Walk

Iron Stone Railway

Ridge & Furrow Field

West Wood

Accessible & Event Guest Entrance

Approx. 5 mins walk to house

FINANCIAL FORECAST

July 2021 Business Plan (Last Formally Approved Dec 2020)

	YEAR 1 - 21/22	YEAR 2 - 22/23	YEAR 3 - 23/24	YEAR 4 - 24/25	YEAR 5 - 25/26	YEAR 6 - 26/27
NNC/WNC Contributions	298244	298244	283331	269165	255706	0
Footfall Projection	66600	133200	140000	160000	190000	225000
Business Plan Income	336486	627087	640012	731947	864750	1019550
Business Plan Expenditure	749330	744974	780426	852366	902649	983950
Profit/Loss	-114600	180357	142917	148746	217807	35600

BRAND, WEBSITE, EPOS AND SOCIAL MEDIA



THE
FARMHOUSE
CAFÉ



THE
THRESHING
BARN



THE
FARM
YARD



THE
FARMHOUSE
BED & BREAKFAST

In February 2021 'NCC Chester Farm' was relaunched to 'The Chester House Estate' with a new vision, business plan, brand logo, standalone website and social medias.

New Website Here -<https://chesterhouseestate.org/>

The project team have also now reengaged with the local press and have developed a positive working relationship with frequent updates featuring in The Northants Telegraph and Northants Live. The PR management has been outsourced to heritage attraction specialists Rural Roots PR.

Chester House has teamed up with Merlin EPOS, a visitor attraction based till system for retail, catering, bookings, and online integration. This system is now installed on site and via the website.

First glimpse behind the scenes of Chester House Estate, Northamptonshire's £14.5 million heritage tourist attraction

The Heritage Lottery funded site hopes to become the next day out destination with something for everyone

