

Re:building Britain

Whitepaper

An actionable vision for a **regenerative recovery** that addresses the systemic and interconnected challenges that we face as a nation.



Exec Summary

Re:building Britain is a whitepaper that is focussed on the role that multi-use community space, regenerative agriculture and intergenerational cohousing can play in not only rebuilding the British economy, but also delivering environmental resilience and collective wellbeing. Our goal is to facilitate a dialogue between landowners, politicians, developers and investors about the role of farmland and natural capital resources within our country. We will be hosting multiple post-lockdown online and in-person gatherings with the purpose of launching smart village innovations labs that will enable us to develop scalable blueprints for regenerative development and circular economies.

We are all aware of the challenges that we face in terms of mental health, technological disruption, affordable housing, elderly care, food poverty and ecological decline. The pandemic combined with Brexit has the potential to devastate the UK economy for generations. Simply going back to normal is not a viable solution. We need to embrace holistic solutions that will accelerate a shift towards a new regenerative economy. We believe that landowners and farmers across the country are uniquely placed to kickstart this recovery and create tens of thousands of green jobs across the country. In receiving this paper, we invite you to take part in a co-creative process with us that will be focussed on the following objectives;

1. Igniting a movement of people and organisations who support our vision
2. Launching a pioneering smart village innovation lab in East Anglia
3. Influencing future policy and planning legislation

Action Points

Step 1 - Read this paper

Step 2 - [Complete this form](#)

Step 3 - Have an onboarding call with our team and get involved in ongoing events, workshops and projects.

Introduction

Today more than ever we find ourselves in a world out of balance. The UK's State of Nature Report charts a decline across almost all metrics of wildlife. We also face escalating levels of depression and anxiety as well as an ageing population that is placing a huge stress on the NHS and our care system. As young people increasingly chose city life, rural communities and farming villages are becoming increasingly disconnected from modern life. Our institutions try to separate these issues into different departments or sectors. However, it is in the interconnectivity of life that we will find the regenerative solutions that we seek. Through the cracks of the old systems comes light. A new era of living, growing and working together.

Let's consider the moment of history in which we find ourselves;

Housing Shortage

The UK housing market has a systemic supply shortage due to the complexity of planning and growth in demand due to demographic changes and inward migration. To keep up with demand, at least 300,000 homes need building every year. Only 104,000 homes were built in 2020 nationwide. In London the target is between 55,000 homes and the reality is less than 30,000.

Local Agriculture

The phasing out of the EU's Basic Payment Scheme combined with volatile weather, the prospect of stricter environmental taxes and increased shipping costs to Europe makes industrial farming commercially unviable for the majority of farmers and landowners. Many British landowners are looking for new business models but this often requires access to capital, knowledge and skills that are difficult to obtain. Another critical issue lies in the age of farmers across the country. The younger generation is not stepping in and many farms are being sold off making us even more dependant on food imports.

Mental Health & Wellbeing

Every year, one in four of us will experience a mental health problem. We all struggle with the fast pace and high stress that modern life brings, especially

when living in the city. Digital addiction, emotional anxiety and social isolation is rising. The most effective way to tackle mental health is through reconnecting people with nature, community and the arts. Greater investment is needed to fight the causes and not just the symptoms of our mental health crisis. This is particularly relevant for younger generations who have grown up in the age of social media. We need to design outdoor experiences and places that engage young people and help them find a healthy balance between on screen and off screen time.

Elderly Care

In 50 years there are projected to be an additional 8.6 million people aged 65 years and over – a population roughly equivalent to the size of London. Our care system can barely keep up with the current demand. The biggest cause of suffering lies in the social isolation of older people. We need to work harder to create the physical and social infrastructure that enables truly intergenerational communities to thrive.

The Lockdown

The pandemic has accelerated the adoption of remote working, freeing millions to choose where they live without constraint. It has also awakened in so many of us the desire to live differently; closer to nature and in community. The pandemic has also devastated our high streets, with billions of square meters of commercial property sitting empty in our cities. This presents us with a unique opportunity to re-imagine how space is used to rebuild our urban communities and revitalise our high streets.

It is true that we need to 'Build. Build. Build' to enable a much needed economic recovery. However, we also need to avoid the silos of past thinking and allow for a more holistic and imaginative approach. Development alone is not enough. We need to take the leap towards regenerative development.

What is Regenerative Development?

Regenerative development is a term used to describe the push beyond sustainability. It is a living systems methodology that draws on the principles and intelligence of nature. In the natural world, everything is interconnected and circular by design. The waste of one system becomes food for another. The language of sustainability focusses on 'minimising the negative impacts of our current system', whilst the idea of a regenerative system encourages us to fundamentally reimagine the paradigms and systems that shape our world. When we consider the climate data it is clear that just being sustainable is not enough. We need to be regenerative.

Rural-Urban Partnership

At the heart of our vision for Rebuilding Britain is the idea of rural-urban partnership. One of the biggest systemic challenges that we face as a nation is the disconnection between communities living in rural and urban areas. For a truly regenerative economy to emerge post-pandemic we must rebuild this relationship and enable an exchange of ideas, culture, resources and business models. People living in rural villages and towns would benefit greatly from the energy, creativity and entrepreneurialism of the city, whilst the people living in our cities are yearning for a place to go to escape the intensity of the city and spend time in nature with their closest friends and family. There are of course countless places across the country where you can go for a vacation in the countryside. However, these countryside resorts are designed around the family holiday and do not offer many opportunities for co-creation, entrepreneurship or community building. What if these holiday villages were not simple just places to go for a holiday, but rather a canvas for human connection, creativity and positive change. What if they could become incubators for the transformation of our society and regeneration of our landscapes? What if people from the city would choose to live and work in these villages for longer periods of time? Could these villages become catalysts for the emergence of a new regenerative economy? What if we could get the artists, entrepreneurs and investors who live in the city to colive and cowork in the countryside? What if they then decided to invest in the village and build their own homes and infrastructure? What impact would this have on not only the village itself but also the wider region and county?

Re-imagining the Smart Village

The idea of the smart village has been around for a long time. A village is the perfect scale to prototype new systems and economies. However, in the past too much focus has been placed on the technology side, and not enough space has been given to address the ecological and social aspects of future village life. We need to explore the integration of old and new technologies alongside multi-generational housing and regenerative agriculture. A regenerative smart village shouldn't be a utopian place for the technological elite but an affordable place where people of all ages and walks of life can live in community and enjoy a healthier, happier and greener lifestyle.

Below is a conceptual sketch of a regenerative development for a community of 50 people located next to a farm and alongside a road at the edge of a rural town or village. There are three core ingredients to this rural development model;



Multi-generational Cohousing - a balanced mix of affordable townhouses, bungalows and apartments with shared amenities and outdoor spaces that are suitable for individuals, couples and families at all stages of life. Key outdoor amenities include a central courtyard, rooftop activation and a modular stage pavilion. Key indoor amenities include communal kitchen, post room, multi-purpose dining / working / event space, laundry room, cycle store, centralised heating and energy system, workshop and recycling refuse store.

