

# Welcome

Welcome to the Public Consultation event regarding the future for St Osyth Priory.

The Sargeant Family acquired St Osyth Priory in 1999 and have since made it their long-term goal to restore the Estate to its former glory, ensuring its long term viable future. Their vision is that the Priory and its Estate will once again function as a great working Estate, with many interesting, informative and valuable uses that will contribute towards its upkeep whilst allowing others to enjoy its very special qualities.

St Osyth Priory is among the most valuable and exceptional heritage assets in the South-East, comprising 16 separate Grade I, II\* and II listed buildings set within a Grade II registered historic park and garden.

Prior to its purchase by the Sargeant Family, the Priory went through a lengthy period of neglect, leaving the Estate in dire need of essential work and with a substantial Conservation Deficit. A Conservation Deficit occurs where the cost of repairing a building exceeds its value when repaired.

This Public Consultation is taking place to provide you with the opportunity to view our progress to date, starting with our Vision for the Estate. We have then set out our proposals for a Visitor Centre and Wedding Venue at St Osyth Priory, that has the potential to generate substantial income to support the Estate and help secure its future.

Members of our team are on hand to answer your questions and feedback forms are available for you to share your thoughts with us.





# The Vision

The Vision for this captivating collection of buildings and landscape, is to fully revitalise and restore the historic assets to their former glory. By utilising various different opportunities, the Estate will have a new long term and viable future that engages with the community and brings new economic prosperity to the local area. St Osyth Priory will become a place that people will want to be married, visit, holiday and enjoy.

To create this Vision many different streams of revenue are being proposed, which together will secure the future of these irreplaceable buildings and landscape.



Illustrative sketch of proposed Priory Precinct. For more detail, see Masterplan.

## BUSINESS PLAN

The Business Plan pulls together all the elements listed out on this board and ensures that the revenue generated is used to conserve and restore the buildings that make up St Osyth Priory. It is therefore hoped that through a combination of all these streams of revenue the remaining deficit can be addressed and over the next 10 years', the restoration of the Priory can be completed.

As agreed with Tendring District Council, the Business Plan will prioritise funding sources in the following order:

