



# Welcome

Welcome to our community event today, where we will be letting you know about some changes that Shadwell Estate is undergoing, including a look at our first draft concept masterplan for the whole estate, all as part of our commitment to the area and communities around Thetford.

Shadwell Estate is a longstanding, private estate which owns land to the south and east of Thetford. It is a traditional Breckland Estate shaped by its farmland, heathland, parkland, woodland and rivers.

For many years, the Shadwell Estate has been the home of Shadwell Stud, a world-renowned thoroughbred horse breeding business.

Now we are entering a new chapter, honouring our past while building a sustainable and purposeful future as a partner for Thetford. This provides many opportunities to bring forward improvements which can benefit the wider community in Thetford.



## How to let us know what you think

We are keen to hear your views on how we can work together to help achieve the objectives set out in the Thetford Town Delivery Plan, and ensure the benefits of change are shared by the whole community.

Central to this session is our desire to engage meaningfully with you to identify opportunities where we can play a positive role in supporting the town's future.



You can also visit our website by using this QR code



As part of our engagement, there are some voting boards based on the key themes of the masterplan.



Please place voting stickers alongside each of the options you support.



You can vote for as many as you like.



# Why are things changing at Shadwell?

Since its purchase in the 1980's, Shadwell Estate was developed as the primary location of the world-renowned Shadwell Stud, which derived its name from the estate. Extensive equestrian facilities have been developed including numerous stable yards, paddock land and other facilities - alongside the extensive farming, conservation, woodland and environmental areas.

Following a review and consequent re-structuring of the thoroughbred business from 2021, Shadwell moved the UK headquarters of its leading breeding operation to Beech House Stud, Newmarket, in 2023, working in partnership with Derrinstown Stud in Ireland. Shadwell also retained the Racing Office, based in Newmarket, and Snarehill Stud, which remains in Thetford.

This re-organisation of the stud has meant that many of the equine facilities and buildings on the Thetford estate are no longer required for the thoroughbred business.

Some are currently subject to short-term lets, while others are underused. Many of these buildings are now more than 40 years old and are reaching the point where significant investment is required.

Alongside this, changes in thoroughbred ownership patterns and stud location requirements mean that large-scale equine use may no longer be as suitable as alternative options in the long term.

The family is committed, as stewards of the land, to bring Shadwell Estate forwards into this new era of opportunity and change.

As part of this vision, we will work closely with Norfolk County, Breckland and Thetford Town Councils as well as the local community to forge a new chapter of stewardship - one focused on community, regeneration and revival.





# A once in a generation opportunity

This renewed commitment to the land at Shadwell comes at the same time as a once in a generation opportunity for Thetford and we are committed to engaging with residents, stakeholders and organisations to deliver lasting benefits to the local community.

Thetford is a vibrant market town with a rich history and outstanding natural and heritage assets, making it a distinctive place to live and visit.

Breckland Council has brought forward Thetford's Town Delivery Plan 2021-2031 which sets out an ambitious programme to build on the town's strengths, while addressing long-standing challenges. Developed through extensive engagement with residents, businesses, community leaders and voluntary organisations, it reflects shared priorities for the future of Thetford.

## Key ambitions of Thetford's Town Delivery Plan include:

- ✓ Enhancing the look, feel, and function of the town centre and riverside.
- ✓ Celebrating Thetford's heritage, natural environment, and manufacturing legacy.
- ✓ Improving connections between communities and local heritage, leisure, and green spaces.
- ✓ Making the most of Thetford's location within the Cambridge-Norwich tech corridor, to attract investment.
- ✓ Bringing underused sites into community, cultural, and public use to diversify the town's offer and better support more deprived residents.



## Becoming a partner for Thetford, Breckland and East Anglia.

Shadwell Estate is ideally placed to help deliver the aims of Thetford's long term, sustainable economic growth, while celebrating its heritage and landscape.

We are creating a diverse, high-quality estate that combines new homes and hospitality with a strengthened farming and land management operation. Through targeted investment, we will be restoring key assets, unlocking underutilised areas and supporting economic growth in Thetford and the wider region. This balanced approach aims to ensure Shadwell remains a resilient, productive and valuable estate for generations to come.



# SHADWELL ESTATE

## The whole estate concept masterplan

The whole estate concept masterplan sets out our vision for the Shadwell Estate and our aspiration as a partner for Thetford. It outlines the main ideas, priorities, and principles for future use of land at the estate including farming, employment space, housing and tourism opportunities.

It is being shaped through local engagement with the community.

The concept masterplan provides an overview of the potential uses for the land at the estate. It is still under development, and so does not show detailed proposals. Engagement events such as this will aid our thinking and help to inform any detailed designs, design codes and future planning applications, which would also be consulted on with the community.

## Concept Masterplan – Whole-estate ‘zoning’



### Concept Masterplan - whole-estate ‘zoning’

The Concept Masterplan for Shadwell Estate comprises several thematic ‘zones’, aligned with our emerging strategic vision of renaissance, regeneration and community:

- 1. Equine operations and estate management** consolidated to Snarehill Stud and neighbouring Breck and Shoulder of Mutton Yards.
- 2. Farming areas largely retained**, north and south of the River Thet, working with our farming partners to achieve efficient food production alongside sustainable land management.
- 3. Mixed-use development**, supporting sustainable growth of town with a range of modern homes, employment spaces and civic amenities.
- 4. ‘Nunnery Green’**, a new green neighbourhood for Thetford offering low-density living and jobs, alongside amenities and nature, for existing and future residents of the town.
- 5. Shadwell Court**, parkland and neighbouring estate yards, redeveloped to create a premium hospitality, experiential, and overnight accommodation enterprise.
- 6. Expanded nature reserve** and management of river and wetland corridors for nature restoration and improved public access, including spaces and habitats for Stone Curlew, Common Curlew, Adder, and other notable Breckland species.
- 7. Rushford Village**, uplifted through village-scale ‘masterplanning’, new estate opportunities, and improved connectivity.



The various coloured areas of this map identify the proposed primary focus for each area and not the only purpose of each area. Existing land management practices will continue to be maintained as these priorities gradually develop.

Recognising the long-term nature of the estate and its ambitions, the plan takes into account that factors including the state of the economy, new technology and investment opportunities, and changing needs will effect the estate over time.

The proposals should be viewed as a flexible framework, where ideas can adapt and take shape in response to changing circumstances rather than being fixed proposals.