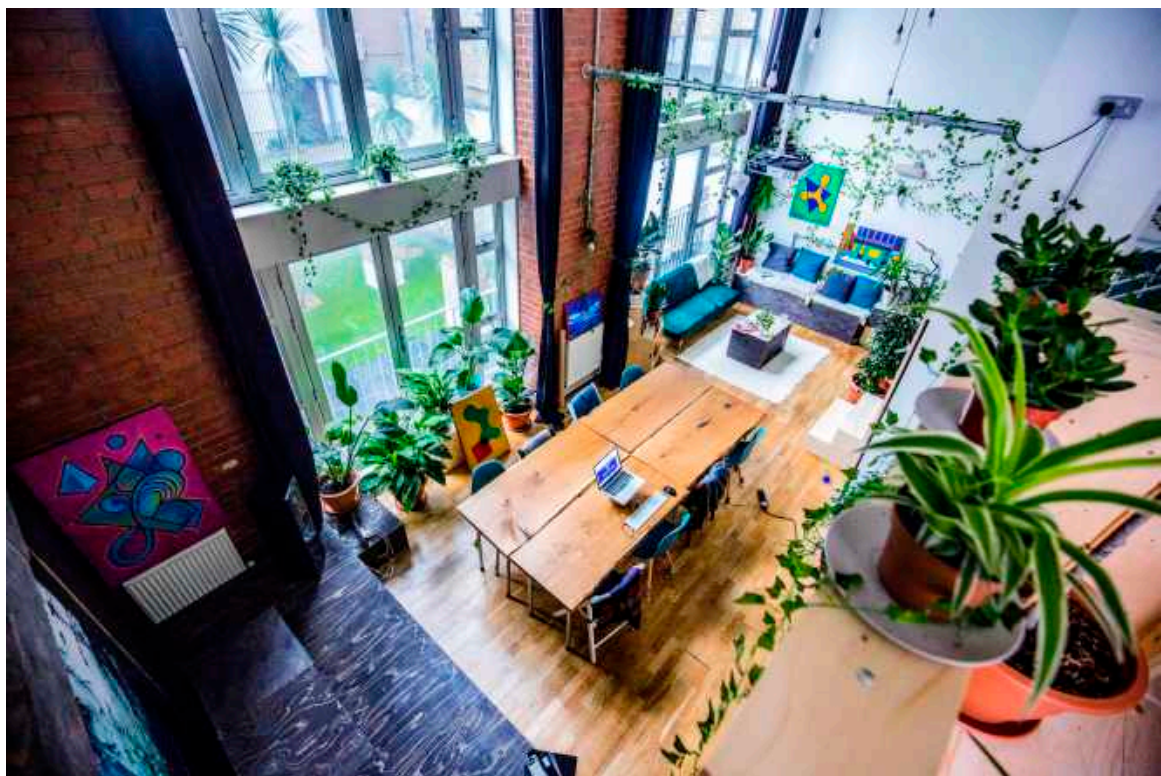
Regenerative Farming & Eco-tourism - a neighbouring farm that embraces an organic and permaculture approach to agriculture; with a diverse mix of farm animals, a lake / water reservoir, food forest, orchards, allotments, composting systems, greenhouses and perhaps even some hydroponic or aquaponic systems. Not only does this farm help to feed the village, but it also provides plenty of opportunities for the community to learn about and participate in a healthier and more sustainable food system.

Educational & Commercial Centre - a place for local visitors, workshops, events, mini-festivals, artist residencies, short-stay residents (eco-tourism) and educational programmes. How far can we stretch a campsite licence and temporarily / mobile structures and tiny houses? Could we bypass the lengthy planning process and set up a seasonal education centre (geodome) with a sculpture park, onsite accommodation (tiny house cabins on trailers) and a maker space / workshop (barn conversion)? Allocating land where we can create a temporary village and visitor centre that focuses on education and supporting art projects would bring a wealth of creativity, culture and impact to the overall village.

At the core of our smart village model is the aspiration to deliver a modern rural lifestyle that minimise the use of a car. We want to challenge the conventional model of building executive homes with private roads, walled gardens and oversized garages. Instead, we want to build regenerative cooperatively owned

villages that provide residents with a common house (for cooking, dining, coworking and community events), an electric car sharing club with a communal car parking area, a co-created playground, shared edible gardens and a wild regenerative landscape on your doorstep. We will also compliment these amenities with a self-management and governance platform that will enable the members of the community to make their own democratic decisions on how to best manage the communal spaces and services.

For higher density cohousing developments we would also explore the possibility of providing a community run nursery, a pop-up market, an onsite gym and wellness studio, a grocery store and a community pub and restaurant. These amenities could also be accessible to people outside of the community.



House of Transformation

Last year we opened a nature-inspired multi-purpose event and workspace called [House of Transformation](#) in East London, with a vision of building a community that shares our passion for dance, music, art, wellbeing, regenerative agriculture, alternative education and cohousing. We have also launched a [crowdfund for H:FEST](#) which is a pop-up urban festival of human connection and co-creation. Our space acts as a bridge between urban and rural life. There are

so many people living in London who are aware of the ecological crisis that we face and want to do something to make a difference. They are yearning for more community and connection to nature. Through our events and pop-up urban festivals we will draw this crowd into the wider regenerative movement.

The Regenerative Stack - Multi-Dimensional Farm Model

Building a movement without a business model to back it up often leads to burn out. We have been working hard to develop a commercially viable business model that we can take to farmers and landowners. We call this model the regenerative stack as it refers to the multiple layers or dimensions that are involved.



The first step is to stop all industrial farming methods. Growing large quantities of monoculture crops that are then packaged and sold in bulk to supermarkets is a tough business model with high risks and diminishing returns. Instead, we recommend farmers to sell their big machines and focus on maximising the rental value of their property assets. That means converting outbuildings and barns through permitted development rights into coworking, coliving or event space that can be rented out to people living in the city as well as the local market. To further enhance the visitor or guest experience we also recommend investing in the creation of a permaculture farm and food forest that will offer a genuine farm to table experience. Instead of growing a lot of one crop you grow a little bit of everything and then sell that food direct to guests, locals and niche urban communities (e.g. deliver everything to House of Transformation as a pickup point) without needing to pay the supermarkets or use plastic packaging. We will outline the details of this food forest model later in the paper.

The next stage of our regenerative stack is camping. We will register as a camping club association with Natural England and then allocate a green camping licence to the farm. This will enable us to extend the permitted

development camping season from 28 days to 60 days. There might also be a possibility to apply for a holiday home licence. These caravan parks and camping sites don't have to be low budget. They can be designed to offer a unique family and community experience. Ultimately, the goal of this first phase is to create an attractive destination for people to visit and stay for shorter periods of time. We call this the smart village activation stage. This can be a profitable and impactful model just on its own. However, the next stage is icing on the cake.