1. Grant Funding
2. Commercial Ventures
3. Further Enabling Development (once all other sources have been exhausted)

**The following proposals have the potential to contribute £12.6m to the Conservation Deficit, summarised as follows:**

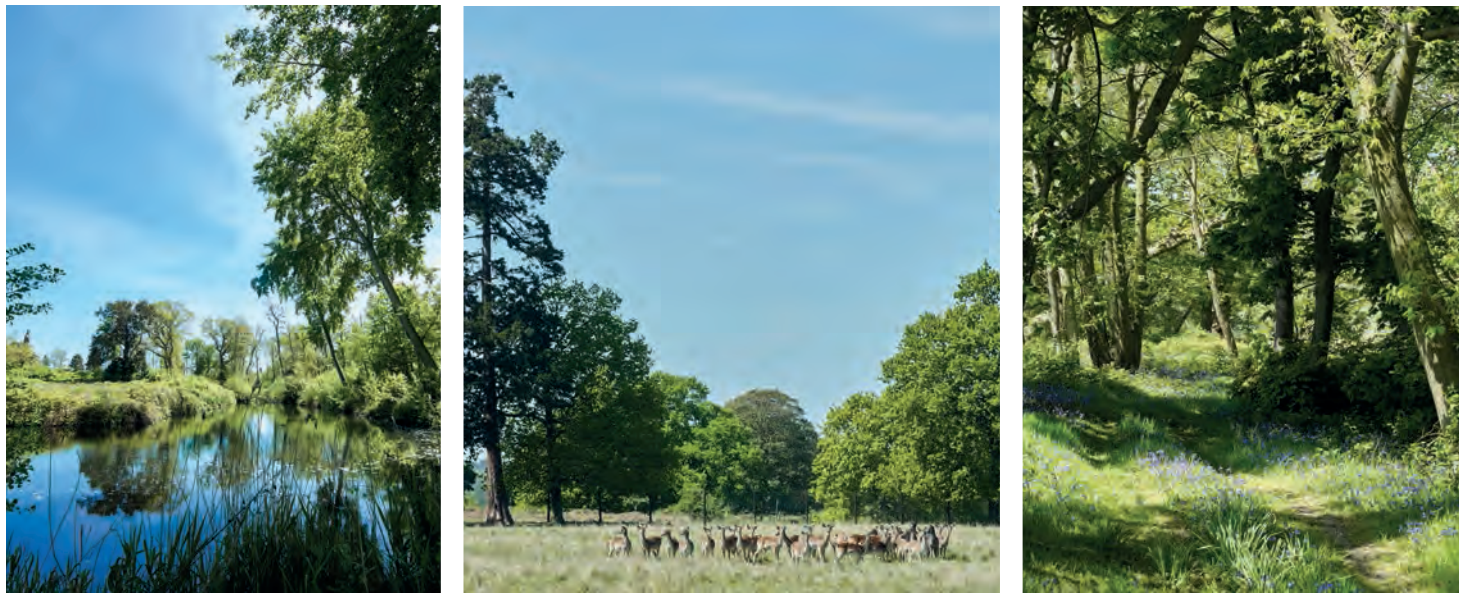
### THE TRUST - £5m contribution

- £1.2m funding already secured from the Enabling Development (West Field & Park)
- Heritage Lottery Fund (HLF) Grant application enquiry made for £4.6m
- Application to be made to Historic England for funding to repair Abbott's Tower for £400k
- This money, if granted is to be used to secure the renovation and conversion of: Tithe Barn, Diary, Cart Shed, Abbott's Tower, Walled Garden (subject to final costings and the recycling of rental monies from the buildings restored via grant monies)



### PUBLIC OPENING - £2.5m contribution

- New Visitor Centre containing a Café, Shop, Adventure Playground and Education Suite
- Various Parkland Walks
- Abbott's Tower – vantage point
- Tours of the Precinct Buildings
- Walled Garden open to Day visitors
- Spa rooms
- Sporting and leisure pursuits



### WEDDING & CONFERENCE - £1m contribution

- Tithe Barn & Abbott's Lodgings available for ceremonies and wedding receptions
- Chapel and Gazebo available for ceremonies
- 42 new build Guest Suites to accommodate the average number of wedding guests from outside the area
- Gatehouse - two bride & groom family suites



### HOLIDAY COTTAGES - £0.8m contribution

A number of cottages for holiday use are to be available across the Priory Estate, to include:

- Three Gate Lodges, Nun's Hall, The Pigeon House and The Grotto
- Potential for four within the Walled Garden existing structures
- Luxury Yurts



### NEW HOMES - £3.3m contribution

- 190 Homes on The Wellwick (approved)
- 89 Houses in the Park & West Field (approved)
- Redevelopment of the former quarry at Martins Farm; proposal to follow shortly



NOTE: Values have been calculated on the same basis as appointed joint expert November 2016



# Timeline

## 2011

- Package of Enabling Development applications submitted

## 2014

- Enabling Development approved on the Wellwick for 190 units (decision issued March 2016)
- £39m Conservation Deficit

## 2015

- Application to convert the Tithe Barn into a Visitor Centre and Wedding Venue approved
- First Public Inquiry decision quashed as unlawful

## 2016

- £36m Conservation Deficit, as of summer
- Works to Bailiffs Cottage commenced
- St Osyth Priory & Parish Trust granted charitable status
- £33.7m Conservation Deficit, as of November 2016, agreed by Tendring District Council, Historic England and the family as a joint expert was appointed as part of the Inquiry process
- Second Public Inquiry commenced but no decision necessary as the following consents granted during the Inquiry:
  - Enabling Development 17 Dwellings within the Park approved
  - Enabling Development 72 Dwellings on the West Field approved
- The approval of the above applications reduced the Conservation Deficit to £26.3m

## 2017

- Works to Darcy House West Wing commenced early
- Works to the Gatehouse commenced early
- Heritage Lottery Fund Grant Enquiry Application submitted
- Bailiffs Cottage and Toll Barn Completed
- Conservation Deficit increased to £27.6m due to build cost inflation and deterioration of the heritage assets

## 2018

- Subject to Visitor Centre, Wedding Facilities, Spa, Holiday Cottages, & Martins Farm consents being achieved and grant funding secured, it is forecast that the Conservation Deficit will be reduced to £15m



# Proposed Masterplan July 2017



Key					
1. Visitor Centre	3. Abbott's Tower	5. Gatehouse	7. Guest Suites	9. West Field	Parkland Walks ----- ----- -----
2. Walled Garden	4. Darcy House and Abbott's Lodgings	6. Tithe Barn	8. Farm Storage	10. Wellwick	
				11. Park	



# The Trust

The St Osyth Priory & Parish Trust that has been formed, will work towards attracting grant funding to assist in the restoration of the key historic buildings;

- Tithe Barn
- Dairy and Cart Lodge
- Abbott's Tower
- Historic Walls – subject to final funds and rental income

The Trustees include; George Clarke, presenter of TV's Restoration Man and Amazing Spaces and Tim Sargeant, along with a lawyer, a principal of a global Project Management firm, Helen Moore, Managing Director of City & Country, a partner at one of the Country's leading Chartered Surveyors and a past Lecturer at the University of Essex, who taught politics and has a keen interest in planning and heritage.

