

MOOD BOARD | CONCEPT | DEVELOPMENT

# Manton Park

Manton Farm Resort and Private Residences  
French style Brasserie  
Development Kitchen & Herb Garden  
Events  
Private functions  
Lifestyle Farm shop



MALBOROUGH | MANTON PARK



# Introduction

We propose a collaborative concept development strategy for Manton Park aimed at introducing new revenue-generating streams. Central to this initiative is Manton Farms, which will focus on sustainable, organic, and specialty hand-grown produce to support the French brasserie located in Ailesbury Court, Marlborough.

The scope of this project also includes the expansion of Manton Park through diversification, branding, and marketing opportunities. This could involve lifestyle events, a farm shop, pop-up markets, seasonal harvest events featuring chefs, and specialty corporate functions. Additionally, we envision the development of 20 modern woodland park immersive shipping container homes and a 40-room boutique hotel at Ailesbury Court, creating a comprehensive 360-degree immersive lifestyle concept.

# Concept Development

## **French Brasserie & Cavier Oyster Bar**

Farm to table offering Modern French English fusion Cuisine-

## **Manton Farm + tasting kitchen. Corporate functions .**

### **Specialty Events**

Organic farming. Kitchen & Farmshop. Corporate Functions.

Sponsor Events

## **Residence & Hotel Design**

Alsbury Court- The Residence club/aparthotel/leashold units

Glamping cabins at Manton Park. TBD

## **Branding & Marketing ecommerce shop**

Cookbook. Flatware. Accessories. Design Elements. Retail Shop

Apothocary.



# Manton Farm

The Farm at Manton, conceived by our specialized growers and Executive Chef, features an array of offerings across the expansive 400-acre estate. Our meticulously curated Garden Farm produces high-quality produce that supplies the Brasserie, lifestyle farm shop, corporate retreat, and functions, all grounded in a commitment to authentic farm-to-fork sustainable cooking. This approach enhances the relationship between plants, soil, and organic produce.

At Manton, we provide curated, customer-centric experiences that seamlessly integrate our diverse offerings, including the hotel, dining options, spa, luxury residential units, glamping bungalows, Brasserie, and lifestyle farm shop. Our goal is to guide guests through immersive and unique experiences that prioritize their needs and preferences.

# The French Brasserie



MODERN FRENCH. ENGLISH CUISINE

The French Brasserie located at Ailesbury Court in Marlborough is a nod to traditional French, English style cooking promising a modern twist, on some classic and well loved traditional dishes. The Brasserie Bar highlights a magnificent U shaped bar

A small and perfectly orchestrated refined lunch and dinner menu highlights the best in produce, local meats, and fowl from Manton Farms.

The decor is classy, cozy, oozes ambiance with a modern air of sophistication to a relaxing and approachable setting. The open showcase kitchen is where the action happens and provides a source of entertainment for our guests.

For Foodies who want an evening to remember, our chefs tasting table will ensure to tickle even the most discerning pallets. The back drop for the chefs table is our beautifully designed Wine cellar, with a refined and notable wine list.

brand Identity  
color story 01

# Concept Vision

L'Heritage  
*brand Colour story,  
restaurant*

A Contemporary Take on Classic English Regal Decor  
Embrace a palette of browns, dark greys, rust, and earthy gold tones that evoke a sense of heritage while adding a subtly alluring and modern flair. This style is enhanced by accessories, rich cognac leathers, and herringbone flooring. Incorporate Venetian plaster walls along with metal and wood accents in your furniture to complete the look.



# Brand Identity Concept

## L'Heritage

Contemporary French/English Farm-to-Table Cuisine with interiors that highlight rich, warm colors, incorporating woods, stones, and silks in deep earth tones. The palette of browns, dark greys, rust, tans, and golds evokes a sense of:

- Cozy ambiance
- Layered textures
- Elegant curtains
- Old-world sophistication blended with contemporary style

The design features plush fabrics, velvets, herringbone patterns, and other classic interior design elements.

