

VISION



Heart of the Town & Southern Quayside



Solent Coastline

OUR VISION FOR THE FUTURE



With an unparalleled location in the New Forest National Park, with two miles of coastline, Fawley Waterside will be one of the most beautiful new towns in England.



“The remarkable location will enable Fawley Waterside to become a community of world renown. It will be defined by the beauty of its buildings, countryside, and coast”

ALDRED DRUMMOND
Chief Executive & Founder, Fawley Waterside

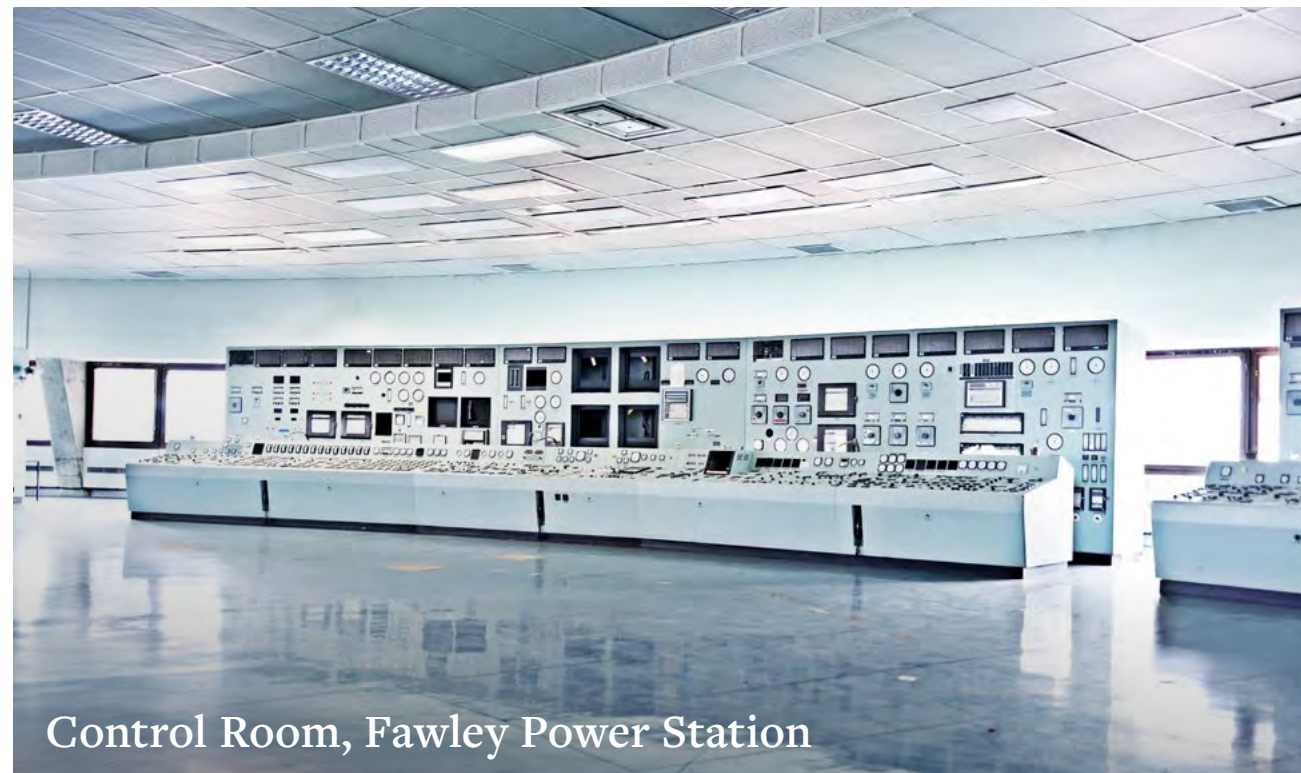
ALDRED
DRUMMOND





Aerial Image of the Fawley Waterside Site, January 2022

BUILDING ON A HISTORY OF INNOVATION



Control Room, Fawley Power Station

Fawley Waterside was acquired by well-established London-based investment firm Long Harbour in 2015. The project is managed by founder Aldred Drummond, owner of the neighbouring Cadland Estate, owned by the Drummond family since 1772.

The Fawley Waterside site was once home to one of the largest oil-fired power stations in the UK. Fawley Power Station closed in 2013 and started to be demolished in 2016. By early 2023, the site will be completely cleared. Planning permission for the redevelopment of the site is now in place to build one of the most beautiful towns in England.