The Sargeant Family are looking to invite Tendring District Council, the local business community and St Osyth Parish Council to propose one representative from each to act as a Trustee.

We have had a very good preliminary meeting with the Heritage Lottery Fund's East of England Team about grant funding and an Initial Enquiry Form has been submitted for a grant under their Heritage Enterprise Scheme; which is ideally suited to St Osyth Priory.

£1.2m of the funds raised by the West Field and Park Enabling Development schemes is to be put into the Trust's Escrow account and will be used to provide any match funding required for Heritage Lottery Funding.

It is hoped that the Trust will be successful in securing up to £5m in grant funding that will be used to reduce the Conservation Deficit.

The Family have also agreed to give leases to the Trust on the commercial wedding space. Where the Trust is able to raise sufficient funds to restore these buildings via grant funding, the Family will then lease the space at market rent to enhance the Trust's ability to restore further heritage assets and reduce the Conservation Deficit.





# Visitor Attraction

The following ideas are being discussed with Tendring District Council and Historic England at present, as part of further developing an outstanding visitor attraction and where necessary, they will form part of a series of planning applications and associated public consultations, over the coming months:

- Parkland walks
- A Visitor Centre including a Café, Shop and Education Suite
- Adventure playground
- Abbott's Tower – panoramic vantage point
- Guided Tours of the Precinct Buildings
- Spa rooms
- Glamping
- Other sporting and leisure pursuits





