

EDEN WESTWOOD

FOOD, FARMING & LIFE IN DEVON



INTRODUCTION

The Eden Westwood project is a partnership between Friends Life Ltd and the Eden Project to create a unique visitor destination at the gateway to Devon celebrating food, farming and life in Devon.

Eden Westwood will be a destination genuinely unlike any other in the world: one that mixes indoor and outdoor recreation; education and enterprise; commercial and non-commercial elements; and that promotes local food, the importance of farming, sustainability and the Devon lifestyle, all shaped by the distinctive Eden brand.

This exhibition details the vision and plan for Eden Westwood and how the project will be delivered and operated. Plans have evolved over a three-year period, influenced by close discussions with a range of local stakeholders. Images, graphics and architect's drawings have been included to illustrate how the completed project could look.



"Eden Westwood has the potential to revolutionise Mid Devon's profile in the region and nationally, make it a leader in tourism, education, farming and sustainability, deliver huge opportunities for local people and, ultimately, transform the area's fortunes."

Sir Tim Smit, Co-Founder of the Eden Project

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THE CONCEPT

Eden Westwood is envisaged as having four main zones – Eden Ark, Outdoor Adventure, Designer Outlet Village, Travel Hub – in a parkland setting.

Eden Westwood is envisaged as having four main zones in a parkland setting:

- The zones will fit sensitively into the existing landscape and will be created under Eden's stewardship in order to guarantee the highest standards of sustainable construction;
- respect for the setting;
- delivery of beautiful spaces;
- and a desire to engage all partners – from businesses to visitors – in the pursuit of creating a sustainable location.

The site will be free to enter with only some activities requiring a fee.



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LOCATION

Eden Westwood is a response to the special character of this Mid Devon site, the quality of its location in terms of prominence, accessibility and convenience – for tourists, local people and businesses – and its position in one of the heartlands of British farming, with local food and drink producers that are the best in the UK.

The site, which is adjacent to junction 27 of the M5, is not only at the gateway to Devon, where key vehicle routes intersect with the rail line into the South West peninsula, it is also linked to local bus services, existing pedestrian and cycle routes and is close to Exeter Airport.



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MASTERPLAN



KEY	Uses	Area (ha)	Use Class	GIA (sqft)
	EDEN ARK	8.7		195,000
A	Regional Visitor Hub		A2	10,000
	Festival Food Hall (Make & Sell)		A1 / A3	30,000
	Eden Gallery (paid entry)		Sui Generis	70,000
	SME business/Enterprise units		D1	25,000
B	Themed Hotel		C1	60,000
	OUTDOOR ADVENTURE	6.1		15,000
C	Surf Park		D2	15,000
D	Outdoor activities/Play			
	DESIGNER OUTLET CENTRE	5.9		170,000
E	Lifestyle retail outlets		A1	150,000
E	Café/Restaurants		A3	20,000
	TRAVEL HUB	6.7		78,000
F	Travellers services/ E-car Hub		A1 / A3	18,000
G	Hotel		C1	60,000
	TOTAL			458,000

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EDEN ARK

Eden Ark is at the centre of Eden Westwood and will be the main attraction.

At its heart will be the story of food, farming and life in Devon. The county's story will be a vehicle for exploring the global challenge of creating a sustainable food system. It will be different in physical form to the Cornish Eden Project but will be equally distinctive and memorable.

The Ark will contain a range of attractions. General entry will be free of charge. Certain elements within, such as the Eden Gallery, will have paid admission.



FESTIVAL FOOD HALL

The Ark's centrepiece will be a buzzing, immersive "theatre of food". Artisanal food hubs championing local products such as dairy, bakery, butchery, fresh fish, fruit, vegetables, beer and cider will enable people to watch food and drink being made by skilled artisans and to have a go themselves.

EDEN GALLERY

The Eden Gallery will take visitors on a multi-sensory journey through the values, joys, challenges and future of food and farming across indoor and outdoor areas. Exhibits and activities will range from darkly lit fungi rooms to incubation huts and from hydroponic beds to sci-fi food.

RESEARCH & EDUCATION HUB

The Ark will have a substantial scientific and research dimension and will act as a shop window for the latest research in food and farming. Eden has already embarked on a partnership with Exeter University's Centre for Rural Policy Research to create a hub at the Ark to explore the food challenges of the twenty-first century.

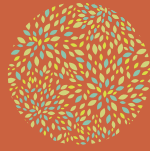
REGIONAL VISITOR HUB

The Regional Visitor Hub will reimagine the concept of a tourist information centre with a "market town embassy" which will give local communities such as Tiverton, Culmpton and Crediton the opportunity to showcase their best produce and places.

ARK HOTEL

The linked Ark Hotel will encourage visitors to break their journeys for an overnight stay and be a destination for short breaks.

