

First phase of £16m Brackenborough Lakes Resort launches as lodge development picks up pace

First lodges are welcoming guests and the second phase of development is about to start at the rebranded Brackenborough Lakes Resort.

The luxury lifestyle additions at Cordeaux Corner, near Louth, are [part of a £16 million scheme from the third generation family business](#). A total of 30 more holiday homes will be added to the expanding Wolds gateway site ready for summer 2023.

Tom Lidgard, sales and development director at parent company Oak Ridge Hotels is leading on the programme, four years in the planning.

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The first lodges were developed as the company progressed through the pandemic, with strong feedback and early sales driving the team forward.

“The rebrand from Brackenborough Hotel to Brackenborough Lakes Resort reflects how we are becoming a tourism destination,” Mr Lidgard said.

“The first nine lodges are now operational and the next stage, another 30, starts next month, and we’ll be looking to launch them in spring 2023.

“We are generating a lot of interest. A big win for us was the Lincolnshire Show, which we took a lodge to. Feedback from

early visitors has been really positive too, we have a lot of people coming here from the Midlands, Birmingham and the wider area.”

Brackenborough Lakes Resort launch



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A special open event was taking place over the weekend to build on early sales of both those now welcoming guests and off-plan options.

Planning consent for 127 homes has been granted for the resort, with fields immediately behind ‘The Brack’ and the Tennyson function suite being transformed with water features and landscaping.

“A big USP for us is energy efficiency and sustainability,” Mr Lidgard said. “We are working really hard towards special accreditation.”

In the main the lodges are two or three bedroom, but some four bed units are planned, as well as some bespoke twists to further enhance what it is marketing as attractive investments.

The team, also behind The Ashbourne Hotel at North Killingholme and The Counting House in Cleethorpes, are managing lets and sales, with packages in place to profit-share on time handed back when lodges are not used by their owners.

Suffolk-headquartered Omar Group has built the lodges at its Hull Park Homes manufacturing site.

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