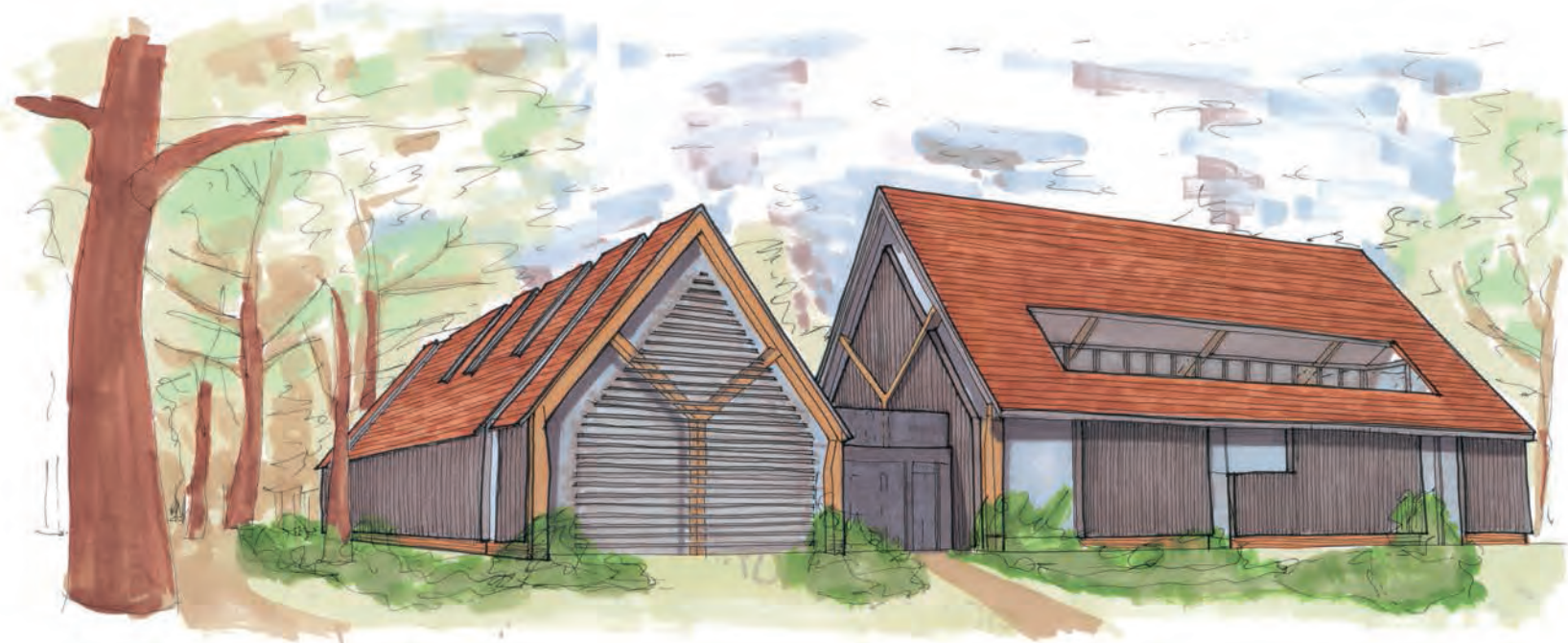
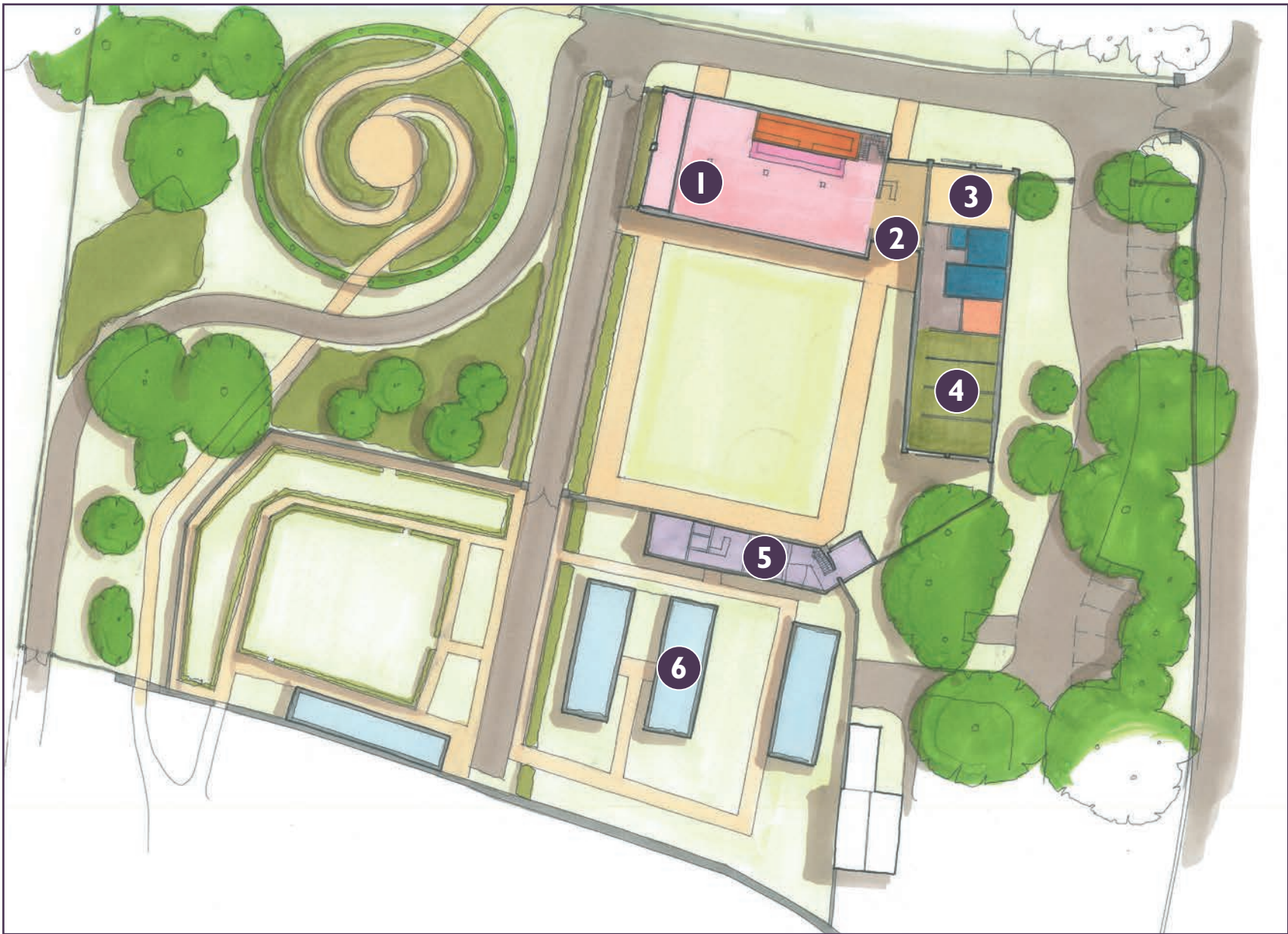
# Visitor Centre & Walled Garden