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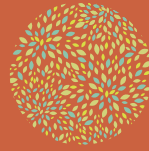
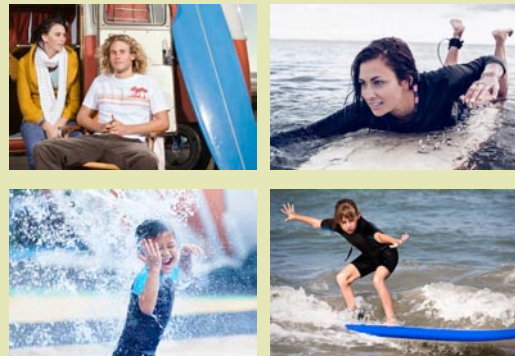


OUTDOOR ADVENTURES

An outdoor activity and play destination with one of the world's first artificial surf parks at its centre.

The development of surf park wave technology is an exciting evolution in both the sport of surfing and in adventure activity destinations. The Eden Westwood surf lagoon will be one of only a few such attractions in the UK and is ideal for this location which lies at the road access point for surfers heading to the North Devon coast and elsewhere. The surf lagoon is not intended to replace the pleasure of surfing the real waves of Devon and Cornwall but will be an additional surfing opportunity for locals and visitors, experienced and non-experienced surfers and will provide a safe introduction to the sport, enabling people, particularly children, to learn at a faster pace in reliable, consistent conditions.

A range of other outdoor adventure activities such as woodland based aerial adventures, zip lines, climbing towers and informal play will surround the lagoon to keep children of all ages busy in a healthy and sustainable environment.



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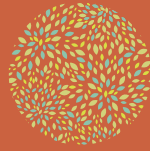
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TRAVEL HUB

The Eden Westwood travel hub will be a vision of the future – a twenty-first century, sustainably built motorway service station and hotel, combined with the aspiration to provide a pioneering electric vehicle hub.

Many visitors will still arrive by car, but the hub at this location could enable others to arrive by train at Tiverton Parkway and continue their journey by electric car, positioning Mid Devon at the forefront of sustainable holidays and potentially revolutionising tourism in the South West.

The hub will provide high speed charging capacity. The technology is rapidly evolving and Eden Westwood has the potential to be the ultimate shop window for the future of electric car travel, building on Eden's previous experience with the 'Sexy Green Car Show' which was the world's first environmentally friendly car show and included the first public showings of new Prius and Tesla models.

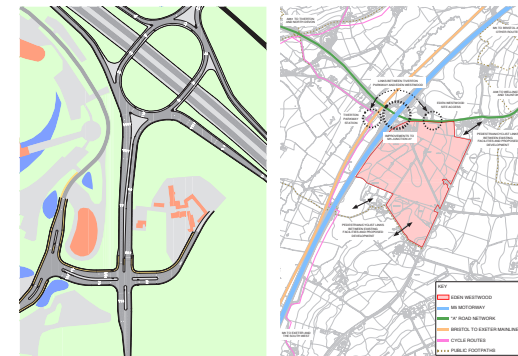


ACCESS AND MOVEMENT

Eden Westwood is situated in a prime location with regards to access to the strategic transport network within the heart of Mid Devon, lying at the intersection of key tourist routes to the South West. In preparing the proposals we have assessed the impact of the development on the highway network in the vicinity of the site. A new access junction on the A38 and improvements to increase the capacity at M5 Junction 27 will provide the measures required to allow safe access to development at Eden Westwood.

The new development will also benefit from its close proximity to Tiverton Parkway and links will be provided between the station and the heart of Eden Westwood, encouraging visitors and employees to travel to the site by train.

In addition, and in keeping with the outdoor adventure elements of the scheme, Eden Westwood will provide links to the existing footpaths and cycle routes within the local countryside. The provision of these links will encourage visitors to utilise active travel and further mitigate the impact on the existing highway network.



NEXT STEPS AND HOW TO FEEDBACK



The project will be promoted by The Eden Westwood partnership between Friends Life Ltd and The Eden Project.

The project partners represent long-term financial commitment and a proven ability to deliver large scale projects combined with the transformational eco-spirit of one of the world's most powerful educational and leisure brands.

Different elements of the project will be developed and operated by specialist organisations. For example, the outlet village will be created and managed by an outlet specialist, a leisure operator will create and run the surf park and the Eden Project will create and run the Eden Ark. The Eden Project will have an overall "curatorial" role, ensuring that the entire scheme fits the agreed vision and values.

The plan combines activities that are commercial, partially commercial and non-commercial. The commercial uses enable the funding and delivery of the non-commercial and partially commercial activities or social investment, and provide an ongoing subsidy for their operation. Without the commercial elements the project cannot be delivered.

The Eden Westwood team are keen to hear your views on how this vision is taking shape. If the scheme is to truly reflect and represent the best of Devon, local people's views are critical to the evolution of the plan we bring forward for consideration. Please take the time to fill out a feedback form before you depart. We look forward to continuing to engage with you as plans progress.