

RECVLVER COUNTRY PARK MASTERPLAN

Location: Kent, United Kingdom

Client: Canterbury City Council

Services: Market Analysis, Masterplanning



A masterplan to develop Reculver as a strategic hub for leisure and green tourism

Project Objectives:

- Reculver, an historic settlement on the North Kent Coast, has a rich history stemming from Roman times. A Roman fort and ruined Saxon Church form a Scheduled Ancient Monument that is highly regarded as a key landmark in the area.
- Until recently caravan parks dominated the landscape, attracting large numbers of visitors and supporting several local businesses. The country park has now been identified as a potential hub for 'green tourism', visitor profiles are changing, caravan parks have closed and the remaining businesses are searching for a new way forward.

Our Recommendations:

- Acorn, together with landscape architects Allen Scott, were appointed to analyse and address the issues and seek to optimise the understanding and useage of the existing natural and historic assets by developing a masterplan for the future of Reculver.
- From the tourism and market analysis that Acorn delivered, we identified a wide range of market driven opportunities to develop green tourism including specific recommendations to attract visitors interested in accessible facilities, birdwatching, caravanning, cycling, education and learning, fishing and walking.
- Together Acorn and Allen Scott delivered a detailed masterplan with the overarching objective "To develop Reculver as a high quality regional hub for green tourism and education". After less than a year from starting the project the masterplan is being used to direct the building of an extension to Kent Wildlife Trust's visitor centre and Natural England are starting to put in place a long-term wetland habitat.