Currently the Visitor Centre has consent to be located in the Tithe Barn alongside the Wedding Venue. Advice provided by Savills however suggests that this is an unsuitable location and would reduce income if these two uses were located in the same building. A high-quality Wedding Venue requires complete exclusivity and cannot be interrupted by the public, just as the public offering should not be interrupted by the weddings.

To ensure optimum income is generated by both elements, the Visitor Centre will need to be re-located to a more practical position on the site. It is proposed to construct a new purpose-built Visitor Centre, leaving the Tithe Barn to be used exclusively as a Wedding Venue. The income produced by the Visitor Centre and Wedding Venue will be put towards addressing the remaining Conservation Deficit.

Just north of the Walled Garden a consent is in place to build eight cottages and following the advice from Savills, we believe this to be an appropriate and suitable location for the Visitor Centre instead. This is due to easy access from Colchester Road and its proximity to the areas that will be open to the public, namely the Park with its meandering walks, the Abbott's Tower with its panoramic view point and the surrounding Gardens, Monk's Cemetery (the 18th century wilderness garden), the Topiary and Rose Garden (the latter being subject to wedding use). To cater for a wide array of visitors, the below plan shows what we are proposing:

- |   |                     |
|---|---------------------|
| 1. Cafe   | 5. Spa              |
| 2. Shop   | 6. Holiday Cottages |
| 3. Education Centre   |                     |
| 4. Four open multi-functional spaces –<br>available for craft, display, educational and retail uses |                     |



Illustrative sketches of proposed Visitor Centre

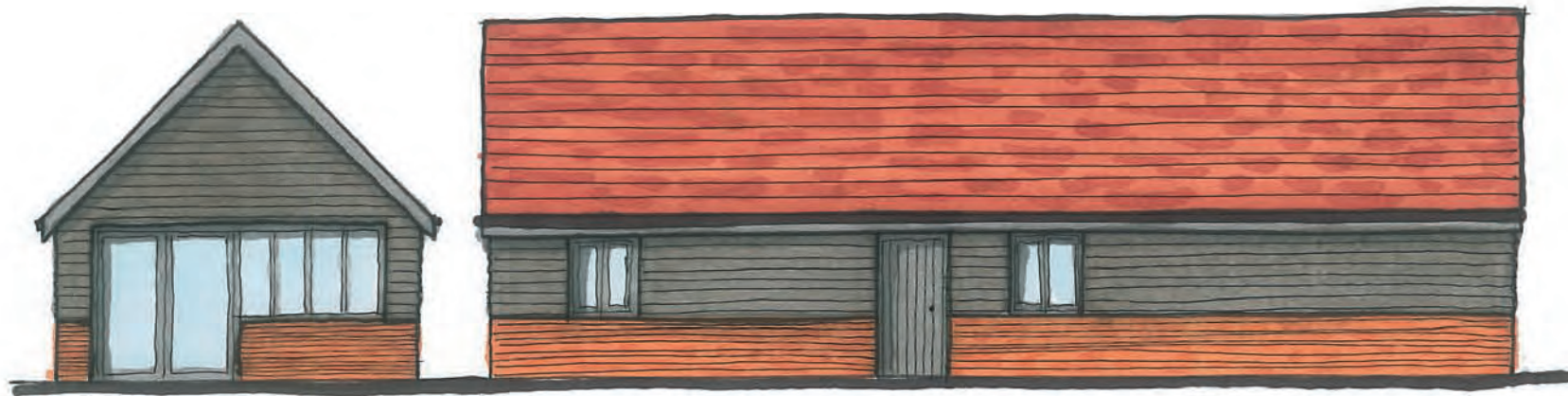


## WALLED GARDEN

Currently the Walled Garden is without a long-term use that will secure its future. A review of possible uses has concluded that the optimal viable use is to split the Walled Garden into two distinct areas. This divide is to be created by natural low hedge planting down the centre. On one side the historic garden will be reinstated and will be used in conjunction with the Visitor Centre being open to the public. The other side will be more secluded with a Spa facility and some Holiday Cottages utilising the old garden buildings with some creative adaption. The Spa and Holiday Cottages will generate an income that will be put towards the remaining Conservation Deficit.