Most farmers are unaware that there is a growing market for carbon credits. As governments sign up to climate agreements such as COP21, they make a commitment to being carbon neutral by a certain date. If they miss this date they will be legally forced to pay a big fine. To avoid these fines, governments will continue to introduce stricter taxation and regulations. Companies that cannot avoid pollution will have to offset their carbon through the purchase of carbon credits, and that money goes into reforestation and ecological restoration projects. There is massive natural capital marketplace that is forming with specialist brokers who are able to work with landowners to ensure their regenerative efforts are recorded in such a way that they will be able to sell credits in the future. You end up getting paid for making your land more beautiful, diverse and desirable. A start move would be to sign up to and follow the practices recommended by the [Woodland Carbon Code](#). The Woodland Carbon Code is a voluntary standard for woodland creation projects in the UK. Carbon sequestration resulting from certified projects will contribute directly to the UK's national targets for reducing emissions of greenhouse gases. In the [UK Clean Growth Strategy](#) the government commits to set up a stronger and more attractive domestic carbon offset market that will encourage more businesses to support cost-effective emissions reductions, such as through planting trees, and also to consider extending this market to include other land activities. [The Path to Sustainable Farming](#) report is also a useful reference.

Finally, there is the possibility of housing development. For many farmers this is the big money ticket. However, the planning process in the UK is long and complex. There are many examples of local community groups forming to resist and block development. This is why we will be proposing an intergenerational co-housing model that is linked to an active farm and rural community centre and farm shop. Our developments will offer affordable housing for the older local residents as well as townhouses and apartments for younger couples and families moving out from the city. The integration of local traditions and knowledge with the creativity and energy of the city is central to building a regenerative place. We see this approach as being a great way to accelerate the planning process and unlock housing development on agricultural land that would not usually be considered for planning approval.

Another strategy that would accelerate the planning process is focussing on bringing investment and jobs to the village through the creation of a coliving incubator and seed funding that specialises on rural enterprise. We can invite leading startups working in the sectors of ag tech, clean tech, food tech and construction to join an entrepreneurial residency programme where they can build prototypes and demonstrate their technology in action. For example, we could invite companies building the next generation of wind turbines, solar arrays, carbon capture and composting systems, hydrogen cells, affordable modular homes and more.

We can do the same for artists and chefs who can build art sculptures in the gardens and cook innovative meals for the guests. We see the smart village innovation lab as being about more than just technology but rather an interdisciplinary exploration of how we can build a more regenerative future. Education programmes and partnerships could also become a valuable source of income for the village, as well as conferences and festivals.

Tiny House Construction & Camping Clubs

A key market for any smart village to explore is eco-tourism. One of the biggest limitations to hosting larger numbers and groups of visitors is infrastructure and accommodation. The planning process takes a long time and building infrastructure is expensive. The tiny house model offers a solution that requires limited planning costs and infrastructure investment. With compost toilets, onsite grey water treatment, solar panels and modern methods of CNC construction we can build mobile homes and semi-permanent structures at a fraction of the cost of a traditional house or cottage. This opens up a new world of possibilities for eco-tourism.

Natural England are an important stakeholder. It is possible to apply to [become a camping club](#), which gives you the right to issue a camping site licence to your land. The [Greener Camping Club](#) is a great example of this. If we imagine that a tiny house sleeper cabin can be built for £15,000 and you have 90 days of bookings and a fee of £80/night, it is possible to payback the investment of the cabin within 2 years or more.

Regenerative Business Ecosystems

One of the benefits of increasing the eco-tourism capacity of a village or farm as well as the direct connection to urban community hubs is that new business opportunities emerge. The village creates a market for an ecosystem of rural enterprises that deliver products and services direct to local customers and visitors from the city. Instead of growing monoculture crops and being forced to sell at low prices to supermarkets and wholesalers, farms can downsize their

farming land and shift to more regenerative agricultural practices with the knowledge that they will be able to sell direct to customers at much higher prices. The obvious rural enterprise to start with is food production that can be woven into the eco-tourism and farm to table experience. However, sustainable fashion, local manufacturing and up-cycling, event production and electric car and bike sharing are also viable possibilities. Let's take the local train station as an example. What if you could setup a small solar farm connected to hydrogen fuel cells that could power a small fleet of electric cars, scooters and bikes. Could this smart mobility hub next to the station, reduce private car ownership and enable investment into better walking and cycling routes?



CNC Local Manufacturing & Assembly

CNC manufacturing is another great technology and rural enterprise to develop. CNC stands for Computerized Numerical Control and is a manufacturing process in which pre-programmed software and code controls the movement of production equipment. Plywood sheets can be precision cut, delivered and then assembled onsite. This method can be used to assemble multi-purpose furniture, geodomes, pavillions, art sculptures, tiny houses, treehouse cabins and more. We have established partnerships with [First Call](#) and [U-Build](#) to explore the potential of this modern method of construction.