Logo; a modern graphic take on rolling hills on a farm

[www.MF-Lheritage.co.uk](http://www.MF-Lheritage.co.uk)

Brand Name  
design  
concept 01



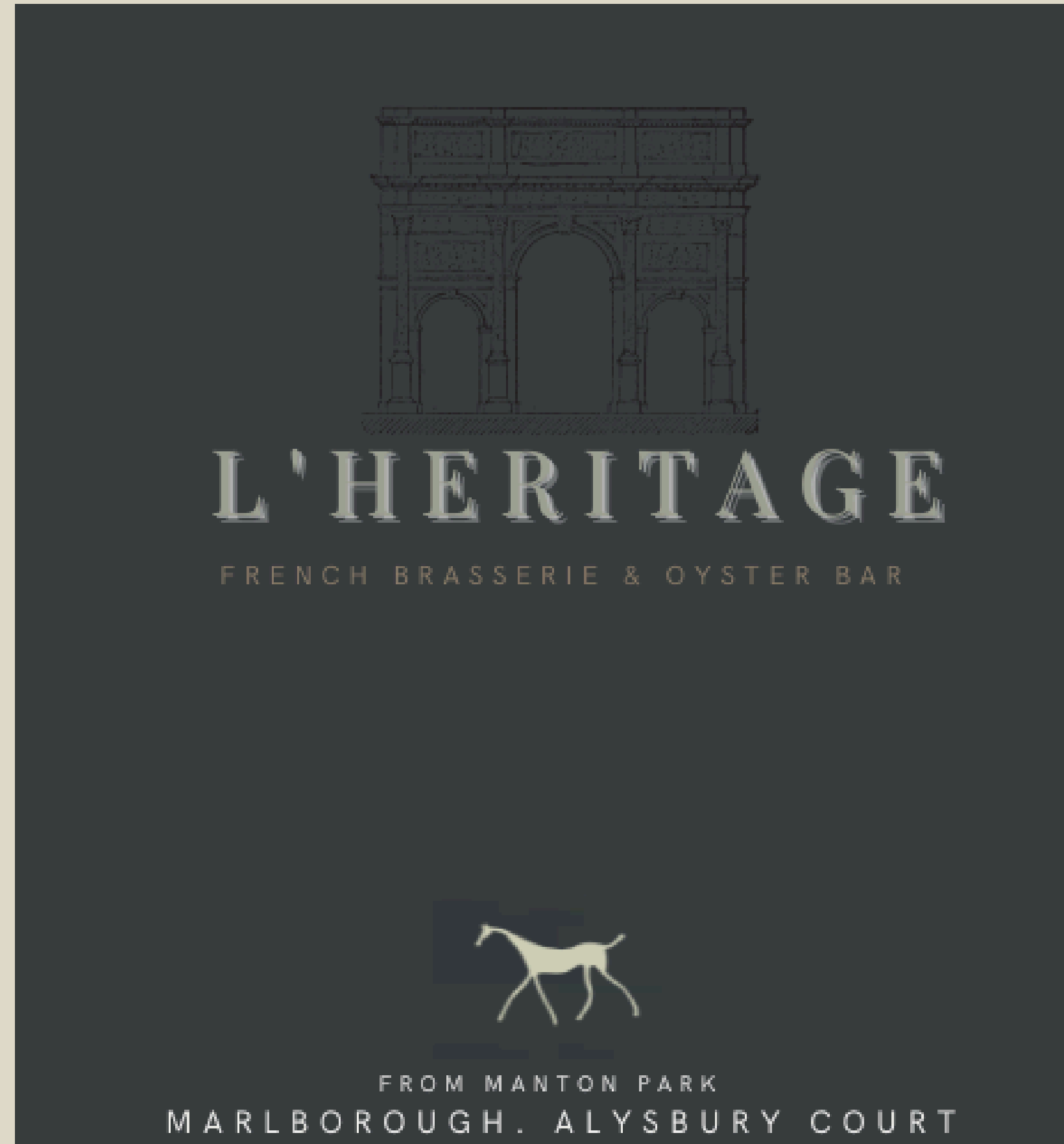
Brand name  
design  
concept 02

# Brand Identity Concept

## L'Heritage

Logo; a old feeling drawing of a building/ as similar to Ailesbury Court

[www.MF-Lheritage.co.uk](http://www.MF-Lheritage.co.uk)