Turbine Hall, Fawley Power Station





UNIQUELY PLACED WITH EXCEPTIONAL CONNECTIONS

Fawley Waterside is strategically placed just 90 minutes from London by road or rail, with international connections via Southampton Airport.

Fawley Waterside will be a sustainable mixed-use town, in a compact urban form, with all amenities within walking distance. A marina for homeowners will provide immediate access to the sailing pleasure grounds of the Solent.

There will be a fast 10 minute ferry service to Southampton and the Isle of Wight, and a new 15 minute passenger railway service from Hythe to Southampton.



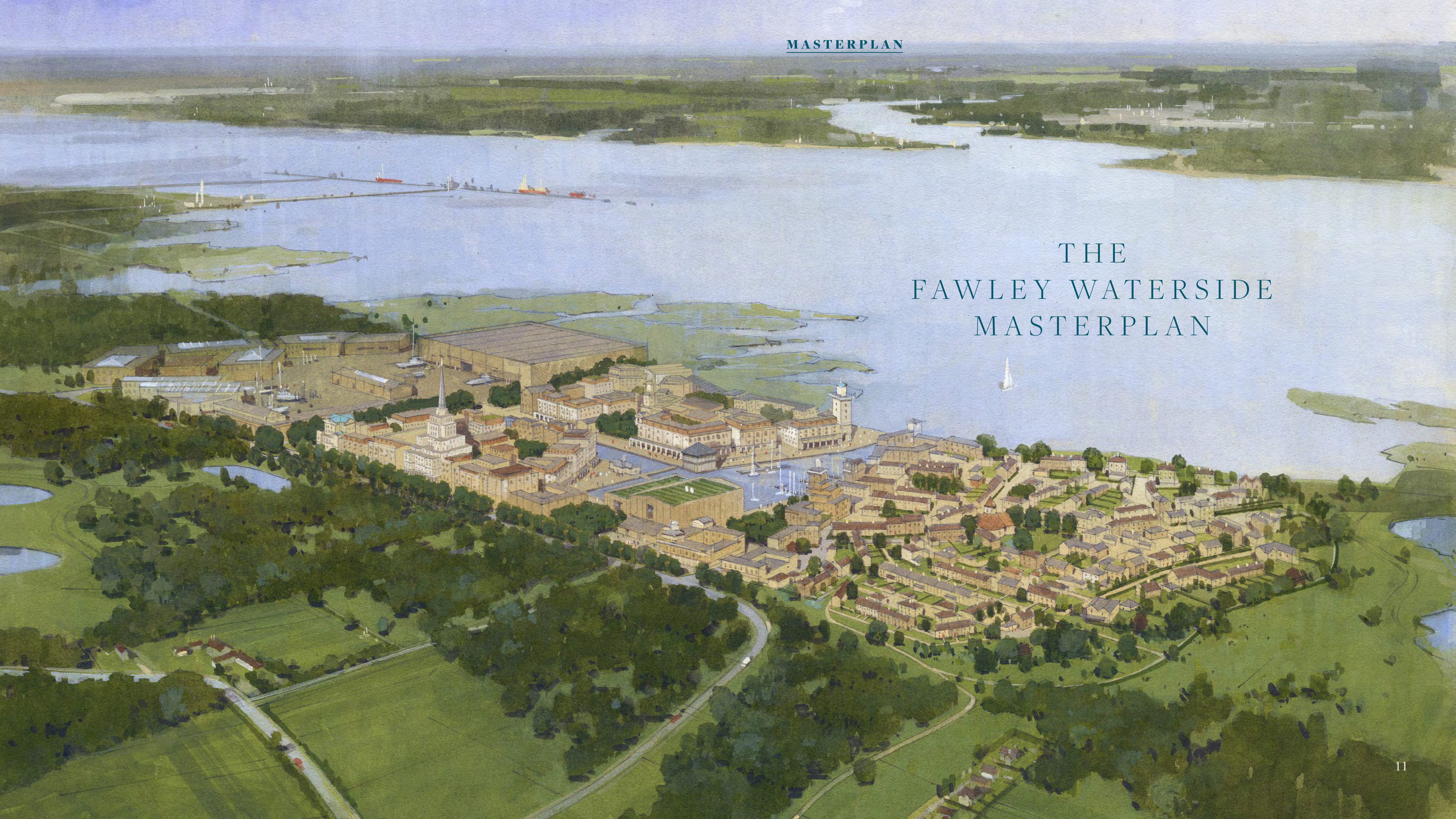
Sailing in the Solent

A NEW DIRECTION FOR A NEW GENERATION



We will build on our pioneering industrial heritage to create a community that restores and protects the exceptional natural landscape. Inspired by the best of British and European town planning and the architecture of the New Forest's towns and villages, Fawley Waterside will be a vibrant coastal town with its own marina, enabling the ultimate luxury of a live-work location that actively improves people's quality of life.

THE
FAWLEY WATERSIDE
MASTERPLAN





Southern Quayside

A BEAUTIFUL NEW ENGLISH TOWN

Fawley Waterside draws inspiration from the great pre-industrial merchant cities that grew and thrived with economic purpose. The popularity of these cities was due to their ability to provide all functions within their confines; civic, commercial, leisure and residential. The purpose of a town was to provide a place for people to live, work, grow their families and form communities.

£2.3 bn

GROSS
DEVELOPMENT
VALUE

1.5m

SQ FT
COMMERCIAL
SPACE

1,500

RESIDENTIAL
UNITS

4,000

NEW JOBS



Southampton
Water

TURNING OUR VISION INTO REALITY

Fawley Waterside has been designed to bring about the perfect synergy of form and function. Three different quarters each with their own distinct character but sharing a common architectural language:

- The Northern Quarter
- Heart of the Town & Southern Quayside
- The Southern Quarter

- 1 Amphitheatre
- 2 Parkland
- 3 Northern Quarter
- 4 Canal
- 5 Heart of the Town
- 6 Landmark Building
- 7 Harbour
- 8 Southern Quayside
- 9 Southern Quarter
- 10 Parkland

Fawley Village

Calshot Village



Pendennis Shipyard, Falmouth

THE NORTHERN QUARTER

This designated commercial area is within the Solent Freeport benefiting from significant tax advantages. The focus will be on high innovation with core economic themes of renewable power, marine industries, life sciences and technology. There will be a variety of large flexible workshop spaces and offices, tailor-made to suit individual requirements.



