



BURGHLEY

Walled Garden business case

February 2022



Location in Burghley Park



Key proposals for development



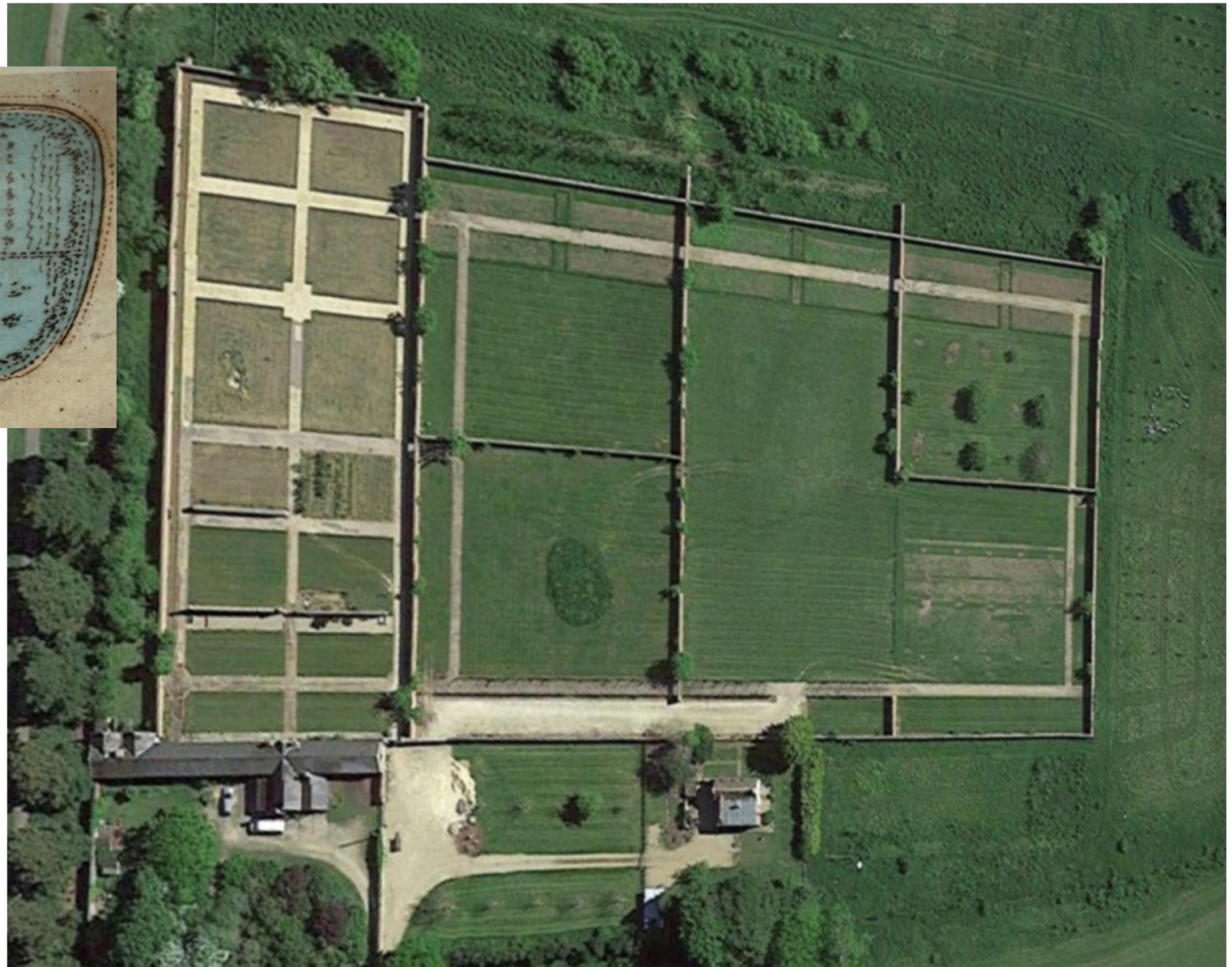
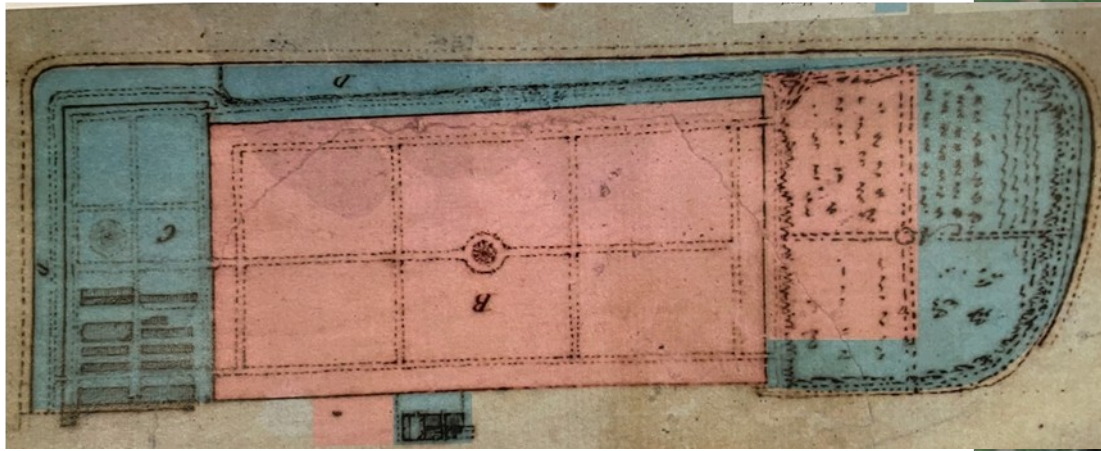
This is a complete restoration and creation of a new visitor attraction.