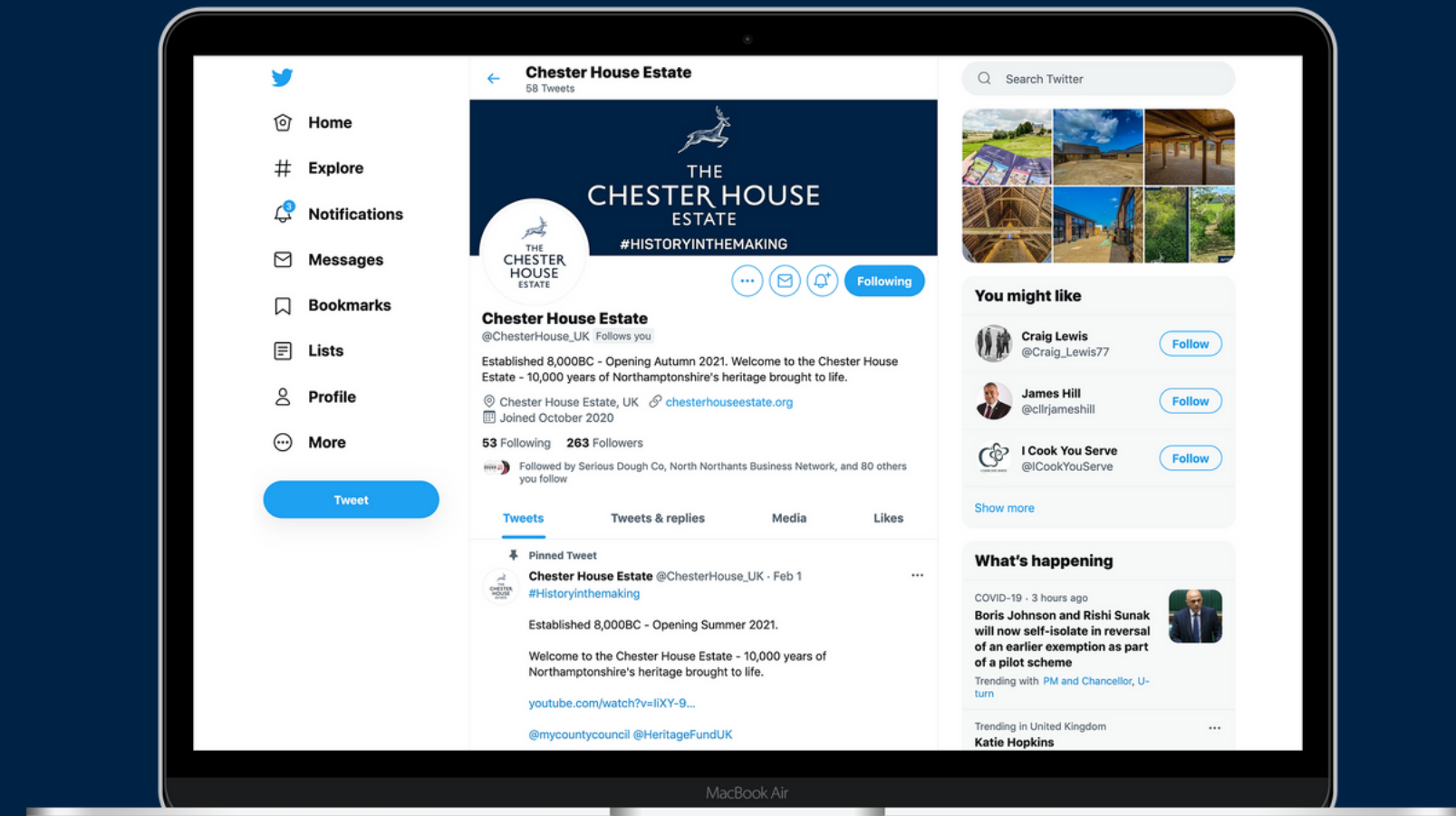
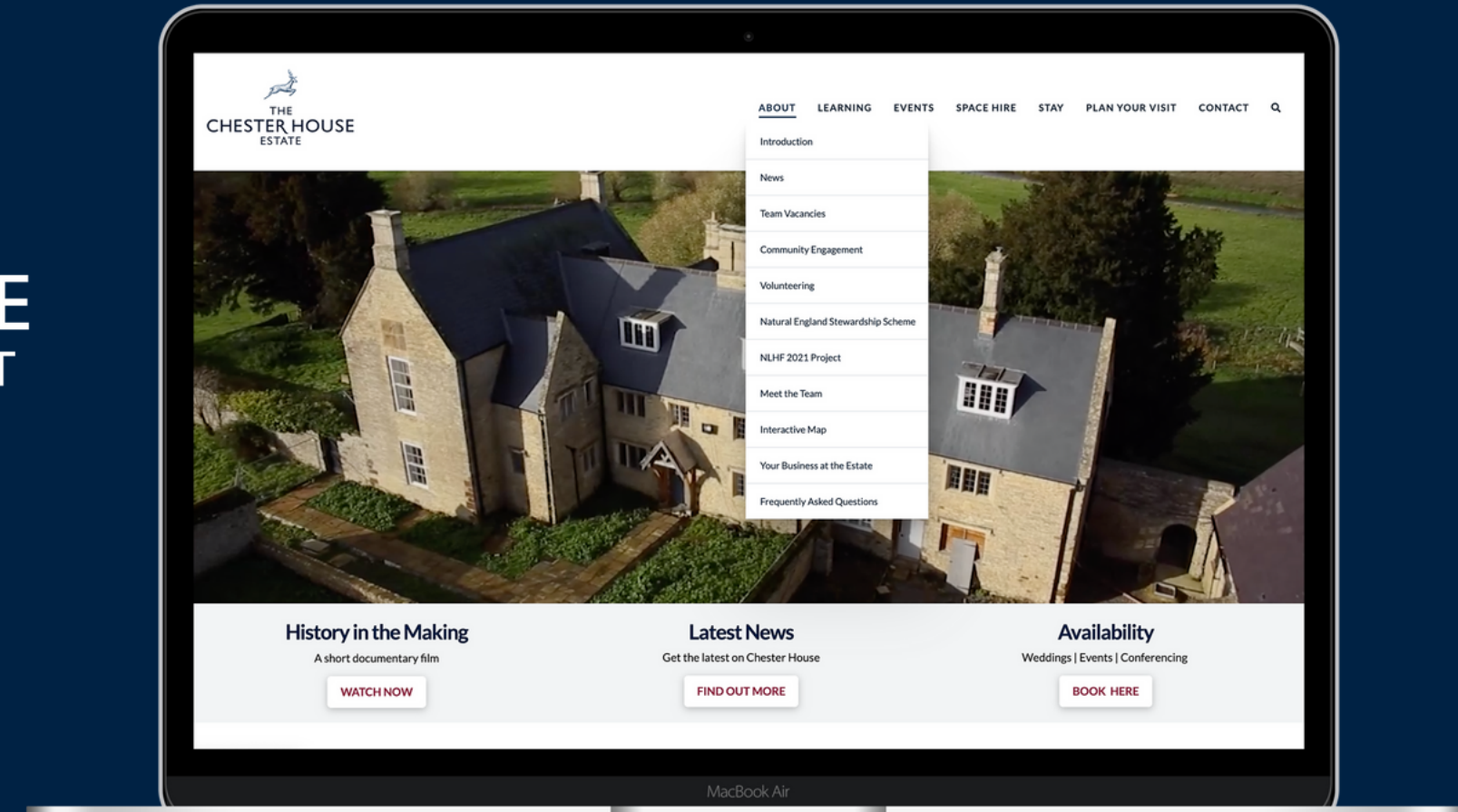
By Alison Bagley
Thursday, 4th February 2021, 7:00 am