View from the Northern Quarter



HEART OF THE TOWN AND SOUTHERN QUAYSIDE

The central urban quarter will have a rich variety of architectural styles. Residential and commercial buildings with offices and a range of shops, cafés and restaurants will create a vibrant town centre, converging on the great theatre of the harbour with an imposing landmark building and elegant colonnades. An art-deco inspired hotel and yacht club will provide a focal point, attracting visitors from far and wide. There will be beautiful, cobbled streets with green squares. Generously scaled waterfront apartments and penthouses will have large balconies and phenomenal sea views.













Southern Quarter

THE SOUTHERN QUARTER

The Southern Quarter will provide 200 family homes, with gardens. The architecture draws inspiration from beautiful local precedents provided by local towns and villages such as Lymington and Beaulieu. Here providing stunning sea views and grazed by New Forest livestock. To the South, the character becomes softer with more space with many detached homes of individual character and using natural materials extremely rare for new housing developments.









A SHOWCASE FOR SUSTAINABLE LIVING

Our aim is to be a living and working example of how thoughtful development can protect the future of our planet. Fawley Waterside will have sustainability built into every part of daily life. New and improved habitats will connect the New Forest to the sea, increasing net biodiversity by 36%. The relationship with The Cadland Estate enables an area of around 1,000 acres of heathland, grassland, wetland, woodland and coastal habitats to be enhanced and restored.

CREATING A THRIVING WATERSIDE COMMUNITY

Fawley Waterside will successfully combine homes with commerce, ensuring a fully integrated community can evolve. There will be fine restaurants, bars, and hotels, matched with hand-picked independent boutiques, delicatessens, and cafés. The local area offers some of the best restaurants in the UK, with The Pig, Limewood and The Hut building world-class reputations.

The abundant fresh and natural produce of The New Forest has generated entrepreneurial food businesses, alongside a prestigious calendar of country shows, food festivals and farmer's markets. The New Forest Marque illustrates the origin and authenticity of food that is grown and nurtured locally.



