

WINCHELSEA PROPERTY PORTFOLIO

Location: Winchelsea, East Sussex, United Kingdom

Client: National Trust

Services: Options Review/ Feasibility Study



Feasible options identified for developing the National Trust's property portfolio in Winchelsea

Project Objectives:

- The National Trust has a portfolio of nine properties in the historic town of Winchelsea. The Trust wanted to explore interpretation and development opportunities for each site.
- Acorn, with associates PLB and Roger Joyce Architects, were asked to identify a range of options for each site and assess their feasibility.

Our Recommendations:

- A market appraisal examined the visitor and local tourism market, specific markets for education, rural business space, self-catering accommodation and visitor centres. The interpretative appraisal for the buildings was based on this understanding of the market.
- A range of options was proposed for each building and discussed at a client workshop. To facilitate agreement amongst the wide-range of interests within the Trust, key objectives were ranked and each option assessed against the objectives.
- The key development opportunity was at Crutches Farm where a mixed use option was proposed to support the local tenant farmer and ensure continued care of the historic buildings. The residential sale of part of the property could generate development income.
- An action plan and phased implementation of three different schemes was provided for the National Trust to take forward.