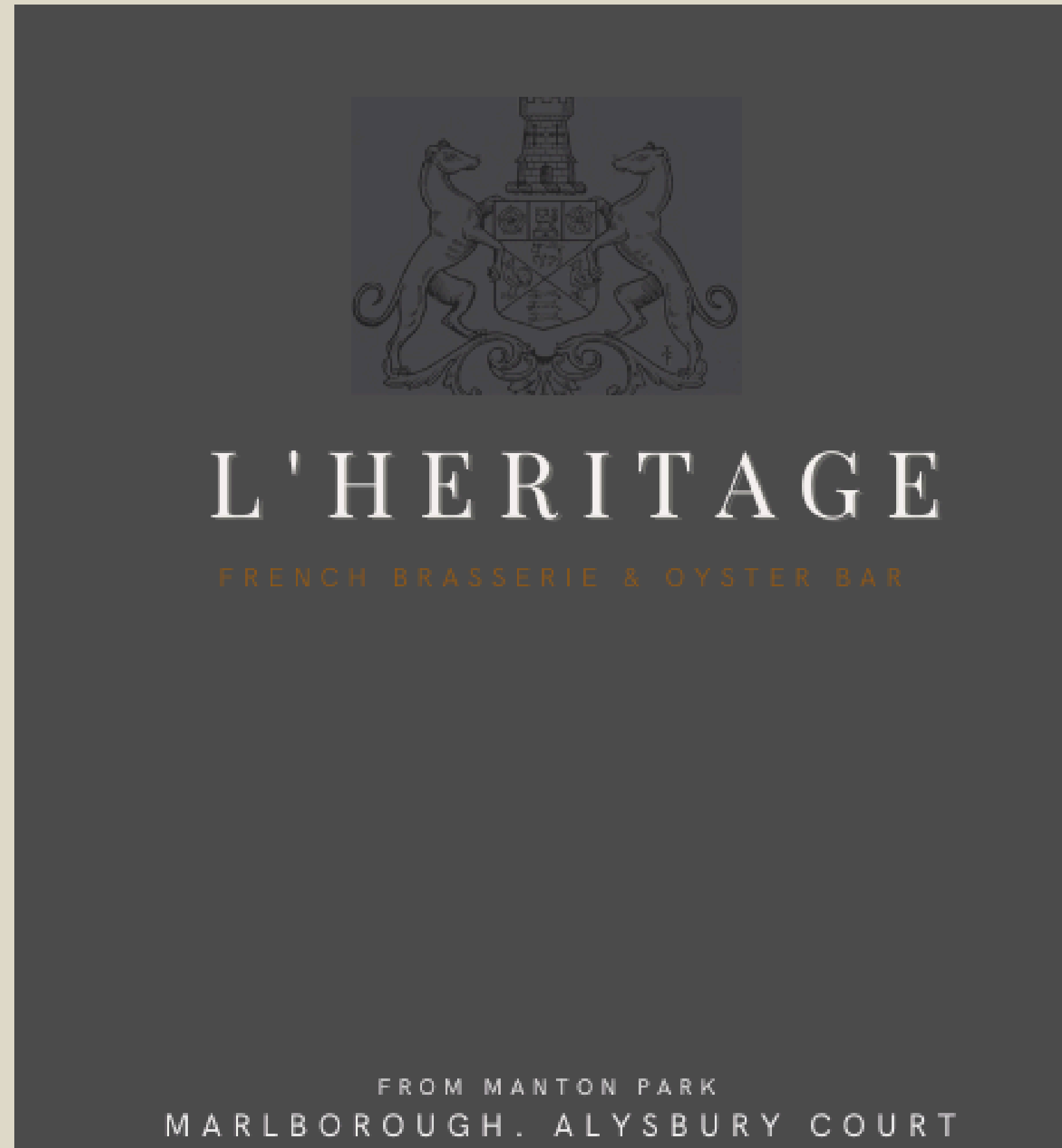
Brand name  
Design 03

# Brand Identity

Logo; Marlborough crest

# L'Heritage

[www.MF-Lheritage.co.uk](http://www.MF-Lheritage.co.uk)



Brand color  
story  
02

# Concept vision 2

## M | Brasserie *brand colour story*

Modern take on a French Brasserie, using marble textures, cement polished beige floors, modernized wickers, showcasing creams, beiges, taupes, splashes of gold/bronze throughout. Clean, modern, breathable and comfortable, highlighting custom crafted pottery flatware, stone, marble wood textures throughout the space.