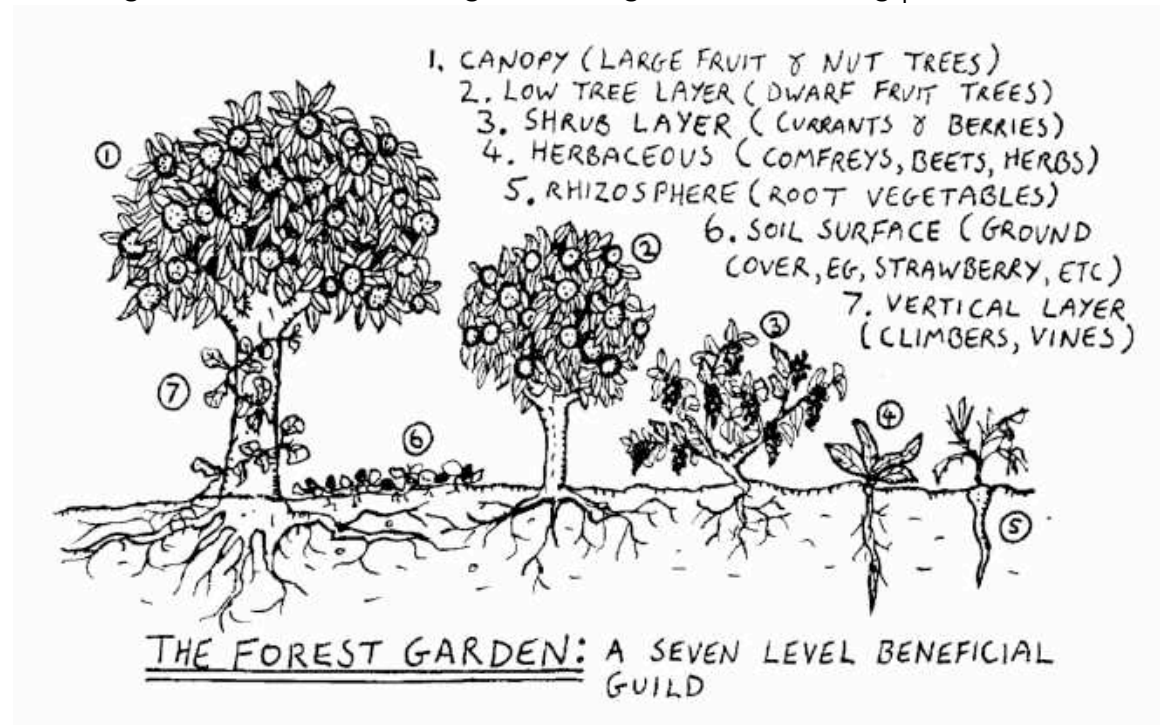
Sustainable Fashion

It is possible to establish a local sustainable fashion brand that sells clothing that is made from 100% organic cotton or recycled fibres and then printed in the UK in a renewable energy-powered factory. This clothing can be sold online and also in the village shop.

Food Forest (Forest Garden)

Much has been written about the ecological failures of industrial agriculture. However, we cannot simply just stop farming altogether. What is needed is an integration of old and new technologies. There is a lot that can be learned from permaculture methods and perennial food forests. However, the advances in food tech should not be ignored but rather integrated into the permaculture and food forest system. You can buy Valoya lights that are fine tuned to indoor

farming and use them to accelerate early growth of a vegetable crop that can later be replanted into a polytunnel or greenhouse. Algae can be used to create biochar that can act as super fertiliser for the soils. There has been very little investment and innovation in farming over the past decades. We need to change this and develop innovation labs that enable us to experiment and test the integration of new technologies into regenerative farming practices.



The concept of a food forest, or forest garden, is one where an entire array of different edible plants are established in a way that resembles a functioning ecosystem with different layers - canopy, low trees, shrubs, herbs, ground covers, vines, and roots - just like in an actual forest. Through this system, we enhance the biological interactions that these plants are meant to have with each other, making each stronger as a result. This means:

- More water conservation, less need for watering
- Healthier harvests
- Less uncovered ground, therefore less weeds
- Less pests due to biodiversity
- Attracts healthy variety of birds and insects
- Very aesthetically pleasing
- **Healthier ecosystem = healthier plants = much less labour = higher margins of profit**

Below, we introduce the different layers to the food forest and the plants which are recommended for the East Anglian / UK climate.

- **Canopy** - the highest layer of trees

- Chestnut

- Persimmon

- Honey Locusts
 - Strawberry Tree
 - Siberian Pea Tree
 - Cornelian Cherries
 - Azeroles and other hawthorns
 - Quinces
- Apples
- Medlars
- Mulberries
- Plums
- Pears
- Highbrush Cranberries
- **Small Trees and Large Shrubs** - mostly planted between and below the canopy trees
 - Bamboos
 - Serviceberries
 - Plum yews
 - Chinkapins
 - Elaeagnus spp.
 - Japanese Peppers
 - Coppiced Medicinal Eucalyptus
 - Coppiced Beech
 - Coppiced Limes
- **Shrubs** - mostly shade tolerant
 - Currants
 - Berries
 - Chokeberries
 - Barberries
 - Chinese Dogwood
 - Oregon Grapes
 - New Zealand Flax
 - Japanese Bitter Oranges
- **Herbaceous Perennials** - several of which are herbs and will also contribute to the ground cover layer by self-seeding or spreading
 - Bellflowers with edible leaves
 - Comfrey
 - Balm
 - Mints
 - Sage
 - Tansy
 - Lavender
- **Ground Covers** - mostly creeping carpeting plants which will form living mulch for 'forest floor'
 - Wild Ginger
 - Cornels
 - Gaultheria spp.
 - Carpeting brambles
- **Climbers and Vines** - generally late additions to the garden once well-established
 - Hardy Kiwis
 - Grapes
- **Rhizosphere** - Any design should take account of different rooting habits
 - Liquorice
 - Barberries
 - Beneficial fungi

SOURCE: The extensive work and research by the Agroforestry Research Trust of the UK