It will be a new business – rather than an addition to the existing visitor ticket.

It will be a two/three-year project to open – current plan 2024

The biggest change to our visitor business in 20 years





A 1796 survey indicates a dotted line around the site which could indicate the ha-ha



Walled Garden: **current status**

Overview	
How big?	The area within the walls is six acres, with another five acres outside the walls but within the ha-ha boundary and woodland edge
What buildings are there?	Apple Loft: in need of refurbishment but historically very important and significant to the site The Bothy: rented property at the end of the Apple Loft Gardener's Cottage: in need of renovation but visually crucial in 'reading' the site
Current condition?	Ongoing management with lawns and yew/box hedging establishing. Higher Level Stewardship scheme in 2013 brought renovation to all the walls and simplified the site. No glasshouses remain





First floor - Apple Loft



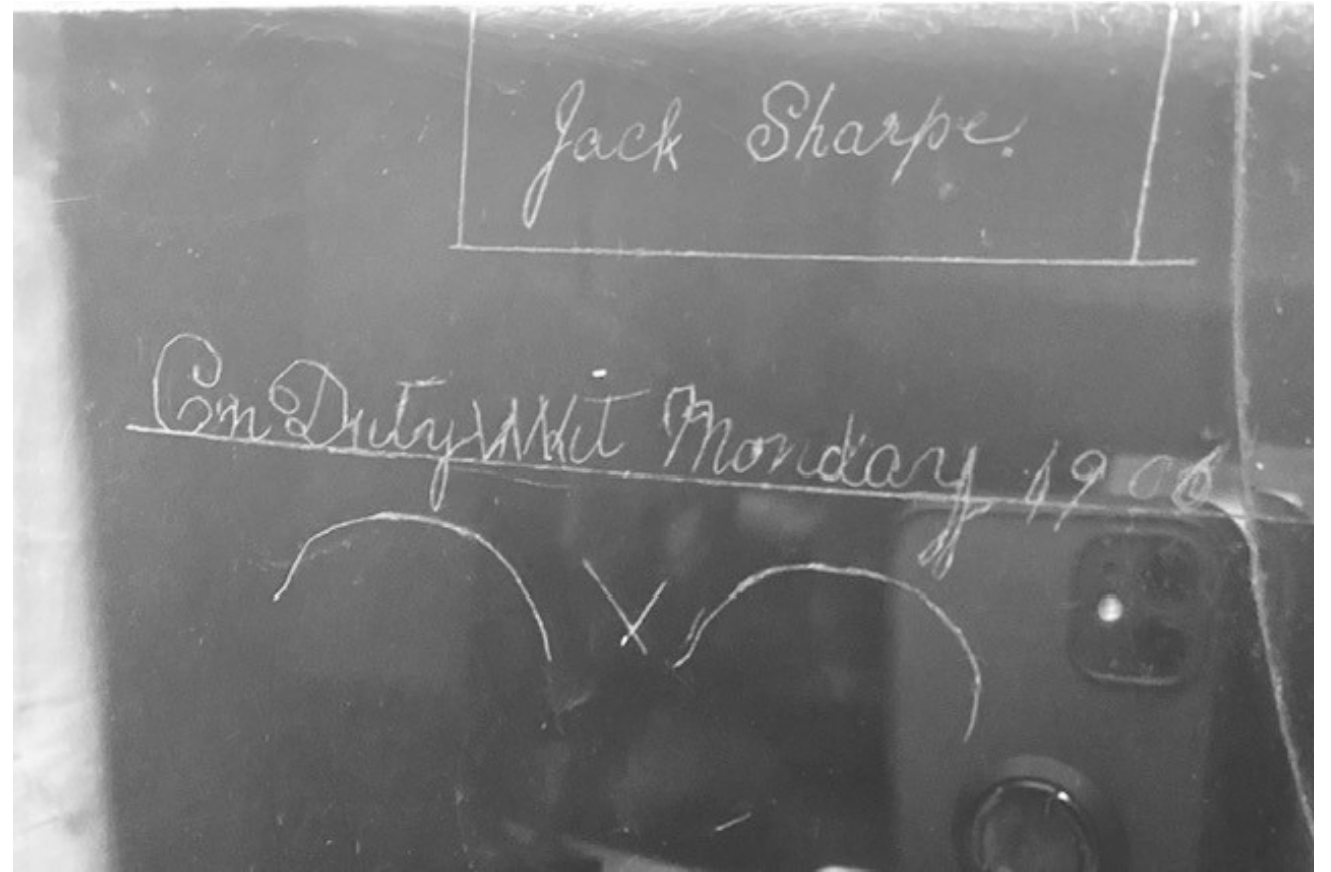
Mushroom House - diagram for the design illustrated in 1882 Thompson Garden Assistant





