



CHOLMONDELEY EVENTS



## The Castle Gardens

- Open 90 days per year, from April to October
- 20,000 garden visitors per annum
- Plant Fairs 3,000 per annum
- Classic Car Rallies 5,000 per annum
- Spring, Summer and Autumn Fairs 4,000 per annum
- Charity Events 6,000 per annum

Employment - 9 equivalent full time



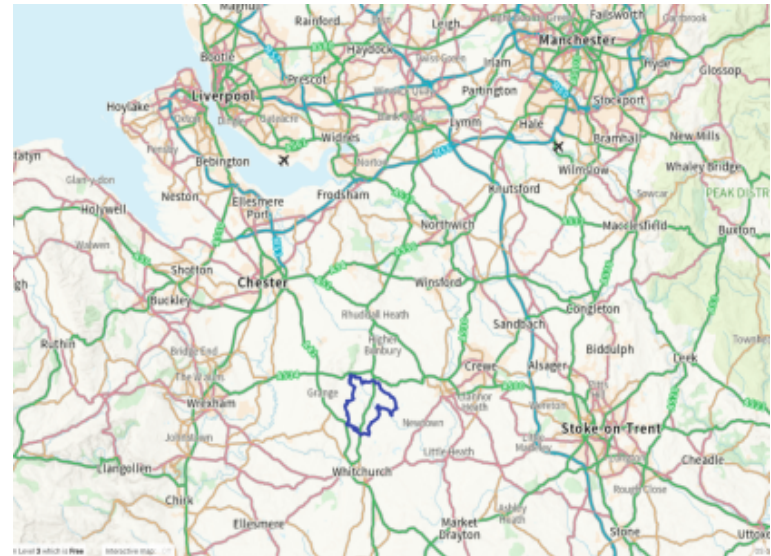


## Cholmondeley Park 700 Acres



## Events

- Tough Mudder – 15,000
- Outlook Festival – 6,000
- Pony Club Championships – 15,000
- Cholmondeley Pageant of Power – 30,000
- Dogfest – 10,000
- Porsche – 5,000
- Horse Trials – 3,000
- Jaguar – 1,500
- Car Fest – 25,000
- NSPCC Colour Run – 5,000
- One Tribe – 3,000
- Cancer Research NW Fun Run – 2,000
- Castle Triathlon Series – 5,000
- World Rally Championships – 20,000