Regenerative Zones

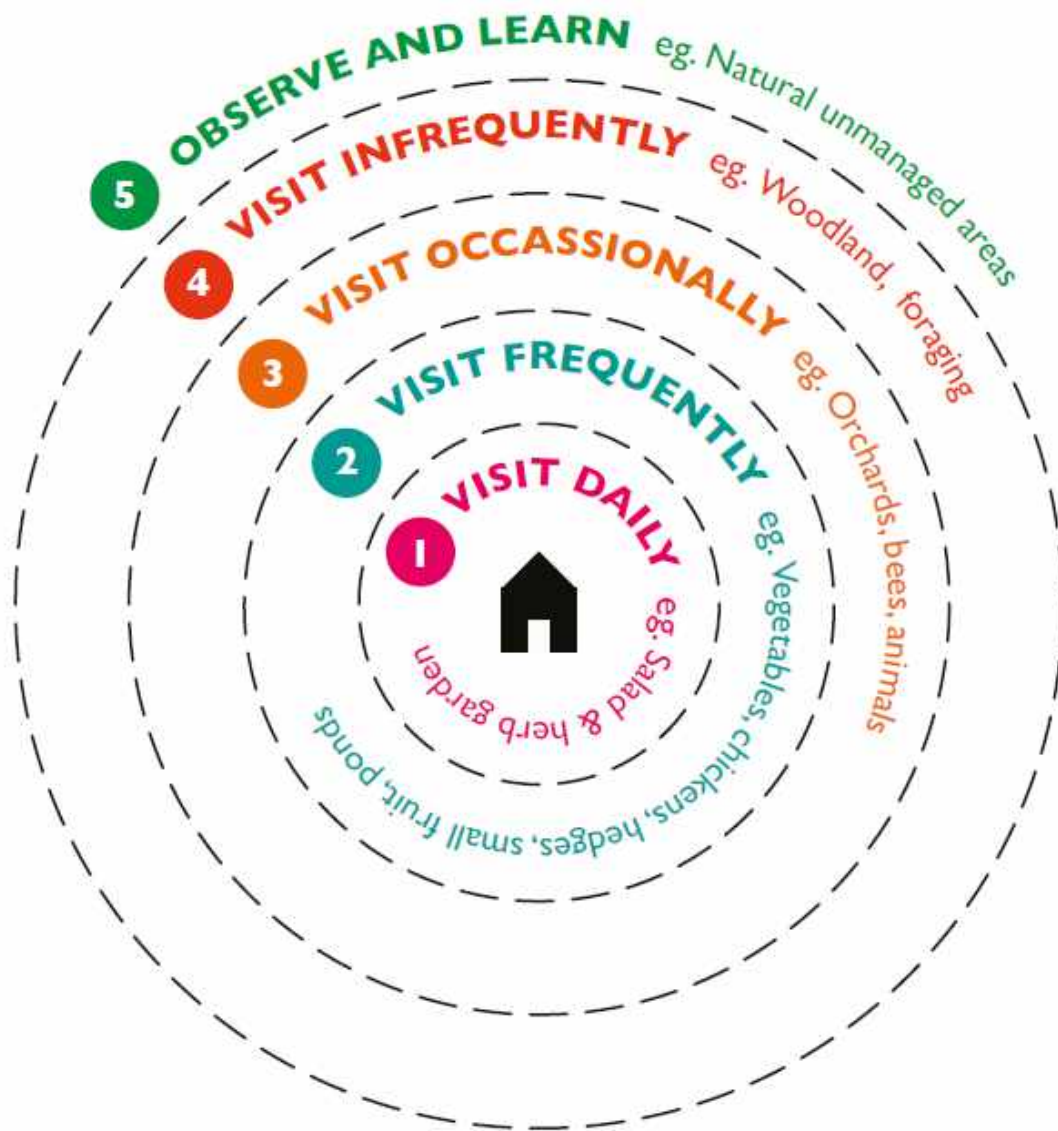


Diagram source: HIP Permaculture . Org

Another important element in the design of a regenerative farm lies in the overall masterplanning. We should be anticipating the day to day functions of the farm and making sure to optimise it's layout and design. Any food growing system should be designed with human activity, energy expenditure, and frequency of use in mind. Hence, the foundational "permaculture zones" were created in order to systematically address this issue.

- Zone 0 - The home! This is where most human activity and energy is expended: cooking, eating, meeting, living, and sleeping.

- Zone 1 - Salad and herbs plots are visited frequently due to their labour intensiveness, short shelf life which leads to harvesting often, and common use in every meal/order
- Zone 2 - Is also visited often, where all other vegetables are grown, chickens are kept, and small fruits
- Zone 3 - Visited less than the previous zones, but still of major importance, are the orchards, food forest, grain/field crops, and any livestock
- Zone 4 - Wooded areas for timber and foraging for mushrooms
- Zone 5 - Natural ecosystem restoration for carbon credit banking / revenue

Egg-laying Chickens



Pasture-raised eggs can be yet one more layer of production that is stacked under a food forest and on cover crops beds. Chickens are, essentially, machines that turn pests, food waste, and weeds into instant fertilizer for the plants we are most focused on. Not only do they produce some of the highest grade fertilizer known, but also produce as much as one egg per day per hen.

Chickens would be kept in a mobile coop as seen in the picture which is lightweight and easy to build, move around, and clean out. The mobile coop would be at the center of a temporary electric netting enclosure which, week by week, would make its way around the food forest, late season in the garden to help clean up food waste into manure, and eventually over the garden beds in late winter to turn cover crops into manure for the season. The new technology of the flexible and affordable electric fence enables an old method of using animals to remove the weeds and fertilise the soil to be much more effective as the electric fence keeps the predators (e.g. foxes) out.

The Smart Village Innovation Lab

Businesses are generally encouraged to specialise and focus on solving a single problem and then scaling through technology and venture capital to capture a global market. We look at things differently. Our focus is on a local place or village. Just like a permaculture farm or a food forest, for a place to thrive there needs to be an ecosystem of micro-enterprises that provides affordable products and services to a multi-generational community.

Therefore, at the heart of our regenerative development strategy is a smart village innovation lab that will enable the seed funding and incubation of these local rural enterprises. Initially the lab will focus on marketing and events as well as the co-creation of a Food Forest, a Wild Hotel seasonal camping site & Multigenerational (Mixgen) Cohousing group that includes urban and rural residents. We will also act as a developer and an estate agent, enabling members of our community to co-invest in future developments.

The lab is also an essential part of our planning strategy. It enables us to prove ourselves in the local community and establish trusted relationships that are so crucial in obtaining successful planning permission.

Why start with East Anglia?

When looking for land in a competitive market there is a basic formula to consider and work with... **Price vs size vs location vs potential***

Most developers and buyers look at price, size and location. However, the potential is where you can get a competitive advantage. There is no point going for land that is being bid for by the mainstream house builders. They have big money and banks behind them. The smartest place to search is where the mainstream market isn't looking. How can we find value where others can't? This is where the regenerative stack comes in. We can look for the following;

Income potential - no. of beds in existing building for instant coliving - proven income can help to get a better loan for larger development and renovations

Development potential - rail connectivity to airports and cities - less car dependent - local plan analysis - flood risk - number of convertible out-buildings

Natural Capital potential - size of land - level of degradation - potential for land stewardship subsidies and carbon brokerage - reforestation

Eco-Tourism potential - Proximity to ancient woodlands, mountains, sea, lakes, national parks. Likelihood of getting camping / caravan site licence.



TARGET LOCATION 1 : EAST ANGLIA

- Beyond the 1 hour commute into Central London stations within smaller hamlets and villages (not towns or cities)
- Prioritise rail links over road links
- Properties not suitable for rich family / executive home
- Target villages with lower house prices
- Target development land close to secondary train stations and require at least one change from London.



We see East Anglia as the perfect location to launch an innovation lab and start building Britain's first truly regenerative smart village. It is beyond the classical 1 hour commuter distance into London, and land is not as expensive as the South West. During our search we found a brilliant partner in Wild East and the Somerleyton Estate.

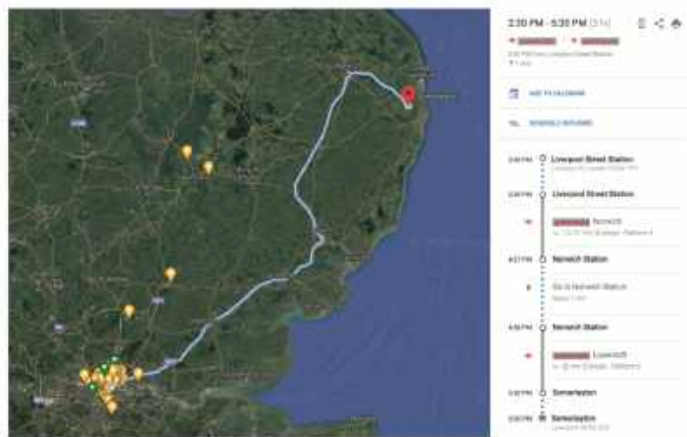
About Wild East



The state of nature across England is in crisis with precipitous declines across all species from wild flowers and insects to many mammals and birds. In the 50 years since the 1970's we have lost abundance of so much, but nature is resilient and ready to flourish given a fair and lasting chance; in our region – WildEast is that chance.

WildEast is a charity that works with landowners to help them reimagine their businesses and rewild their landscapes with the shared mission of making the East Anglian region into one of the biggest, best connected and restored nature reserves in the world and in so doing enriching our lives and restore our wild(er) hearts.

