

# Fact Sheet

**DEVELOPMENT TYPE: LEISURE**

**DEVELOPMENT NAME: THE TRENTHAM ESTATE AND GARDENS,  
STOKE ON TRENT**



**Location:** The Trentham Estate has two direct accesses from roundabouts on the A34 Stone Road, Trentham on the southern edge of Stoke-on-Trent. It is 2.5 miles via the A500 / A34 dual carriageways from J15 M6.

**Description:** The Trentham Estate is a 725 acre major tourist and leisure destination centred around the famous Trentham Gardens, which have undergone complete restoration, and include a major Garden Centre, Shopping Village, Hotel and other Leisure attractions including Trentham Monkey Forest

**Total predicted investment value:** £100 million

**Website:** [www.trentham.co.uk](http://www.trentham.co.uk)

**Site History:** Formerly a country estate of the Duke of Sutherland family since the 1540s and used as one of their residences until c.1900. Trentham Hall was demolished in 1911 and the estate and gardens were run by the Sutherland family as the Trentham Gardens pleasure park from the 1920s until 1979. The estate fell into serious decline and disrepair, changing ownership twice until acquired by St. Modwen from British Coal in 1996.

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The Estate is famous for extensive Italianate Gardens designed by Charles Barry in the 1830s and the Lake and Park laid out by “Capability” Brown in the 18<sup>th</sup> Century.

The whole is a Listed Park and Garden, contains numerous Listed buildings, is in the Green Belt and has a large Site of Special Scientific Interest. Previous owners include The Dukes and Countess of Sutherland and British Coal. The site is now owned by Trentham Leisure Ltd (80:20 partnership between St. Modwen & Mr W Reitz, a German entrepreneur and leisure investor).

**Project highlights:**

- St Modwen’s, £100m regeneration project, has been to restore the fabulous Gardens and to add sympathetic and supportive commercial facilities to create a major tourist and leisure destination.
- Full planning consent was secured in 2003 after extensive consultation and support from the Local Authorities and Statutory Consultees etc but the Secretary of State at the time called for a Public Inquiry which significantly delayed the project.
- The approved Masterplan included the restoration of the historic gardens and estate supported by a major Garden Centre and Shopping Village, Hotels & Restaurants, and other leisure attractions including a Monkey Forest.
- The Estate now attracts more than 3 million visitors per annum, including over 400,000 annual visitors paying to enter the Gardens.
- An extensive events programme is run throughout the year, attracting over 100,000 extra visitors and the estate regularly supports local and national charity events.
- Over 600 local jobs have been created to date with a total of 1,000 predicted when the whole scheme is complete.

**Key project milestones:**

- Restoration of the famous Italian Gardens, one of the largest restoration projects of its type, completed over 3 phases since 2003 utilising top landscape / garden designers, Tom Stuart-Smith, Piet Oudolph and Dominic Cole.
- Introduction of other visitor attractions to the gardens including extensive children’s adventure play, a maze and the unique “Barefoot” Walk – the UK’s first bare foot walk experience, together with a circular walk around the mile long lake, woodland trails and bird hides.
- Visitors can also take a ride on the miniature railway alongside the lake or a trip on Miss Elizabeth, the 42 seat battery operated catamaran on the mile long lake.
- The £1m Italian Garden tearoom, opened in 2009, offering stunning views over the Gardens and Lake, from the full height semi-circular glazed frontage.
- The Trentham Garden Centre and first three phases of the specialist Shopping Village opened between 2004 and 2006, providing over 135,000 sq ft of retail space across 60 shops and cafes.

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- The Premier Inn Hotel (119 bedrooms), opened in 2008, and restaurant at the main entrance.
- Trentham Monkey Forest, a colony of 140 Barbary Macaque Apes that roam freely in 60 acres of natural forest with visitors allowed to walk along designated paths with no barrier between the monkeys and the visitors.
- In 2012, St. Modwen embarked on a major landscape restoration of the historic North Park at Trentham, The project has included planting of more than 10,000 native Sessile Oak trees. It is also revealing the hidden character of the 18<sup>th</sup> Century parkland landscape attributed to garden designer Charles Bridgeman, who worked at Trentham from 1719 – 1725. This was later incorporated into a more naturalistic scheme for Trentham by the pre-eminent landscape architect, Lancelot “Capability” Brown during 1759 – 1780. The North Park was selected as one of just 60 Diamond Woods across the country in The Woodland Trust’s 2012 Jubilee Woods project, which marked The Queen’s 60 years as monarch and is now officially known as the Trentham Diamond Wood. The restoration and replanting will be completed over 2013 - 15
- In February 2013 detailed planning consent was granted for the 70,000 sq ft final phase of the Trentham Shopping Village.
- Detailed planning consent was also granted in February 2013 for the planned 70 Holiday Lodges between the Monkey Forest and the Lake at the southern end of the estate.

**Future development:**

Trentham Leisure remains committed to its long term plans for the Estate and to building on its status as the top heritage based tourist and leisure destination in the region.

The final phase of the Shopping Village and the Holiday Lodges will be developed in response to market demand with the final part of the Masterplan will be the reconstruction of Trentham Hall as a top quality hotel or similar use in a fabulous position at the head of the Gardens.



*The restored Gardens*



*Trentham Garden Centre*