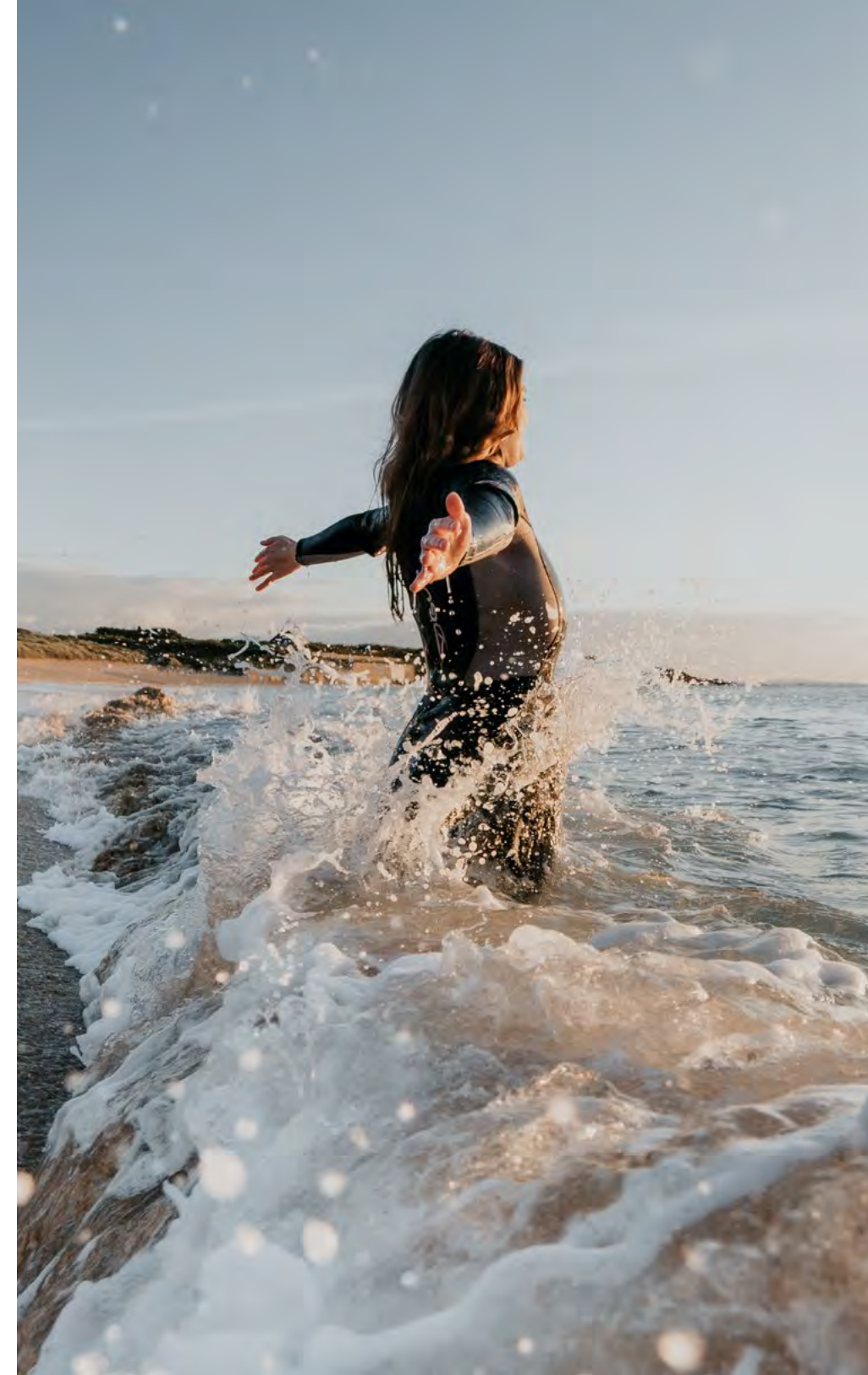
The George, Yarmouth, Isle of Wight



Beaulieu, New Forest







AN UNPARALLELED HOLISTIC LIFESTYLE



Lime Wood Hotel & Spa, New Forest

The surrounding New Forest and the coast will provide residents with a huge variety of outdoor activities, all on their doorstep. Leisure and wellbeing are an integral part of our vision, with the natural world fully integrated into everyday life.