# Concept logo M | Brasserie

Concept: Tie Manton/Marlborough together as a sister brand under the Manton Park broader development vision under the Manton Farm as an extension of total resort

*Interiors offer a luxurious, clean, modern and un-fussed feeling, with chic sophistication, in a more neutral pallet.very little pop of color more monochromatic feeling , relaxing and breathable*

modern. clean. neutral. calming. relaxing

Restaurant logo  
design 01



Restaurant logo  
design 02

# Concept logo M | Brasserie

Modern French/ English Authentic Farm to Table  
Cuisine featuring a interiors which support sustainable  
interiors, using woods, stones and earth hues.  
Bowns, dark greys, rust colours, beiges, tans golds,  
limited pops of colors.  
clean, deep, modern, old wild sophistication

[www.MF-Lheritage.co.uk](http://www.MF-Lheritage.co.uk)



MODERN FRENCH. ENGLISH CUISINE

Restaurant logo  
Design 03

# Concept logo 3. M | Brasserie

Modern French/ English Authentic Farm to Table Cuisine  
featuring a interiors which support sustainable interiors, using  
woods, stones and earth hues.

Bowns, dark greys, rust colours, beiges, tans golds, limited pops  
of colors.

clean, deep, modern, old wild sophistication

[www.MF-Lheritage.co.uk](http://www.MF-Lheritage.co.uk)



MANTON FARM | MARLBOROUGH  
FRENCH BRASSERIE



# Concept logo 4. M | Brasserie

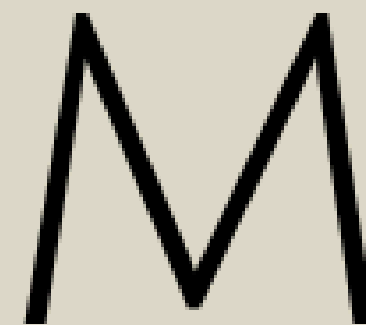
Modern French/ English Authentic Farm to Table Cuisine  
featuring a interiors which support sustainable interiors, using  
woods, stones and earth hues.

Bowns, dark greys, rust colours, beiges, tans golds, limited  
pops of colors.

clean, deep, modern, old wild sophistication

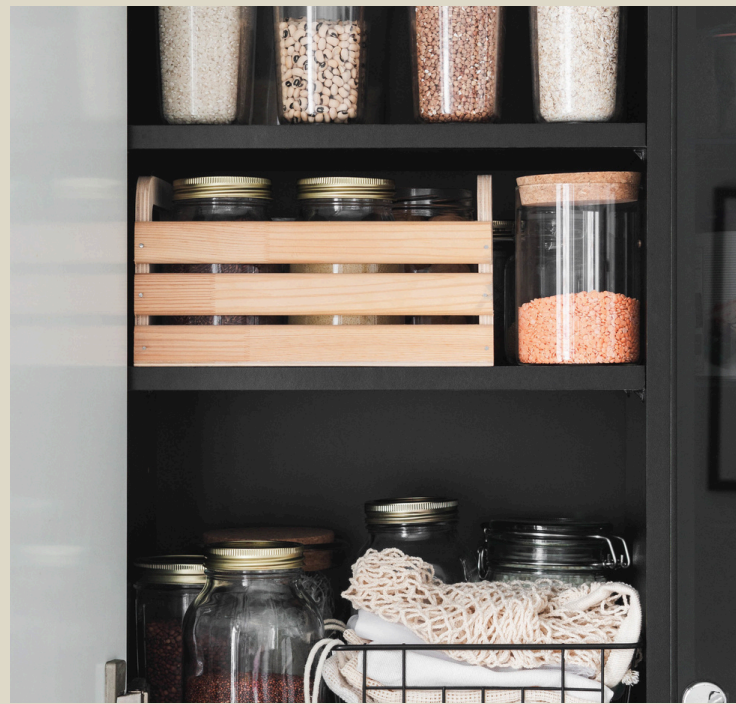
[www.MF-Lheritage.co.uk](http://www.MF-Lheritage.co.uk)

Restaurant Logo  
Design 04



MANTON FARM | MARLBOROUGH  
FRENCH BRASSERIE

MODERN FRENCH. ENGLISH CUISINE



## The Brasserie & Pantry

Establishing and developing the showcase pantry by sourcing a variety of gourmet provisions that emphasize local, high-quality items.

