

APSE Parks Seminar 2016

‘Make Haigh while the sun shines!’

Developing and delivering a sustainable
solution for Wigan’s Destination Parks.

The Haigh Woodland Park Case Study

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Outdoor Leisure

Destination Parks v 'Community Parks'

- Not intended to signify public value.
- However, identify those Parks that have the ability to generate larger visitor numbers, commercial revenues and commercial partnerships.
- And therefore, develop the Park to be financially self sufficient (reducing burden on Councils and their communities)

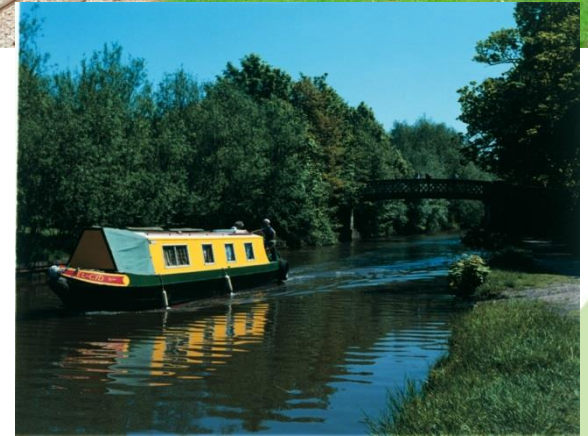
Haigh Woodland Park

- 350 acre country park.
- Georgian Hall.
- 18 & 9 Hole Golf Courses.
- Family rides and attractions.
- Natural & industrial heritage.
- Circa 300K visitors annually.



Haigh Woodland Park

- Wigan's jewel in its leisure crown.
- 'Pride of Community Place'
- A municipal amenity - managed municipally.
- Major Council subsidy



Haigh Woodland Park

The Vision...

To develop and deliver a leisure destination of regional significance.

A high quality destination with a mix of attractions celebrating and maximising the natural and historic assets of the Park with a restored Haigh Hall as its centrepiece.

A popular destination. One that is valued both with visitors from outside Wigan and importantly, the communities of Wigan Borough.

A destination that encourages 'wellbeing'. A place that supports the physical and educational wellbeing of the individual visitor and contributes positively to the economic wellbeing of Wigan.

Haigh Woodland Park.

The principles of development and delivery:

- 'True Partnership'. (With public & private sector, funding bodies, local community groups).
- Commercial rather than municipal approach.
- Council – invest to save rationale.
- Remains a park of the Wigan community with 'Free for All' access.
- Celebrates the 'natural asset'
- Promotes wellbeing

Haigh Woodland Park.

The development (Phase I):

- **Infrastructure.**
 - Refurbished and extended car parks with new pay technology.
 - Pathways and public spaces.
 - Lighting and security.
 - Signage.
- **Children's Adventure Play.**
 - (Opened Nov '15)



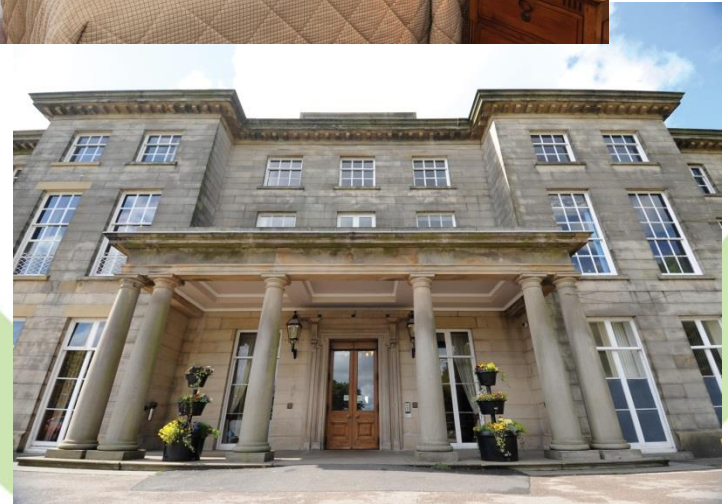
The development (Phase I):

- The Kitchen Courtyard
 - Opens from June '16.
- High Ropes Adventure.
 - Opens 3rd August '16
- Adventure Golf.
 - Opens end August '16



The development (Phase I):

- Haigh Hall Boutique Hotel & Spa
 - Transfers Spring '16.
 - Contessa Hotel Group
 - 30 bedroom boutique heritage themed 4 star hotel
 - Remains an asset of Wigan community
 - Long term lease arrangement.



The development (Phase I):

- Visitor Centre
 - Opens Nov '16.
- Events Space & annual events programme
- Golf Course improvements
- Woodland Management
- Comprehensive Marketing



Haigh Woodland Park.

Future Phases:

- Phase II.
 - Heritage Lottery Application
 - Heritage asset restoration
 - Woodland and Biodiversity Programme
 - Education Centre
 - Interpretation
 - Cycling Centre
 - New private attractions
 - Phase III
 - 9 Hole Golf Course (feasibility)
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Haigh Woodland Park.