Northamptonshire's archaeological treasures ready for £4 million resource centre move to Chester House Estate

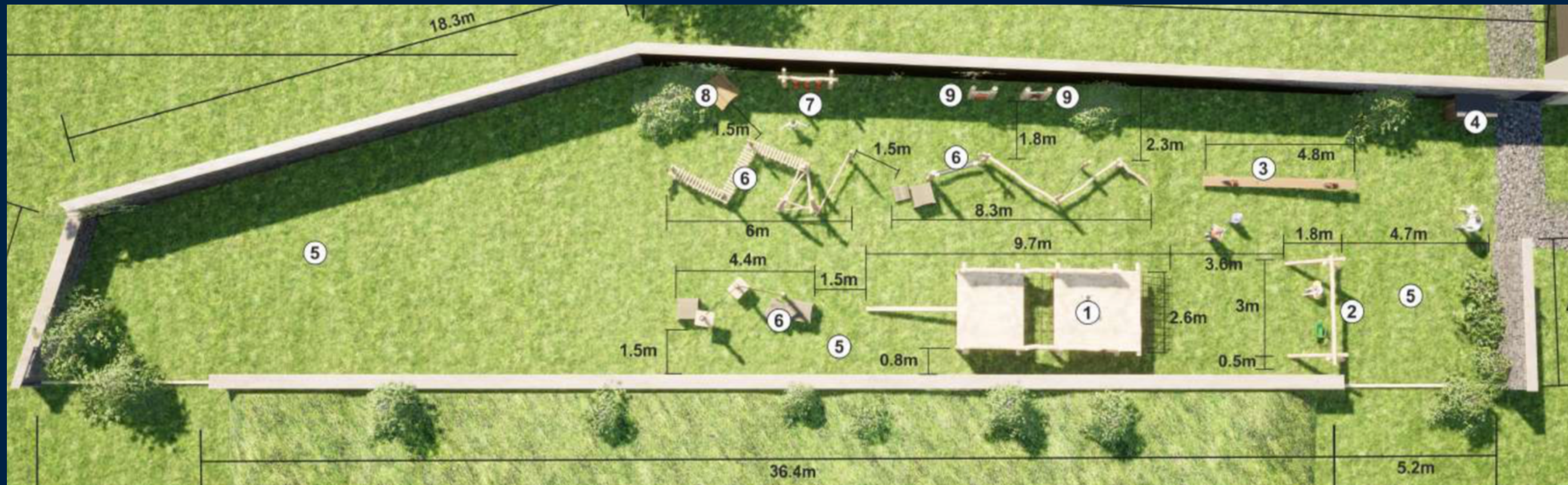
The archives will be moved to the ARC at Chester House Estate near Irchester

By Alison Bagley
Tuesday, 18th May 2021, 10:59 am
Updated Tuesday, 18th May 2021, 11:00 am



Historic England Approved Outdoor Play Area

To increase the overall dwell time for families at the Chester House Estate an outdoor play area has been designed with Historic England. The Outdoor Play area is located next to the Farm House Kitchen and Garden to support an increased SPH from parents waiting within the area with food and beverage. The outdoor play area is on programme to be delivered in time for the October Half Term 2021.



- 1 - Claudius Infinity Jump
- 2 - Double Swing
- 3 - Seesaw
- 4 - Storage
- 5 - Natural grass to enter area
- 6 - Trim Trail
- 7 - Interactive Item
- 8 - Bug Hotel
- 9 - Head in hold panels



WIDER ESTATE

We were pleased to be running a Higher Tier Stewardship Scheme. Our programme started back in December 2020 and has now been completed! Our programme included introducing and replacing over 3000m of fencing, clearing large and dense areas of scrub and creating footpaths with both pedestrian and vehicle gates ready for the estate to open later this year.

Gary Akehurst, Chester House Estate Facilities Supervisor who oversaw the delivery of the scheme explained that he is "delighted to have finally completed a challenging but rewarding stewardship scheme, we would like to thank Natural England for their support and guidance throughout. We look forward to opening the gates later this year and continuing the wildlife conservation work with our facility volunteers".



Working with The Nenescape River Partnership Scheme and The Environmental Agency, we have recently completed works on a £400,000 River Nene mooring project. This mooring is now open and fully accessible to the public. As part of the business set up, we have now partnered up with Canoe2 to offer canoe and kayak hire from Rushden lakes.