Fostering strategic partnerships with local suppliers and PL (private label) brands.

Meticulously curating products for our e-commerce platform.



## Branded products Q3 2024

Creating Private Label and White Label products that embody the style, vision, and carefully curated collection of Manton Park, aimed at boosting E-commerce sales.



## farmshop store Opening at Manton 2024

Establish Mantons Specialty Farm Shop featuring a signature Chef's Garden with seasonal produce. The shop will also offer a lifestyle and retail section showcasing curated interiors and products focused on mindful living and wellness.



## wine cellar

Source exclusive private label wines for your e-commerce shop and brasserie, curate a stunning showcase in your wine cellar, and establish partnerships with suppliers.

# Things we do.

# Cat Decolley



## Branding of various projects

Maintaining brand consistency across multiple touchpoints, such as e-commerce, marketing materials, websites, and partnerships. This includes creating and managing restaurant websites while overseeing marketing and branding projects to achieve objectives, which entails coordinating with agencies and freelancers.



## Branding across company

Develop branded materials for your restaurant, including leather menus, uniforms, hats, and aprons. Consider additional branding opportunities such as pottery, decor, and farm shop products. You can also create an e-commerce retail shop and design interiors that feature carefully curated items for resale.



## Events & Pop ups

Overseeing the planning and coordination of corporate functions, designing event spaces, executing branded events, and maintaining the events calendar.



## Curated Merch+Design

Develop, organize, and edit Manton Farming/Gower's coffee table lifestyle book. Produce a second cookbook featuring recipes from the restaurant.

Oversee all photo shoots to ensure branded imagery aligns with projects for social media, website, and e-commerce products. Additionally, locate curated specialty items for resale in the retail shop and restaurant.

# Things we do.



## 2024-2026 Self catering holiday lets

Quality self-catering accommodations located near the Garden and Farm shop in Manton:

- Fully equipped self-catering rentals available: 10 on-site
- Initial setup cost: £200,000
- Nightly rate for two people: £165.00 - £225.00
- Revenue based on 90% occupancy:
  - £1,500 per night
  - £9,000 per week
  - £36,000 per month
  - £432,000 per year

Anticipated gross margins are around 30%.



## 2024-2026 Residence club + Hotel

Develop a Residence Club and/or Aparthotel at Ailesbury Court.

- Create a spa and workout area for members.
- Provide 5 suite residences, 25 rooms, and 10 aparthotels for extended stays.
- Integrate a Hotel Management system with CRM, aiming for a 90% average capacity.
- Projected revenue: £56,000 monthly.
- Year-to-Year revenue: £268,000.
- Average room rate: £225. Suites priced at £400 per night.



## Hotel + Work space 2024-2025

Design distinct workspace zones within the residences or café, where business guests can come together to collaborate and work, while also integrating a social element into the hotel or residence experience.

*Cat Decolley*  
**Things we do.**

# About Cat



Cathryn Lecolley boasts a remarkable 30-year career in Business Strategy, Development, and Marketing, focusing on the Lifestyle and Hospitality industries. She made a significant impact as the Creative Director of a luxury Wedding Lifestyle Publication, where she developed an enchanting coffee table book that garnered a loyal audience through its inventive approach, curated ideas, and mood boards, ultimately transforming the industry landscape.

Additionally, she played a crucial role as a Principal partner at a renowned Artists Agency in the US, working alongside celebrities and luxury hotels to launch an innovative mobile app for booking freelance artists.

Her extensive international experience includes partnerships with prestigious brands like Sephora, LVMH, The Hut Group, and Soho House Design. Recently, she has showcased her entrepreneurial spirit by conceptualizing, designing, and branding distinctive hospitality projects, proving her capability to drive successful initiatives within various organizations.

# reach out.



949 -886-3922



[cat360connect@gmail.com](mailto:cat360connect@gmail.com)



USA Orange Country . International