Tomatoes in the open air at Burghley Gardens, Stamford.

*'Tomatoes in the open air at
Burghley Gardens,
Stamford'*
Head Gardener, Richard Gilbert



*'Jack Sharpe
On Duty Whit Monday
1906'* Glass graffiti in
gardeners cottage.





Purpose and remit



Walled Garden: fitting Burghley's vision

Together, Burghley is a living celebration of history, a beacon for the community, and the guardian of our environment.

The Walled Garden fully supports the Vision and Burghley's foundations. Through this project:

- We bring together the **community** of Burghley staff and volunteers, as well as the wider community of Burghley visitors (both local and national), as well as the community of gardeners and plants people who have so little on offer in this region.
- We will celebrate **life**, whether the joy of meeting friends or family for a walk or a closer connection with nature, seasons, the passing of time – as well as the wider natural life that supports our environment, ecosystem and biodiversity
- We are making a lasting **legacy**, by using the work, skills and passion of the people before us reimagined in a new way, looking to the future and recognising the privileged position we are in to develop a new offering to Burghley ongoing offering



Objectives:

The Walled Garden will use the rich tapestry of horticulture, heritage and plant history at Burghley, intertwined with modern interpretive design and style to create sustainable plantings that inspire our visitors and fellow gardeners. The purpose of the garden is to:

- bring life to the Walled Garden
- excel in the delivery of horticulture and gardening
- open up the park to broaden the appeal to visitors and increase visitor numbers and spend
- develop innovative and exciting ways of connecting people to plants, planet and the environment
- promoting the craft of gardening, continuing a rich Burghley tradition
- facilitate bespoke garden-related events to our broad customer base for brand awareness and income

By delivering on these objectives, we will not only broaden the visitor appeal of Burghley, but also reduce pressure on some of the existing areas such as the Garden of Surprises.



Garden offering





New layout of proposed walled garden design.



A sense of place

The Walled Garden will celebrate its history and heritage through historical references and timeless plantings all intertwined with modern thought-provoking interpretive designs and contemporary touches.

It will embrace new ways of thinking (like our Victorian forebears) and look to sustainable practices to inspire a future generation.

Behind those high walls our visitors will find a garden that has never stood still, a place of beauty and peace, of secrets and emotion.

Our visitors will walk through the past but leave firmly in the future.



Walled Garden: **connecting to heritage**

Overview	
How does it link with Burghley's heritage?	Being inspired by the innovation and display of the past, the WG can become a vibrant, horticulturally significant and welcoming space to all visitors. We will make our mark on the spirit of Burghley's heritage and its passion for quality and design with a garden that will be fit for the future
Why does it matter?	The Walled Garden is a core part of the historic and future offering. It has played a key part in the development of Burghley House over the past 300 years, feeding the house, offering employment to the locals, creating trade to London. The splendour of country houses was often viewed through its ability to produce the finest crops, so the WG was key to the cultural standing of Burghley. This project offers a new opportunity to grow the visitor attraction, opening up a new part of the estate in a controlled way and celebrating its role in Burghley's timeline. It also gives us the chance to revisit some of our heritage and discuss it in the context of a modern society
What interpretation will there be?	<p>Design references: elements of the plan recreate historical layouts or reference existing architecture</p> <p>Interpretation and signposting: boards, panels and information on site within the garden; hand-outs presented on arrival; QR codes; immersive sound experiences; onsite actors; sculpture and art</p> <p>Horticultural excellence: the strong horticultural excellence of the past will continue: planting combinations, variety selection, horticultural husbandry, trying new skills</p> <p>Collection display: potential to work with the house collection to thematically or physically display different parts of the collection that link to the garden</p>