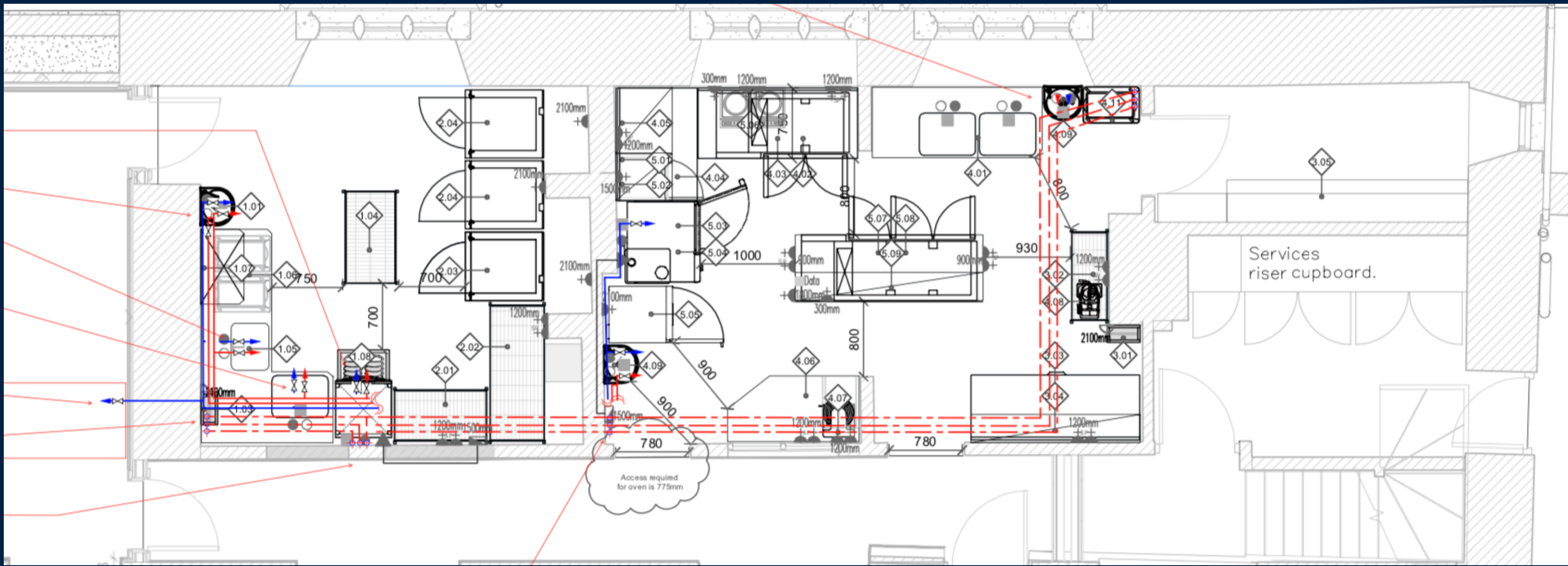
The two foot bridges over the Nene are currently going through the planning process following approvals for design with Historic England. These are both due to be completed by Spring 2022.

Working with newly recruited volunteers, we have created many different walks across the wider estate including the Roman Town (15mins), Badger Walk (20mins), Timeline Trail (15mins) and Holm Meadow Walk (30-40mins). We are also currently working with the Greenway Link programme to introduce a footpath running from Rushden Lakes, through Chester House Estate to the Wellingborough Embankment. This is due to be completed throughout 2022.