It is proposed to create the following uses within the Walled Garden:

- Spa
  - Two Treatments Rooms
  - Jacuzzi
  - Plunge Pool
  - Steam Room
- 3 two bedroom Holiday Cottages
- 1 one bedroom Holiday Cottage



Illustrative sketches of proposed Holiday Cottages





# Wedding & Conference Venue

An exclusive destination Wedding Venue has been identified as having the most potential to generate a significant income to support the Priory and reduce the Conservation Deficit. It has been agreed with Tendring District Council that this is the optimum viable use for the Priory.

The Tithe Barn, Abbott's Lodgings and the Chapel have consent to be used for weddings and the Priory benefits from having a wedding licence.

This is a very competitive market and to ensure maximum gain for the Priory, the offering must be exceptional, so that it stands out from the competition and meets the required standards to command a higher value.

Savills have advised that the optimum capacity for a Wedding Venue is 150 guests, with typical numbers being from 80-120. As it will be a destination venue, with people potentially coming from all over the country, a venue of this size requires on site accommodation for between 80-100 guests. To accommodate this, between 40-50 boutique style "Guest Suites" will be required.

Being able to cater for larger wedding parties sets a venue apart from others that cannot offer this facility. St Osyth Priory as a venue is also very flexible and can offer facilities for larger weddings if required, equally it can cater for a smaller, more intimate ceremonies; widening its market to ensure success.





# Guest Suites

To provide accommodation for the Wedding Venue, 42 new Guest suites are being proposed. These will be built West of the Priory Precinct, in the area where the farm machinery is currently stored. This area has traditionally been the working part of the Priory and is characterised by agricultural buildings.

The proposed Guest Suites are sensitively designed to reflect traditional agricultural buildings, as are commonly found across Essex. The suites are formed of five single storey barn style blocks and are situated around a two storey Essex Barn.

These proposals will result in a substantial heritage gain by replacing the existing unsightly modern buildings with more sensitively designed traditional barn style buildings all lower in height than the Tithe Barn and the Dairy; which will bring with them high quality landscape improvements as well.



Existing Farm Storage



Illustrative sketch of proposed Guest Suites



Illustrative sketch of proposed Guest Suites

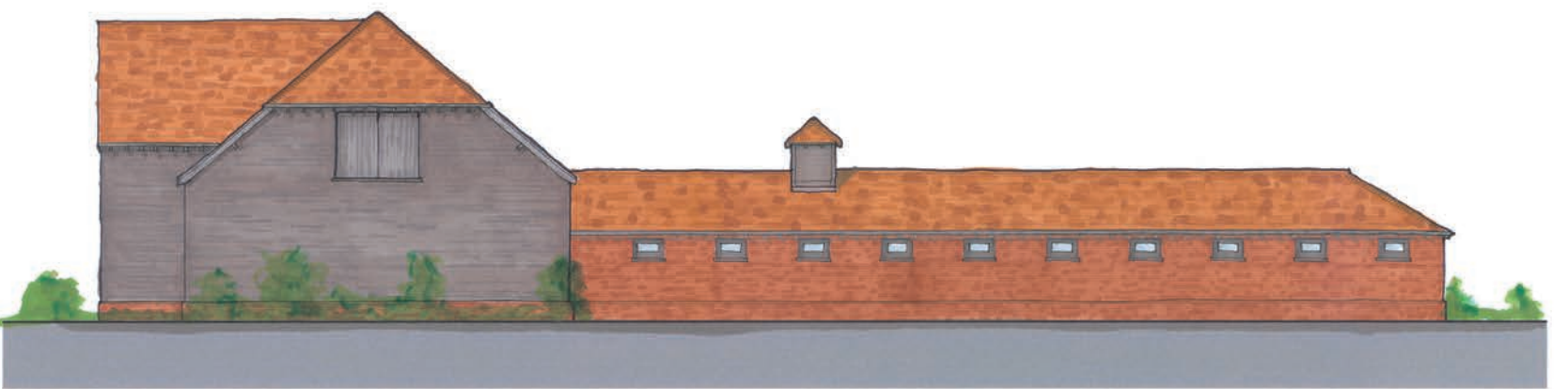


# Replacement Farm Storage

St Osyth Priory still operates as a working farm and it is hoped that as works progress, this will become an increasingly important part of the Priory's future public attraction. The total Estate equates to 200ha and is made up of a combination of parkland, arable and pasture. It is also currently home to 50 fallow deer and 50 rare breed English long horn cows. It is planned to introduce a further herd of white deer, to align with the Legend of St Osyth, and other rare breeds in due course.