A sailing club will be the centre for watersports activities including Fliteboarding and paddle boarding, wind and kite surfing and wild sea swimming. All set within the internationally-renowned yachting playground of Cowes and the Solent, which also hosts one of the oldest and most respected regattas in the world, Cowes Week.

A sports club with a wellness centre and spa will have tennis courts, gym and a swimming pool. A first-class equestrian centre will take advantage of fantastic riding opportunities in and around the New Forest alongside other pursuits including hiking and mountain biking.





INSPIRATION FROM NEW FOREST TOWNS & VILLAGES



Beaulieu, New Forest



Beaulieu, New Forest

Fawley Waterside was inspired by the local New Forest towns and villages that have stood for hundreds of years. Homes range from quaint thatched cottages to extensive detached houses. The variety of architecture matched with an unparalleled location, make this area of England famously attractive and adored by residents and visitors alike. The villages of Beaulieu, Exbury and Brockenhurst are perhaps the most well-known examples, with livestock grazing not only in the forest, but also the village streets, mixing harmoniously with local residents.



Beaulieu, New Forest



Cowes, Isle of Wight



Lepe, New Forest



COASTAL HERITAGE & ARCHITECTURE



Lymington, New Forest



Lymington, New Forest

Alongside these characterful areas of the New Forest are the coastal towns of Lymington, Yarmouth and Cowes. These picturesque harbours are best known for their elegant streets lined with Georgian and Regency character homes and businesses. Brightly coloured terraced townhouses sit alongside independent coffee shops and restaurants. Harbour life and activity are the focal point, with crabbing, freshly-caught fish and yachts cruising to and from the New Forest and the Isle of Wight.



Cowes, Isle of Wight

SOLENT MARINA AND DRY STACK



Yarmouth, Isle of Wight

This will be one of the most accessible marinas in the Solent, with ease of access to Southampton, Portsmouth and the Isle of Wight. Both residents and visitors will have the opportunity to secure moorings with over a 100 wet births available in the dock and canal. There will also be one of the world's most advanced and accessible boat stacking facility with capacity for up to 600 motorboats.



AN OUTSTANDING COMMERCIAL OFFERING



One of only eight freeports in the UK, Fawley Waterside will have unique status as a special economic zone, making it easier and more tax efficient to do business, with increased investment and support from the Government. The South is already the most economically successful region outside London, with the highest cluster of high tech and innovation businesses in the UK.

Economic interest in the site has begun with demand from businesses wishing to take advantage of the freeport status and attracted by the opportunities.



“We’re working to create an ecosystem where academia, industry and Government can collaborate. By bringing together diverse sectors such as smart technology, renewable energy, life sciences and high-value manufacturing, we will create a cross-disciplinary innovation network that benefits the environmental and commercial interests of all partners”

ALDRED DRUMMOND
Chief Executive & Founder, Fawley Waterside

OUR HUB FOR INNOVATION



The Southeast area is a world-class skills base, with four of the UK’s leading Russell Group universities. Our strong links with our partner universities will connect firms with talent pipelines for research students and graduates, as well as technical expertise. The Town will also have a campus-style innovation park in the Northern Quarter, currently being devised in collaboration with the Government and the universities.



MEET THE TEAM



FAWLEY
WATERSIDE

Aldred Drummond is Chief Executive of Fawley Waterside. He has a 20 year career in town building and began to consider the transformation of the Fawley Power Station site nearly 15 years ago, completing the acquisition in 2015. Aldred has masterminded plans to create one of the most beautiful towns in England.



LONG|HARBOUR|

William Astor is Chief Executive of Long Harbour, the Investment Manager of Fawley Waterside, overseeing and managing all Investor interests. The firm was set up in 2009, has 250 employees and manages over £3Bn of assets.



Ben Pentreath

Ben Pentreath architectural and interior design studio has established a powerful reputation. His internationally recognised work includes multiple projects with the Duchy of Cornwall, owned by Charles, Prince of Wales, who is now King Charles III.



LEON KRIER

Leon Krier is an architect, urban planner, and theorist renowned for his pioneering role in promoting the technological, ecological, and social rationality and modernity of traditional urbanism and architecture. He is considered the Godfather of the New Urbanism movement.



KIM WILKIE

Kim Wilkie is a strategic and conceptual landscape consultant. He collaborates with architects and landscape architects around the world. His current projects are focused on regenerative farming combined with human settlement, both in England and America.



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