Historic England Approvals - Kitchen

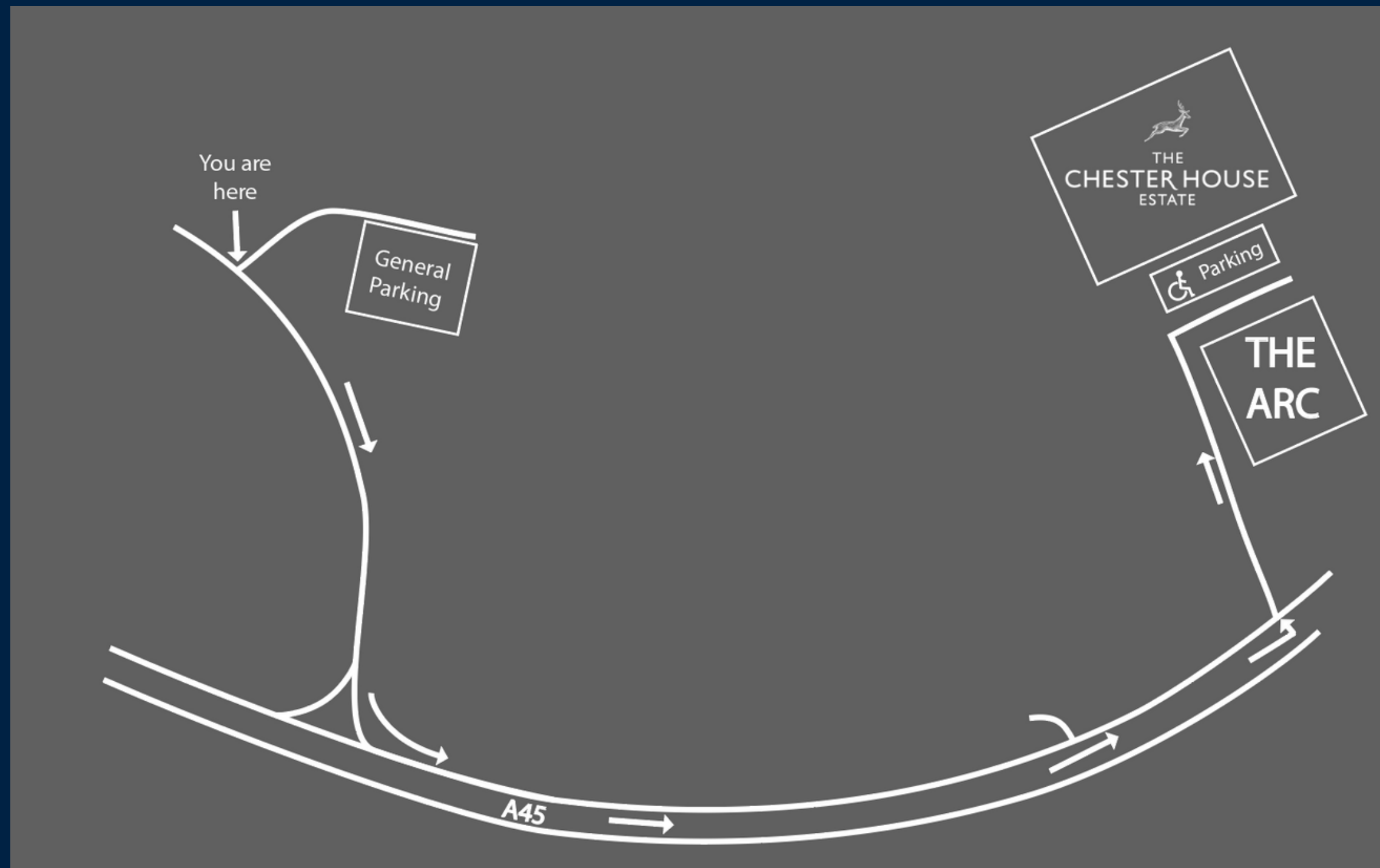
Historic England and the local Conservation Officer has now passed fit the extension of the commercial kitchen into the former interpretation space within the grade II* Listed Farm House. This kitchen will allow site to cater for large events and have a larger menu than originally planned. Within the previous 2019 Business Plan there was no commercial cooker or kitchen on site with all items being purchased off site.



Historic England Approvals - Access

Historic England and the local Conservation Officer have also now signed off SMC for a hardstanding footpath running through the site from the main car park and a matted car park extension at Claudious Way allowing car-parking for up to 500 cars. Both of these projects will be carried out by volunteers over Summer 2021.

The car park directly within the buildings (Lime Street Avenue Entrance) is our 'Guest' Car Park with parking facilities for visitors for conferences, weddings, onsite tenants, staff and disabled/accessible parking.



TEAM UPDATE



The Chester House Estate Leadership Team is now in place with further recruitment due over the Summer, including -

Jack Pishhorn - Business Manager. Background - Site Manager at Sacrewell Farm (Peterborough) and BBC Countryfile's Adam Henson's Cotswold Farm Park.

Thomas Jolley - Operations Manager. Background - Operations Manager at P&O Cruises.

Natasha Riley - Education Officer. Background - Education Officer at Bletchley Park and Northampton Museum.

Ben Donnelly-Symes - Archive Curator. Background - Public Sector Archives

Mandy Dooley - Catering and Retail Manager. Background - Catering Manager, Cafe/Pub Owner.

THE ARC

The Northamptonshire Archaeological Resource Centre (ARC) has now been completed. The state-of-the-art facility will act as the publicly accessible archaeological archive store for the county. Our collections currently consist of over 20,000 boxes of archaeological material from around 3,000 sites across Northamptonshire with space for another 15,000 boxes from future excavations.

The archives cover the whole breadth of human occupation within Northamptonshire, from prehistory up to the late 19th century. The archives will be stored in humidity and temperature-controlled rooms where objects are kept in their ideal environmental conditions. This ensures that they will be usable for future generations. We will have a research room on-site that can be booked by any who wish to study our collections.

As part of our project setting up the ARC, we will be undertaking a substantial project to re-box and catalogue our collections to maximise their accessibility and will be looking for volunteers to help with this.