About Somerleyton



LOCATION

1HR 55 MIN

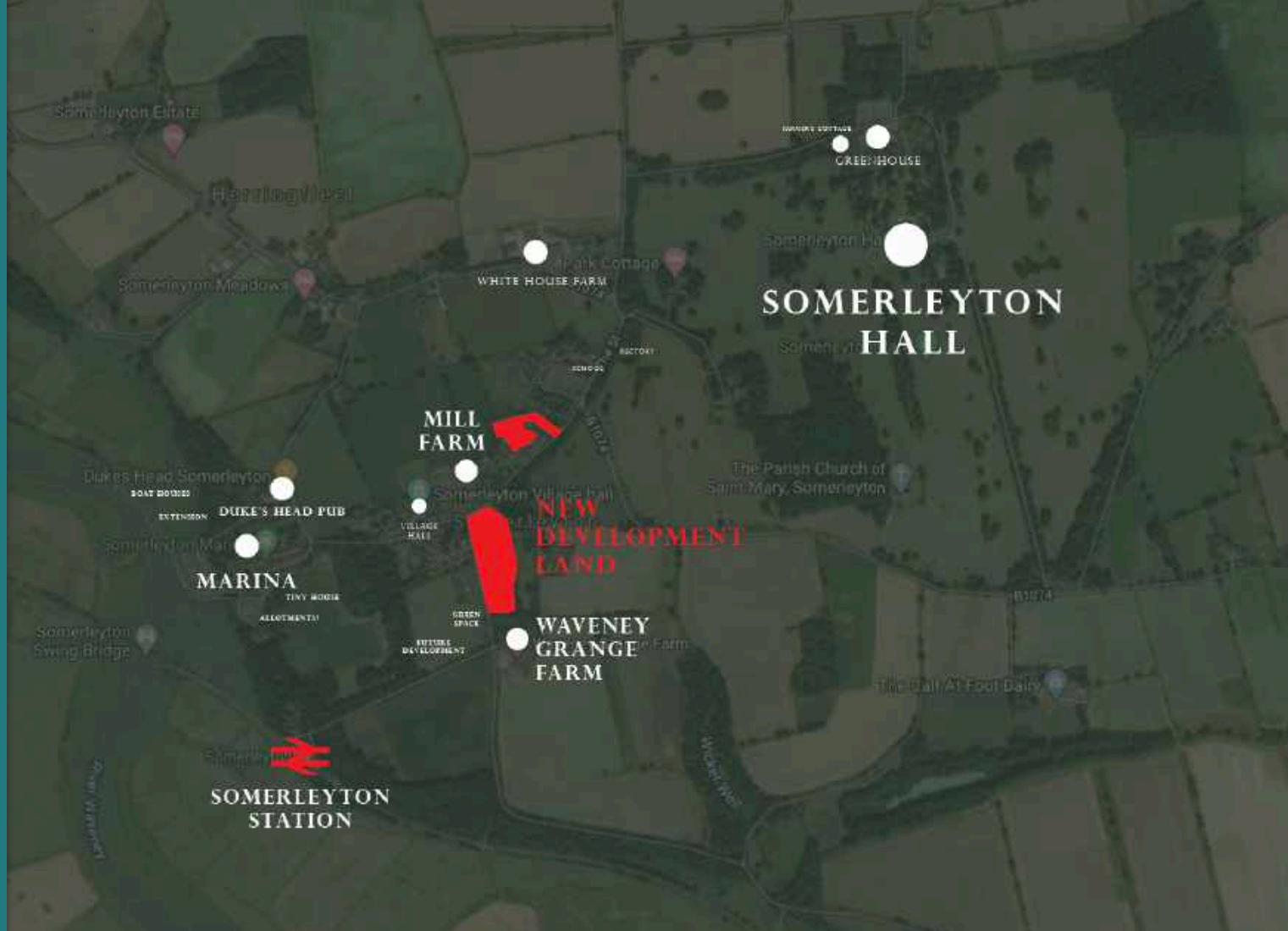
LIVERPOOL STREET TO NORWICH

32 MIN

NORWICH TO SOMERLEYTON

Somerleyton is a village of medieval origin and former civil parish in the English county of Suffolk, England. It is centred 4.5 miles (7 km) north-west of Lowestoft and 5.7 miles (9 km) south-west of Great Yarmouth.





Hugh Somerleyton DL is not only the founder of Wild East but also the owner of the Somerleyton Estate which includes Somerleyton Hall, Somerleyton Marina, Duke's Head Pub, X acres of land, Fritton Lake and Fritton House. They have also received outline planning permission to build 45 dwellings as part of the Waveney local plan.

www.somerleyton.co.uk

www.frittonlake.co.uk

<https://www.projectorange.com/projects/view/somerleyton>

Our Roadmap

We shall focus our initial efforts on the land and buildings closest to Somerleyton Station.



Proposed Marina Extension

The Broads Local Plan allows the marina to have new residential moorings. An expansion to the marina would increase employment opportunities and provide more revenue for the pub and the Hall. Residential moorings could also build on the variety of tenure options available within the village.



The Duke's Head Pub

6 bedrooms on upper level and outbuildings. Station & Marina / pub car parks could include raised solar panels as mentioned earlier. Possibility to add event space to create courtyard. New ownership of Duke's Pub needed.

Tiny Houses

For many young people owning their own home is out of reach and with rents at an all time high, young people are living with parents for much longer. The tiny house movement is gradually catching on in the UK, as a viable alternative to traditional affordable housing – having proved popular in the United States. There could be the possibility of an area within Brickfields to be set aside for hookups to support a small number of tiny house units. Somerleyton could be at the forefront of this exciting low impact architectural movement

Waveney Grange House, Farm & Outbuildings

The farmland and outbuildings are owned by Somerleyton Estate. However, the farm house is [available for sale and is advertised for £750k](#). The family that owns the house might be open to a rent/lease to buy agreement.



Somerleyton Hall & Gardens



Capacity 20-30

Fritton Lake Resort

EVENT VENUE

12 BEDS IN CLUBHOUSE
90+ IN CABINS

FRITTON
LAKE
RESORT

WWW.FRITTONLAKE.CO.UK

NEXT DOOR HOUSE?
RENT?

A collage of images related to Fritton Lake Resort. It includes a map of the resort area, aerial views of the grounds, and interior shots of the clubhouse and cabins. The text 'EVENT VENUE' is at the top left, and 'FRITTON LAKE RESORT' is in the center right. At the bottom left, it says '12 BEDS IN CLUBHOUSE' and '90+ IN CABINS'. At the bottom right, it says 'WWW.FRITTONLAKE.CO.UK' and 'NEXT DOOR HOUSE? RENT?'. The collage also features several small inset images showing different parts of the resort.

