



Case Study:

# BEAULIEU

**Location:** Chelmsford, Essex  
**Size size:** 5ha/3,000+ properties

**Site Type:** Service charge  
**Site Take on:** 2016



## About Beaulieu

Beaulieu, Chelmsford is a vibrant development bringing together inspirational architecture and landscaping. A wide variety of green open spaces have been created ranging from formal parks such as The Great Park, The Heath and the linear park The Chase, along with a number of pocket parks, community gardens and attractive street planting.

## History

The Beaulieu development is built on the former grounds of the Palace of Beaulieu: a former royal palace which is now a grade I listed building known as New Hall School. New Hall was sold by Anne Boleyn's father Thomas to King Henry VIII in 1516. King Henry VIII then renamed the palace Beaulieu, meaning 'beautiful place' in French. He was said to enjoy deer hunting on the grounds, and this is remembered through sculptures of deer and one of King Henry VIII within the green spaces in the development.





# DELIVERING CHARITABLE OUTCOMES

## ENVIRONMENT AND BIODIVERSITY

The attractive public open spaces within Beaulieu are a haven for biodiversity on site. A variety of pollinators call the site home with bug hotels and hibernaculums installed on site to help these species thrive.



## COMMUNITY AND SOCIAL COHESION

Since beginning management of the public open spaces at Beaulieu bringing the new community together has been a key priority for the Land Trust. Seasonal gatherings have been very popular, with events held at Christmas, Easter and summer, with our annual Picnic in the Park particularly well attended.

The Land Trust also has a dedicated Community Engagement Officer who is based at the site and acts as the focal point for resident engagement, working alongside other community groups and local businesses.





# EDUCATION AND LEARNING

Over the last couple of years the Land Trust has built an excellent relationship with Writtle University College, enabling young people to get valuable experience, specifically in areas of land management and conservation.

Many of the community events we run have an educational angle for families. This may include creating bird boxes or teaching the community about the environment whilst having fun.



# HEALTH AND WELLBEING

The green spaces at Beaulieu present great opportunities for the residents to get outside and enjoy the physical and mental wellbeing benefits that spending time in green spaces can bring and the site is popular with walkers and runners.

There is also a popular weekly health walk run by a local health group called Heart and Sole.



# ECONOMIC VITALITY

In partnership with our contractor, Plantstyle, we run an apprenticeship scheme with their work focused on the maintenance and enhancement of the community gardens.

We include local businesses in our events where we can, such as the local coffee shop, which was a base for our Scarecrow event in 2021. We also invite local small businesses to host a stand at our festive winter markets.



If you would like any further information about the work we do at Beaulieu please contact Land Trust Estates Manager Lauren Hull at [laurenhull@thelandtrust.org.uk](mailto:laurenhull@thelandtrust.org.uk) or our Community Engagement Officer Martin Payne: [martinpayne@thelandtrust.org.uk](mailto:martinpayne@thelandtrust.org.uk)