Education and learning

Overview	
Will local residents benefit from the educational programme?	Yes, but more than just local. Part of our work is to reach out to wider and more diverse communities. This project can take a fresh approach at looking how we engage and connect with a more diverse society
How does the WG fit into Burghley's wider educational offering?	Education, engagement and sustainability will be at the core of how it is built and maintained, offering opportunity for engagement and learning for a more diverse audience
How will children be involved?	Currently Burghley welcomes 10,000 school children a year. This garden will be part of that offering, to actively engage and connect children with their learning at Burghley
Is there a wider educational and environmental benefit?	Yes. Burghley should be at the centre of helping educate more people in land-based crafts, both for recreational but also professional purposes. Tree surgeons, stone masons, conservationists, gardeners, game keepers etc. are at the heart of the Burghley team yet are professions that lack profile or awareness. This garden can offer a chance to shine a light on those skills



workshops and events

<p>What's the proposal?</p>	<p>There will be 'workshops' (including tours and activities) that range from a 1 hour quick class to 2 day weekend courses. All will be themed to plants, responsible living and rural crafts. There will also be five 'hero events' that run for a full weekend and will achieve high visitor numbers</p>
<p>Why are we offering workshops and events?</p>	<p>To help visitors get more from their visit. Also: to ensure that visitors engage with the specialness of the location; to always offer something new, giving a genuine attraction for repeat visitors; to continue the educational work that is core to the BHPT. Workshops are not at the expense of garden visitation – the garden is open all the time but workshops are supplementary</p>
<p>What are 'hero events'?</p>	<p>'Hero events' run at weekends through the season; they attract higher footfall and deliver a wider range of content. : Year 1 (2024): one event (flower show); Year 2 (2025): two events (produce and food, and flower show).</p>



Catering and facilities

Overview	
Will there be catering on site?	There will be a catering van at the entrance of the garden for visitors who have just arrived. Within the garden, there will be a 40-seat cafe offering similar food to the current Garden Cafe
Who will deliver the catering?	This will be franchised out. For income purposes, we assume a 15% commission from sales
Will the garden be fully accessible?	Yes. From the carpark all the way through the garden and to the toilets/catering, the site will be flat and fully accessible for those with prams and young children, and those with physical impairments
What retail will there be?	Retail is an opportunity to develop further. From the outset, there will be a focused offering of produce and plants from the garden, plus key products that are currently strong sellers from the shop. This will be developed further but a notional amount has been put into the annual budget



In addition : we have considered in detail:

Events and workshops - revenue and opportunities – but crucially must not compete with those already offered at the House and Gardens.

Heritage – Particularly in reference to the architecture of the house and how it can inform the design of the garden also the role of this garden and its relationship with the house and community - this will inform the education programme.

Visitor Experience – why a garden, who are our visitors and what and why will they pay. We have undertaken a full audience segmentation to answer these questions.

Horticulture - how good will it be and what is our pedigree in this sector?

This Garden must stand alone and cover its costs- not cannibalise the House visitor business but be complimentary and reach a new market.



Budget: - work in progress!

Capital cost for the garden is c. 1m – but infrastructure, road, parking and junction costs are not finalised and this does not include a large catering facility.

Running Costs: c. 225k

Income costs c. 260k (with 28,000 visitors – assuming a stand-alone ticket)

BDRC audience segmentation suggests reach of extra 70,000 visitors – c. £470K BUT that these visitors would prefer a ticket that includes other areas of the visitor attraction – eg the House.



Key Risks..... !



Delivery Culture : Do we have the right people in to deliver the right parts of the jigsaw for a 2024 opening? If we don't – how do we get those skills?

Capacity and Project Management across the business – There is a lot going on at Burghley for the next 5 years: Might other people/projects derail this project by overspending or overrunning

Market Positioning: ensuring that the way we discuss, promote and market the project sits right with its target audience

Budget delivery: assuming we get to an attainable number on spend – how quickly do we need a return on that? Are there fundraising routes that may offset that number?

Service risk: global shortages of stock (hard landscaping materials for example), local staffing issues, must be carefully monitored.