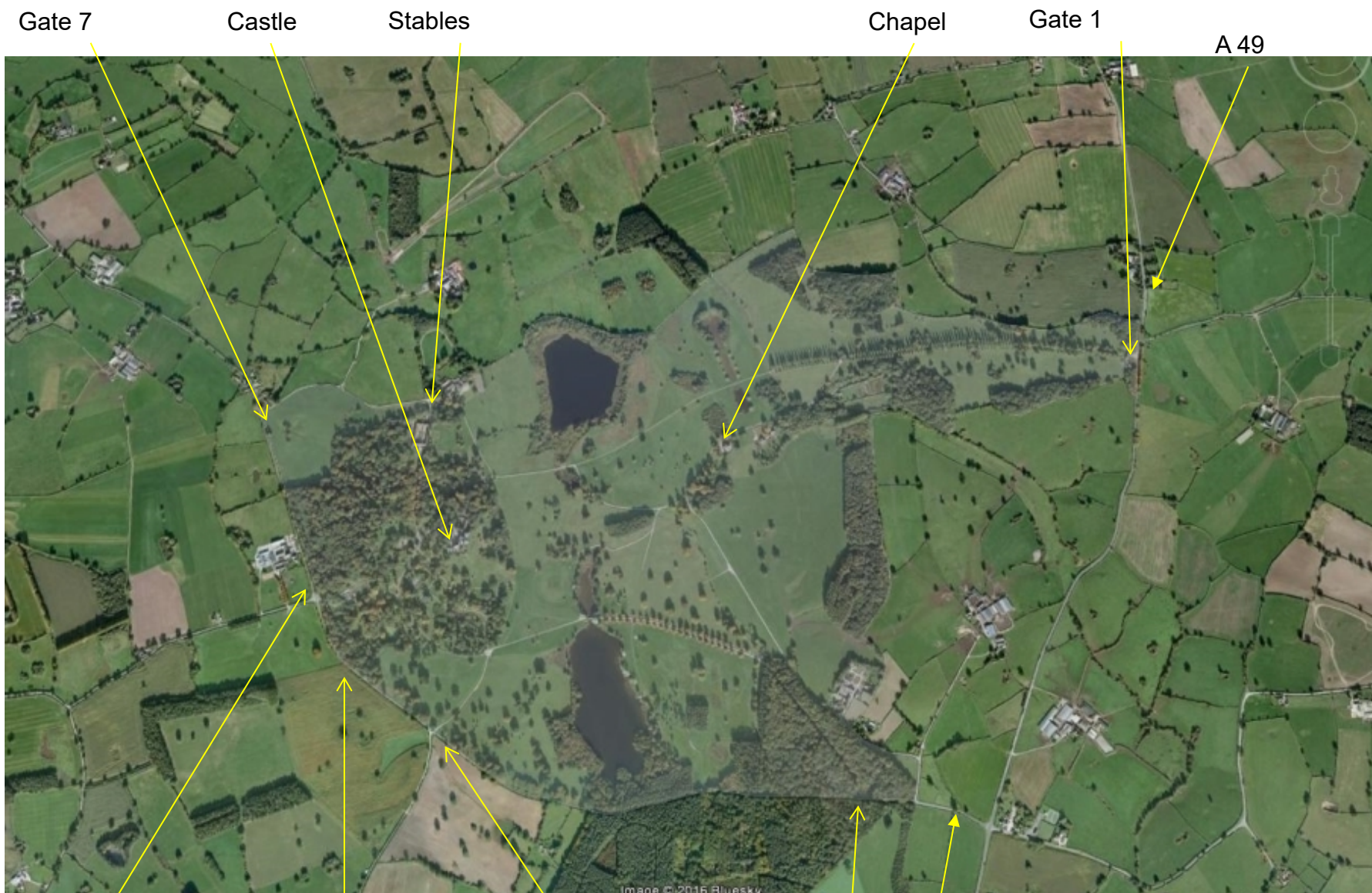


# Top 10 Characteristics that Attract Events to Cholmondeley

1. Dynamic Premises Licence
2. Location - 20m people living within 90 minutes drive time
3. On-site infrastructure
4. Access to A49, together with 7 entrance & exit points for traffic flow
5. Wide spaces and scale
6. Free draining
7. Ancient Cheshire Parkland
8. Historic space
9. Castle and Park buildings vernacular
10. Reputation







Gate 6

Gate 5

Gate 4

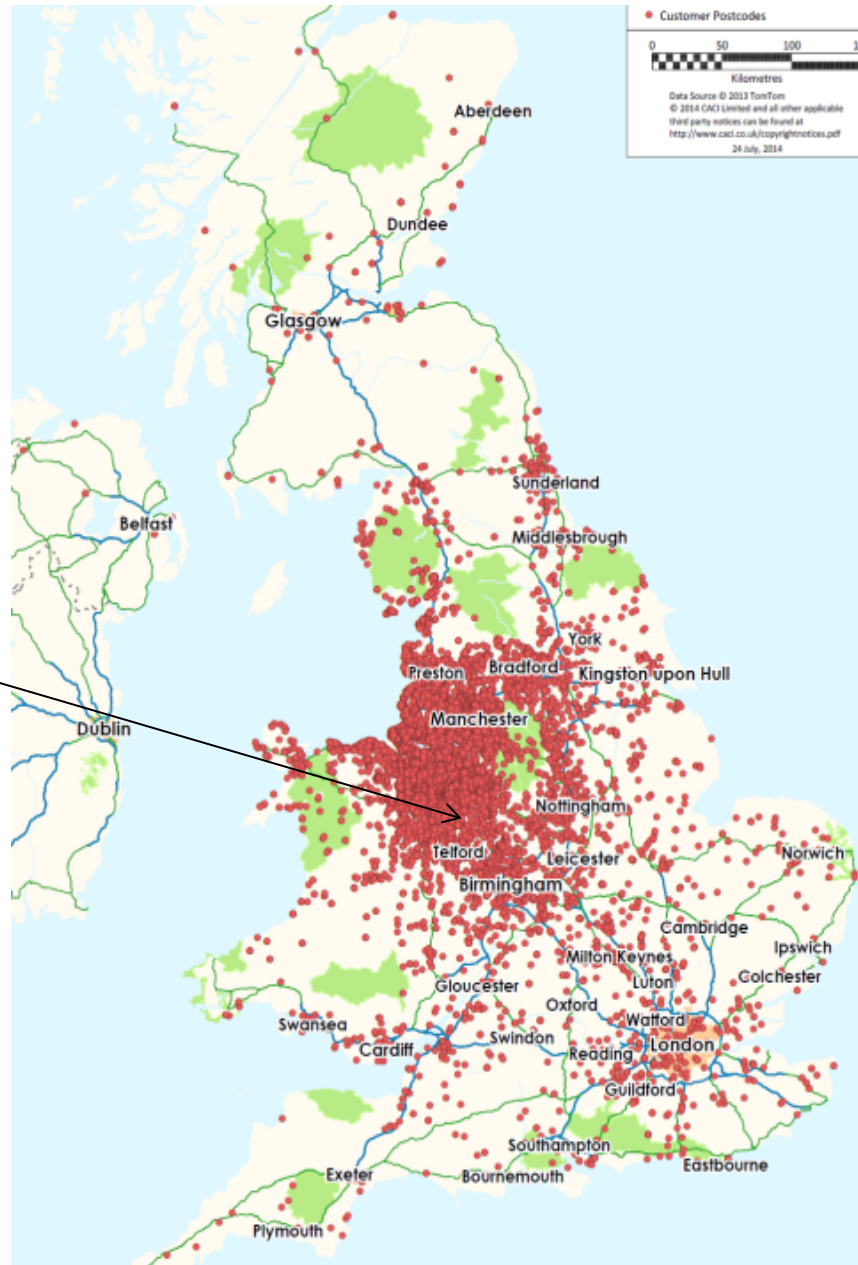


Gate 3

Gate 2

Park 700 acres (Highlighted)  
Estate 7,500 acres

Cholmondeley  
Castle



Heat map for visitors to  
Cholmondeley events

Cholmondeley is within 90 minutes  
drive for a third of the UK  
population





BeWILDerwood opened in April 2021 to great acclaim and almost 200,000 visited in its first season

Employment – 20 full time and 60 seasonal jobs

Consolidated Annual Impact to Visitor Economy - £16,500,000