The current area that stores all the equipment to maintain the Estate and animals is the Tithe Barn and the other unsightly buildings to the west. The Tithe Barn has been utilised for the Wedding Venue and the modern buildings are to be demolished to make way for the Guest Suites, to support the Wedding and Conference Venue. Notwithstanding, the current facilities have largely been outgrown. Storage for the equipment and shelter for animals will therefore be required elsewhere within the site.

It is proposed to build a traditional barn towards 7 and 9 Mill Street where the Priory Farm was historically located. This will provide storage for machinery, livestock and will also create an area where coaches associated with the public access can be parked during visitor drop off and pick up.



Illustrative sketch of proposed replacement farm storage



# Economic Benefits

*“Our heritage economy is vibrant, and a crucially important part not just of the £114 billion visitor economy, but of our local, regional and national economies as well.”*

**Sandie Dawe MBE, Chief Executive of Visit Britain**

- Public opening allows the heritage to be better understood and appreciated - an educational resource that will build local pride
- The cultural, visitor and tourism already provides 7,900 jobs across Tendring District
- UK weddings are worth approx. £10 billion per year, average spend per wedding is £36,000
- Direct employment of up to 27 full and part time roles including Wedding & Events Coordinators, Marketing Managers, Cleaning Staff, Gardeners, Bar Staff, Stewards and Customer Service Assistants
- Heritage-led regeneration is recognised as a socio-economic agent of change, creating employment and raising market values, and for every £1 of investment in the historic environment it generates £1.6 of additional economic activity over a ten-year period
- Heritage visitors stay longer, visit twice as many places and spend 2.5 times as much as non-heritage visitors
- Of every £1 spent as part of a heritage visit, only 32p is spent on site. The remaining 68p is spent away from the attraction itself in restaurants, cafés, hotels and shops within the local area
- The proposal will also generate substantial TAX revenue, in the region of £8.7m over the first 10 years, available for Tendring District Council & Essex County Council to spend in the local area
- St Osyth Priory will draw visitors and Wedding Parties from all over the area, who will spend a considerable amount of money in the local economy, supporting local businesses
- By year ten, the proposals will generate £10m of spending per annum, in the local area





# Revised West Field

In November 2016, Enabling Development of 72 residential dwellings on the West Field was achieved to secure funding for works to the Gatehouse and Darcy House West Wing. The consented scheme is shown below:



With the relocation of the Visitor Centre, to the consented location of the Slip Cottages, this will eliminate these eight cottages from the scheme.

These eight cottages contribute to the Enabling Development and provide valuable funds for the restoration of Priory. To ensure that these funds are still available, it is proposed to relocate these dwellings into the West Field.

The design team have worked up proposals that include a review of the aesthetic and layout of the properties in the West Field and to accommodate the lost residential accommodation, bringing the total number to 80 dwellings.



Sketch layout of proposed West Field



Illustrative street scenes of proposed West Field



# Programme

- Applications for the Visitor Centre, Walled Garden, Wedding Bed Suites, Gazebo, Farm Storage and revised West Field are to be submitted in Autumn 2017
- A Public Consultation Event will be held in Autumn 2017, to display the submitted plans and will provide further update on works to date
- Works to Darcy House west wing to be complete Spring 2018
- Works to The Gatehouse to be complete Summer 2018
- West Field Phase One to commence Spring/Summer 2018
- Park building to commence Spring/Summer 2018
- Park Restoration with inert fill to commence Autumn/Winter 2018
- West Field Phase Two to commence 2019
- Works to White Hart Public House to commence 2020

Thank you very much for attending today. We hope that this event has been informative and should you have any questions or require any additional information then please do not hesitate to contact us by email: [info@stosythpriory.com](mailto:info@stosythpriory.com)

As the restoration of the historic Priory is now underway, we are looking for interested subcontractors and suppliers to get in contact who wish to work on the project. We are also looking to directly employ skilled stonemasons and carpenters. There is a steady stream of work over the next 10 years' working to save these irreplaceable heritage assets.