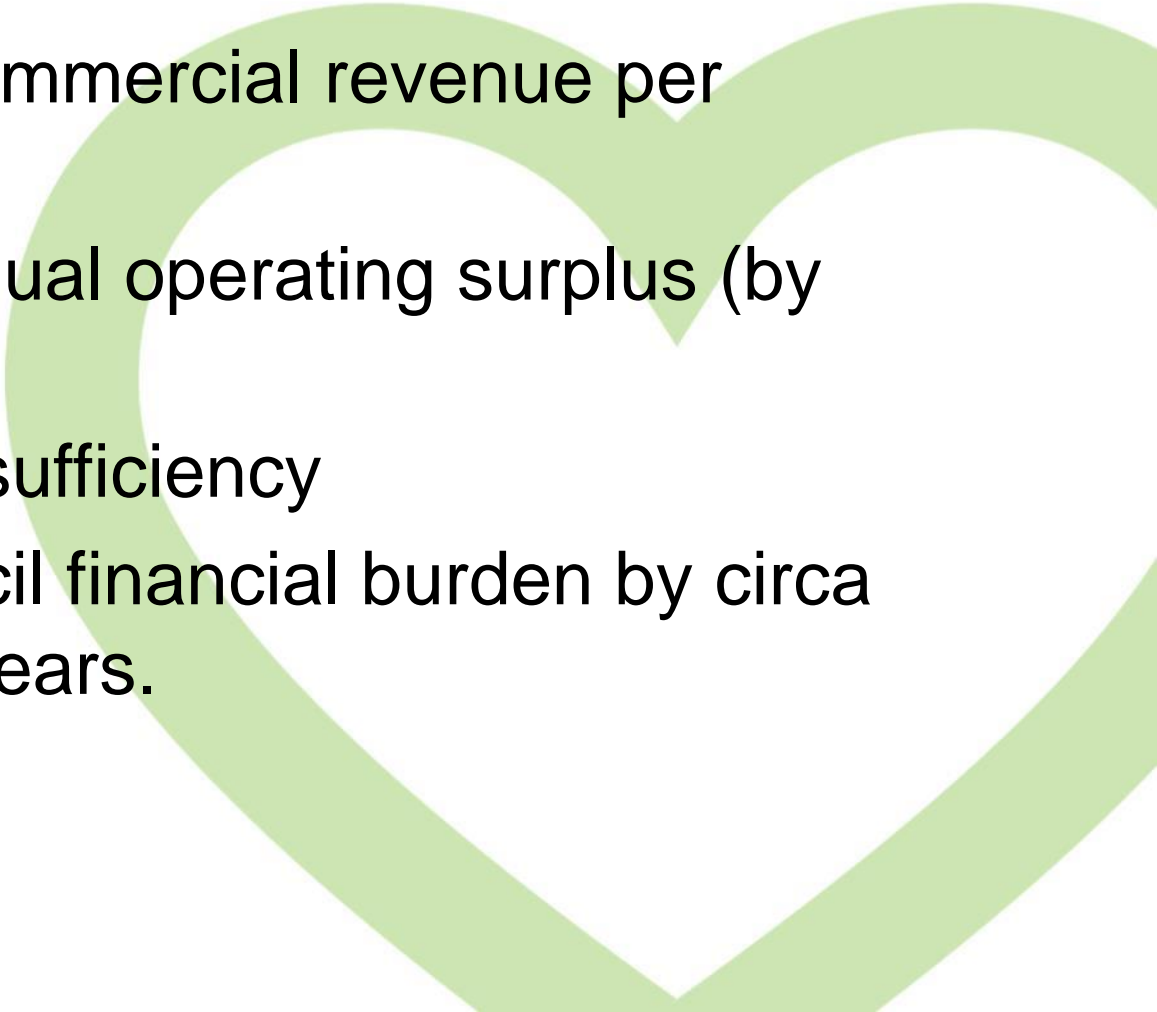
Investment?:

- Council £4M over 3-5 years.
- Contessa Hotel Group £3M - £4M
- Other private sector £1M
- Other funding target £1M - £2M

Haigh Woodland Park. The Benefits

- Protect and sustain Haigh Woodland Park and historic Haigh Hall.
- Safeguarding other natural and historic assets of Park
- A development of regional significance. Adding to Wigan's tourism offer.
- 500,000 visitors per annum.
- 80 FTE jobs
- £29M value to local economy

Haigh Woodland Park. The Benefits

- £1.1M (net) commercial revenue per annum.
 - £150K net annual operating surplus (by year 3).
 - Financial self sufficiency
 - Reduce Council financial burden by circa £8M over 10 years.
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Haigh Woodland Park.

‘Every day’s a school day!’

The Lessons;

- Considered, collective and consistent communications.
 - A brave commercial approach
 - Put infrastructure in first
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Thank you for your time and attention