Over the past 8 weeks, over 10,000 archives from Bolton House in Northamptonshire have now been moved over along with a store in Bedford. It is aimed that by the Winter that all the archives owned by both NNC and WNC will have moved to the ARC.



LEARNING AND COMMUNITY

The Chester House Estate will lead the delivery of the following educational programmes:

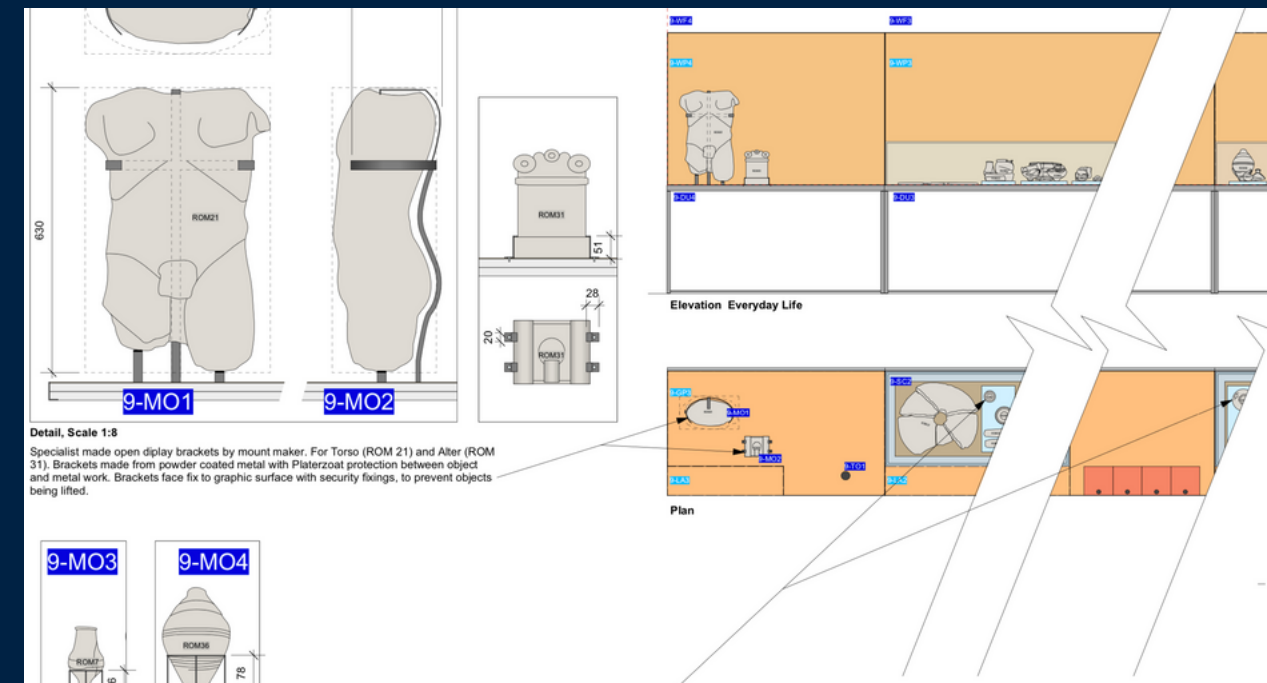
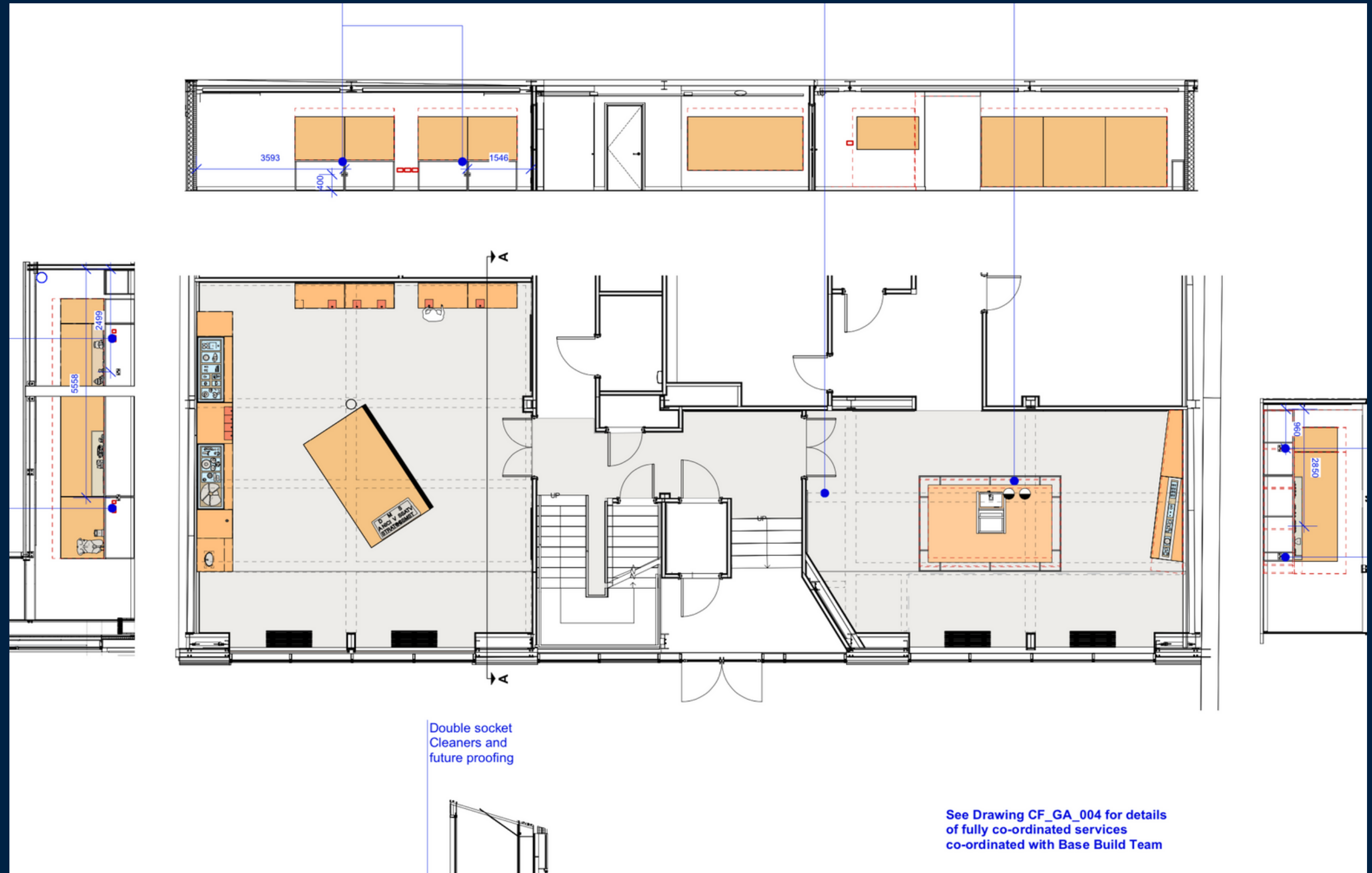
- The 10,000 Years – Outdoor Interpretation Offering
- Archaeological and Community Digs
- KS1, KS2, KS3 History
- KS1, KS2, KS3 Geography
- KS4, KS5 Farm and Estate Business Diversification
- KS4, KS5 Media, Marketing and PR
- K24, KS5 Placements and Internships
- University and College Partnerships' (Joint learning)
- Adult, Children and Family Workshops