Ashby Hall Farm - possible location for business park / commercial hub



STEP 1.5 - CONCEPT

Long Thorns Green has been identified as a site for a new housing development. The site is a large area of land, currently used for agriculture, which is located on the edge of the village of Long Thorns.

- Following the first 'best-fit' site selection, the site is identified as a potential site for a new housing development.
- The site is identified as a potential site for a new housing development.
- The site is identified as a potential site for a new housing development.
- The site is identified as a potential site for a new housing development.

CONCEPT 1 - Redefining the rural landscape

This concept shows a new housing development that is integrated into the existing rural landscape. The development is designed to be a 'green' development, with a high level of biodiversity and a low level of carbon footprint. The development is designed to be a 'green' development, with a high level of biodiversity and a low level of carbon footprint.

CONCEPT 2 - Higher density, more integrated

This concept shows a new housing development that is integrated into the existing rural landscape. The development is designed to be a 'green' development, with a high level of biodiversity and a low level of carbon footprint. The development is designed to be a 'green' development, with a high level of biodiversity and a low level of carbon footprint.

The Housing Process for Long Thorns

The development is a new housing development that is integrated into the existing rural landscape. The development is designed to be a 'green' development, with a high level of biodiversity and a low level of carbon footprint. The development is designed to be a 'green' development, with a high level of biodiversity and a low level of carbon footprint.

LEGEND

- Green: Green space
- Orange: Building footprint
- Blue: Water
- Grey: Road
- Yellow: Path
- Red: Boundary



Our preferred location - Mill Farm







Mill Hill Farm is strategically located next to the development land site that has been granted [outline planning permission for 45 new homes](#). It is also connected to farmland which was historically used for market gardening. There are possibilities for future development as well as permitted development rights to convert barns into commercial mixed use. There is also a 3 bedroom house. Asking price for purchase could be around £300k+. Current owner is Bruce. This is a great location for our smart village innovation lab and can later become the main coworking hub for the village. We will also look to work with Hugh and the chosen architects of the new housing development Project Orange to explore how we can bring some of our multi-generational cohousing ideas into the next stage of design.

Shared gardens with
common house?



mix of bungalows,
townhouses.
Connected Flat
rooftops for solar
panels and balconies?

Separate car
parking /
mobility hub
to minimise
need for
roads?

A Home for Imagination

Alongside the purchase and renovation of Mill Hill (3bed) and the renting of the Duke's Head Pub (6 bed) and possibly Waveney Grange Farm (6 bed), we plan to focus on rebranding the village as a 'A Home for Imagination' and start hosting co-created gatherings and festivals for people and organisations who are working towards enabling a post-lockdown regenerative recovery.

We have a once in a lifetime moment kickstart a cultural and environmental transformation. As the lockdown is lifted and people begin to gather again a huge wave of collective energy and celebration will emerge. How do we direct this moment of rebirth and renewal towards a lasting change? Can we offer an alternative? New ideas? New dreams? New possibilities for how we can live and work better together?

We feel that Wild East, House of Transformation and [re:build](#) offer the perfect narrative around which to gather.



re:build is an online festival & global movement for anyone interested in regenerative village building (aka. coliving in nature / regenerative rural development). We are co-founders of this global event that includes notable partners such as the Buckminster Fuller Institute, Burning Man / Fly Ranch, Future Thinkers, Regen.Villages and more.

re:build is here to support this new-village movement by enabling knowledge sharing and multi-disciplinary collaboration between all the people and organisations who are re:building our world.

re:build online brings together community leaders, landowners, permaculture and ecology experts, impact investors, property developers, housing manufacturers, software engineers, architects, co-living operators, scientists, lawyers, artists and green tech specialists.

RE:BUILD LONG-TERM VISION

Alongside online festivals and physical gatherings, re:build will be actively interviewing and publishing case studies, interviews and podcasts of inspiring village projects. We are involved in curating a shared library of village building knowledge, creating a global map of village projects and a global directory of village builders. We envision re:build evolving into an incubator for regenerative

village development as well as matching landowners and investors with builders and communities across the world.

We intend to host a physical re:build gathering in Portugal in September and then we could host the next gathering at Somerleyton in 2022/23. We can become world renowned as the UK's centre of regenerative development and smart village innovation.

Launching Wild Hotel - Our Primary Business Model



It is great to have a big vision for the masterplanning and transformation of Somerleyton. However, we must also focus on the immediate needs and commercial realities. A year of lockdown has meant a year of lost revenues and cancelled bookings. Somerleyton Hall & Gardens as well as the Fritton Lake Resort and Club House generate a significant income for the estate. Hugh and his marketing team do a great job in marketing to the family holiday market. However, this income is usually seasonal and centred around holidays weekends and half term breaks. Somerleyton is still unknown as a destination for coliving and hosting co-created events, festivals and conferences. We can change this by launching [Wild Hotel](http://www.wildhotel.co.uk) as a new brand and business.

The primary business model of Wild Hotel will be focussed on marketing and events, where we will promote Somerleyton Hall and Fritton Lake as a destination for hosting co-created events and conferences as well as a unique place for coliving and coworking. We will be tapping into our global networks vis re:build and London networks via House of Transformation to position

Somerleyton as a pioneering regenerative village and an ideal destination for any organisation wanting to host an event related to business leadership and sustainability.

We will effectively act as an agency for the Somerleyton Estate in return for a commission when new bookings and made and memberships are registered. We will also negotiate for preferential and discounted access to buildings and venues for our own events and programmes, especially during the off-season (Sep to March) and off-peak (Mon-Thu) times. Our audience is far less tied to Mon-Fri 9-5 working hours and so we are able to host events without clashing with the holiday bookings.

Alongside the marketing and events side, we also will be applying for grant funding and raising impact investment to launch our own smart village innovation lab. This lab will enable us to launch an ecosystem of local niche businesses or micro-enterprises that will work together to transform the village of Somerleyton into a blueprint for building a new regenerative economy across the UK.

Our plan is to invite partners or co-creators who have specialist expertise and to have them lead a specific project within the wider masterplan. We will take the form of a freelance collective to provide more flexibility for everyone. We will work virtually over the next few months to;

1. Polish off this whitepaper
2. Build our team of co-creators and partners
3. Launch the Wild Hotel website at the re:build online festival where we will announce the publication of the whitepaper and promote our co-creators gathering in mid/late June
4. Host a 4 day co-creators gathering at Somerleyton Hall (Mon-Thu)

We hope that the co-creators gathering will enable us to raise £500k+ in EIS/SEIS and grant funding to enable the purchase of Mill Farm and the launch of the UK's first smart village incubator.

