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TOURISTS CAN ENJOY A BREATH OF FRESH AIR WITH WATERFALLS COUNTRY ESTATE

A brand new luxury holiday resort is set to create a unique tourist destination in Northumberland, using environmentally friendly techniques to blend with its rural surroundings.

Waterfalls Country Estate, a 14 acre site just off the A68 in Ridsdale, Northumberland, is currently going through the planning process and, if permission is granted, the estate will boast outstanding facilities to attract tourists from all over the UK and further afield.

The development will be designed to integrate with the local landscape of rural Northumberland and will have 18 luxury chalets and three high quality holiday cottages, converted from existing stone barns. The sustainably designed resort will also house a restaurant and bar, pool and beauty spa, a state of the art equestrian centre and sporting facilities.

Waterfalls Country Estate is the brainchild of North East entrepreneur Sherod Walker, 24, who has undertaken extensive consultations throughout the planning process with a large number of parties, including the Environment Agency, Natural England, One North East, Northumberland Tourism, Northumberland National Parks, as well as a number of local residents and businesses.

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Sherod said: "Waterfalls Country Estate will be a unique tourist destination, with eco friendly, yet contemporary, luxury chalets that use locally sourced, traditional materials of slate, timber, stone and sedum-type roofs. Designed to integrate with the natural landscape, the chalets will also be secluded and give excellent panoramic views over the Northumberland countryside.

"We look forward to the planning decision in December and, if planning permission is granted, work will start imminently on this exceptional tourist destination in the heart of rural Northumberland."

Mr Walker has worked with GWK Architects in Newcastle upon Tyne on the design of the project and sustainability consultants Gifford LLP, to help create a zero carbon development.

The Waterfalls development will have a positive impact on the local economy in North East England - not only boosting tourism, but also creating an additional spend within the region of £2million, according to an Economic Impact Assessment by Tourism UK Ltd. The economic impact could bring 56FTE jobs to the area and it will also help to create 106 new jobs in the construction industry and a further 20 full time roles in the leisure and hospitality sector on site.

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Sherod added: "Tourism is already a major part of the North East regional economy, contributing almost £4bn and employing more than 60,000 people. Situated in existing woodland, the Waterfalls Country Estate development would be another fantastic boost for the tourism industry in the North East."

Giles Ingram, executive director for Northumberland Tourism, said: "The high quality of this proposal and the intended availability of a range of activities both on site and further afield is just what visitors are looking for these days. It should provide the perfect place to relax and reinvigorate, very much in tune with Northumberland's growing national reputation. Indoor facilities should attract customers year-round, which is just what this part of the county needs."

Geoff Hodgson, chairman of the North East Tourism Advisory Board, said: "The objectives for Waterfalls sound very exciting and I am sure the resort will be very popular with visitors to the region who are looking for a holiday experience with a sustainable element to it."

For further details on Waterfalls Country Estate, please visit

www.waterfallsestate.co.uk

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Photo caption: Sherod Walker and artist's impression (Chalet)

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Notes to Editors:

- Waterfalls will be a unique luxury eco holiday resort in the heart of rural Northumberland. Set in a 14 acre site, it will offer a traditional country estate experience for visitors looking for a truly memorable holiday in this beautiful county.
- The exclusive accommodation will comprise 18 luxury chalets and three holiday cottages (converted from existing stone barns) designed and equipped to the highest standards, whilst site facilities include a restaurant, bar, pool and beauty spa. Waterfalls will also have a state of the art equestrian centre.
- Sherod Walker won the Young Businessman of the Year accolade at the Pride in Tynedale Awards in 2005 and was runner up in 2006.