Our confirmed education and community partners:

- The University of Leicester (Heritage)
- University College London (Heritage)
- Moulton College (Land Management)
- The Creating Tomorrow Trust (Work Experience)
- The Nenescape Partnership (Volunteering and Community)



OUR 10,000 YEAR STORY



As well as being the site of a Roman walled town, there is evidence from the Mesolithic, Iron Age and Medieval periods, together with a complex of traditional farm buildings dating back to the 17th Century. At present much of this heritage is buried; our challenge is to bring it to life and tell its stories. This exciting project will include a timeline walk in the Roman walled town and a large indoor museum within our education and community building. These spaces will be free to enter. Our interpretation project will be completed and open to the public in time for the October half term 2021.

PROMOTING NORTHAMPTONSHIRE PRODUCE

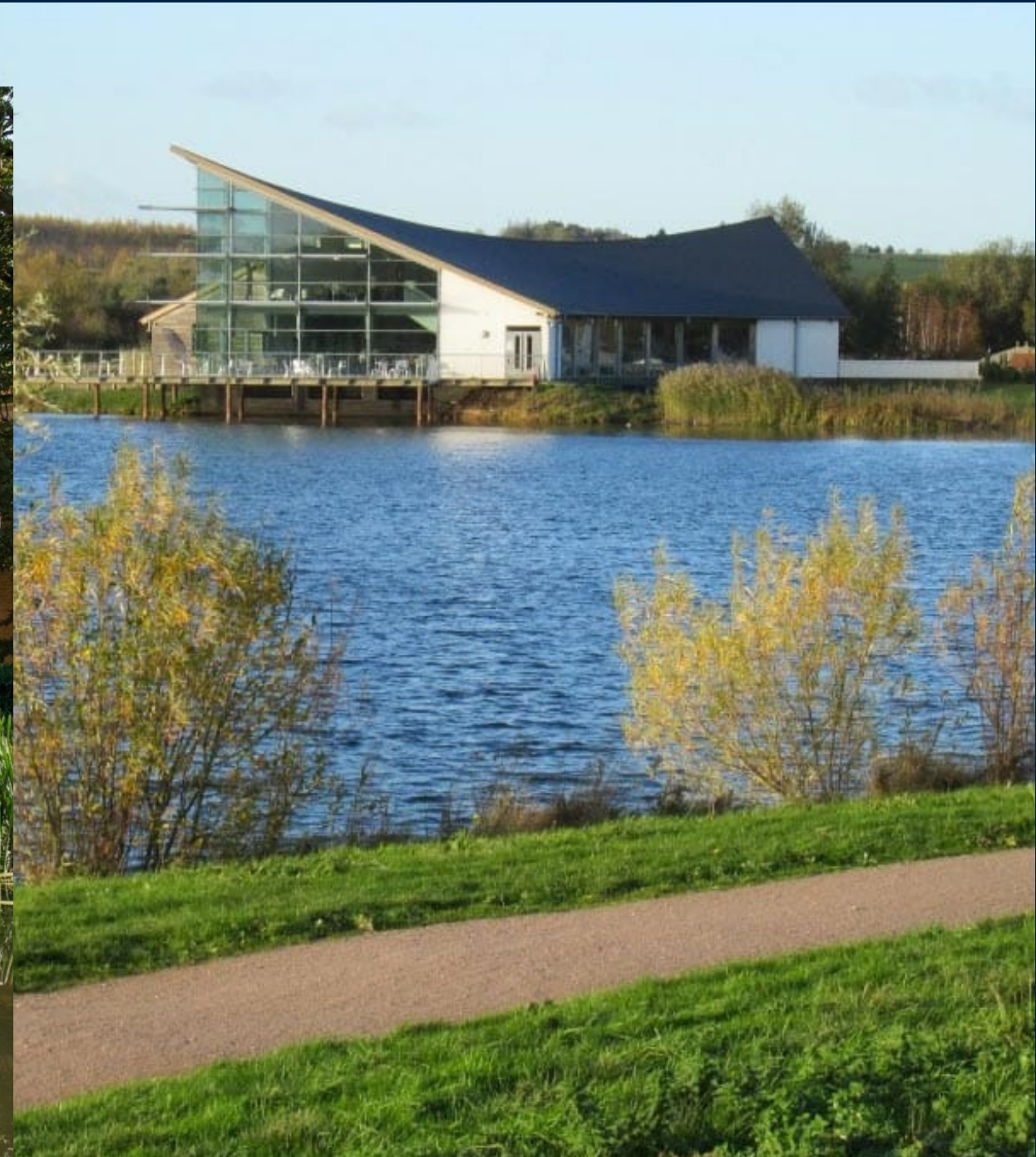


6 retail spaces will make up our Artisan Shopping Courtyard promoting locally sourced food, drink and craft. Our Artisan Shopping Courtyard will open from October 2021.

So far we have Irchester's Saxbys Cider, a farm shop run by the Creating Tomorrow Trust and The Chester House Gift Shop.

PROMOTING NORTHAMPTONSHIRE TOURISM

We are working with the two local DMO's Northamptonshire Surprise and Destination Nene Valley to promote and grow local tourism. We are also working closely with the NNC/WNC Country Parks, Rushden Lakes, Stanwick Lakes, Wicksteed Park and Knuston Hall to develop joint events, marketing and resource sharing.



VOLUNTEERING



At the Chester House Estate volunteering will play a huge part in all we do from our educational offering, commercial business set up, to our summer archaeological digs. Recruitment for volunteers started back in 2020 with our 2021 programme due to commence soon.

As part of the project, a volunteering hub will be constructed. This will include a social space for our volunteers and an area to sign up for volunteering opportunities, not just at the Chester House Estate but within the Nene Valley area.

Our current 2021 volunteering programme includes roles in the following departments:

- NE Stewardship Scheme
- Archeological Archiving
- Summer Archaeological Digs
- Education
- Museum
- Cafe and Retail
- Events
- Gardening
- Fundraising
- Bookings and Administration

Since teaming up with Nenescape who help develop and run our volunteering programme's we now have a team of over 250 volunteers assisting the ARC and wider estate facilities.



CATERING



By October 2021, our restaurant located within our Farm House will open. The cafe menu will have at its heart the wonderfully abundant local produce transformed by the kitchens into fabulous breakfasts, lunches, and afternoon teas with chef's specials each day influenced by the seasons. A catering offer will be available in our Artisan Courtyard with our wood fired pizzas in the horse box trailer (see picture)