The first season of the incubator will focus on the following projects;

- the food forest and permaculture farm in partnership with Joshua (Resylien) and Lily (Relish)
- the solar car park and electric scooter and bike service (Rupert)
- the renovation of the outbuildings to create modern coworking and event space (First Call & U-Build)
- the setup and promotion of seasonal coliving houses (Morgane - ColivingHub)

- construction of tiny houses and the beginning of an artist residency programme to create the Somerleyton Art Forest
- hosting a re:build festival in 2022



Anton Chernikov

Founder & CEO

Anton studied architecture in London and has run his own design and consulting business since graduating called [Exponentials](#). He also works as a partner at a London based housing developer called [Astir](#) and has recently launched [House of Transformation](#) with the wider vision of creating a network of rural and urban spaces and projects that contribute towards re:building a new regenerative economy across the UK, and East Anglia in particular.



Joshua Munoz-Jimenez

Head of Regeneration

Joshua is a passionate regenerative farmer, agroecologist, and founder of Resylien. Equipped with ten years of serious beyond-sustainable farming experience he has greatly improved, designed, built, and managed farms and ranches to financial success. With a keen ability for languages, Joshua has been around the world on a mission to bring regenerative success to every corner.

Initial list of people to invite...

Morgane Oléron

Stephen Burt* - Investor

Hugh Somerleyton* + Lara + team

Cultivo - James / Rafael

Gabby / Paul - The Conduit - possible partner / investor

Olly / Argus - Wild East*

Rupert - potential investor*

Tia Kansara - Replenish.Earth*

Paul Powlesland*

Toby Diggins

Lily Joan Roberts*

Nick Newman / Ben - U-Build

Oli & Dan - First Call

Giles Hutchins

Jenny Andersson

Dan Cunningham

Phil Buckingham

Maya B

Marten W

Duygu

Kashi

Alex C

Adam / Plight / Imago

Magalie

Ramsey

Zlata

Chris Woodward

Laurie Parma

Kara

Sian

Kate Stuart / Neil

Dom

Marko

Rosie Begg / Alex

Michael Berwin / Gal

Lawrence / Asia

Sam Gill

Martin Hohn

Florian Rutsch

Charlotte Hermans

Molly + partner

Michael Berwin

Daniel Elkan

Richard Batts

Eileen

Tom Manwell

Indra

David Boyd

Pippa / Alex / Max

Lauren Baker

Marine / William

Mira

Emma

Alex Haw / Sinead / Bruno

Amanda Campbell

Vini

Je / Olivia

Nikki

Cam Wheels

Alex Kennedy

Ben Southworth

Carlotta / Ben

Andy / Natasha / Sonophilia

Tomas / Indra / Ivo / Emerge

Tom Williamson / Tom Latchford

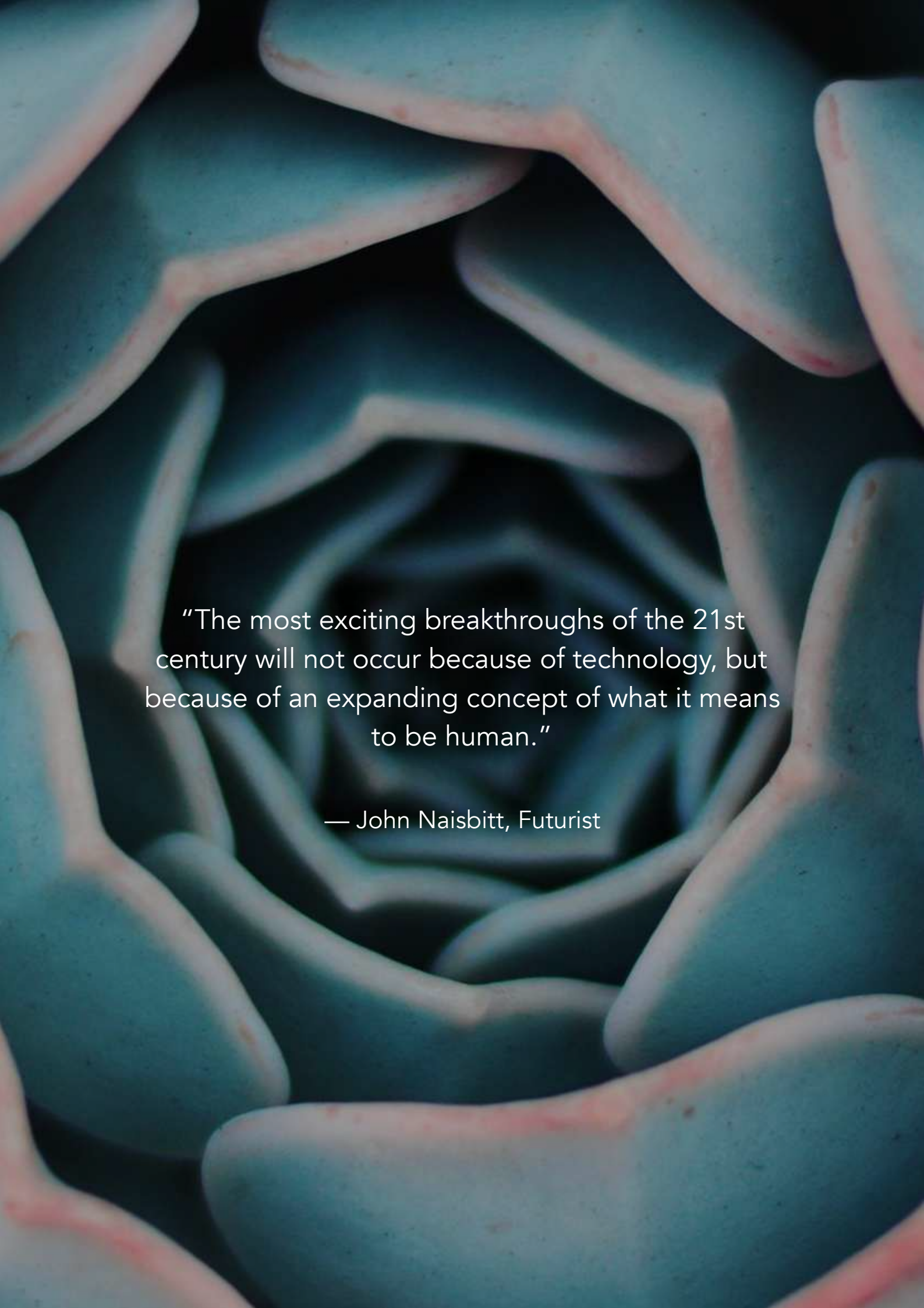
Jasper / Finn / Jack / Jakub

Neil - Stour / Mary

Deya / Jess / Kate / Rebecca (Margate) / Jessie

Laura Reeves / Kyle

Nick Sen / Jess / Guy ?

The background of the image is an abstract composition of organic, flowing shapes in shades of teal, light blue, and soft pink. These shapes overlap and curve, creating a sense of depth and movement. The lighting is soft, with some areas appearing slightly brighter than others, giving the shapes a three-dimensional quality.

"The most exciting breakthroughs of the 21st century will not occur because of technology, but because of an expanding concept of what it means to be human."

— John Naisbitt, Futurist