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Local artist David Litchfield creates Woburn Forest illustration

A local artist has been asked to create an illustration to represent the new Center Parcs in Bedfordshire. David Litchfield lives in Bedford with his family and was approached by Center Parcs in August to create his interpretation of what the Subtropical Swimming Paradise at the new village, Woburn Forest, will look like once finished.

The illustration, which was created last year, will be used on gifts during the launch of Woburn Forest and on guest welcome communications during the spring. The illustration and opening of Woburn Forest will mark an important

milestone in the Company's story.

Lee Jakubik Senior Designer at Center Parcs said *"We were keen to get the talent and inspiration from a local artist to help us create an image for Woburn Forest. David's work is amazing and really fits with our brand; lively, creative, fun and family-friendly. We had considered a number of artists from across the UK but the style and quality of David's work really stood out!"*

David Litchfield said *"I couldn't believe it when Center Parcs contacted me; it was completely out of the blue! Art is my passion and when I received this commission, I took the plunge and decided to finish at my full-time job and dedicate my time to my art. This work has given me the confidence to start up my own business and do what I love every day as well as providing for my wife and son".*

David has been an artist for many years. He first began drawing when he was very young, creating 'mash up' comics for his older brother and sister. Since then David's work has appeared in magazines, national newspapers, books and on T-shirts. In the last few years he has illustrated for The Beano, The Telegraph Newspaper, Anorak Magazine and Flamingo Magazine. He is also a regular contributor to Creaturemag and the Bedford Clanger newspaper. David has recently exhibited his illustrations in both solo and group shows in the UK, Europe and America.

Center Parcs Woburn Forest is on track for opening and will be welcoming its first families for short breaks in spring 2014.

Credit David Litchfield photo to Andrew Foster

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Sustainability facts and figures

Committed to enhancing the forest and wider environment, Center Parcs aims to be one of the leading sustainable 'Large Scale Tourist Destinations' in the UK. The Center Parcs Sustainability Strategy, launched in 2011, promises to reduce Center Parcs carbon emissions by 20% and produce 10% of its energy from renewable sources by 2020. Center Parcs currently uses a variety of different energy saving choices including:

- New and refreshed accommodation projects have included environmentally efficient technology such as:
 - Ground source heating
 - Solar panels
 - Photovoltaic
 - Combined heat and power plants
 - Energy-saving LED lighting
 - Water-efficient showers
 - Low-energy kitchen appliances
 - Intelligent thermostats

- Electric vehicle fleet for housekeeping and technical services

Center Parcs is investing in energy efficiency and renewable technologies - such as District Heating - to achieve the aim of consuming 25% less than the average existing Center Parcs village.

Notes to Editors

1. Center Parcs has five Villages across the UK; Sherwood Forest in Nottinghamshire, Elveden Forest in Suffolk, Longleat Forest in Wiltshire, Whinfell Forest in Cumbria and Woburn Forest in Bedfordshire which opened to guests on 6 June 2014
2. As the leader in the UK short break holiday market, Center Parcs regularly achieves average annual occupancy in excess of 97%
3. Center Parcs offers weekend, (Friday to Monday) or midweek (Monday to Friday) breaks and welcomes over 1.7 million guests each year, with 96% of guests expressing an intention to return
4. The Center Parcs concept is to provide a range of high quality

accommodation, shops, restaurants and exceptional leisure facilities, carefully nestled amongst 400 acres of protected forest environment

5. This concept originated in Holland in 1967, with the first UK Center Parcs opening in 1987. Center Parcs is now a separate entity in the UK, owned by The Blackstone Group
6. Center Parcs has been awarded the following accolades since 2008: the Green Business Award for Biodiversity Protection, Visit Britain 5 Star Rating, Hospitality Assured, Biodiversity Benchmark - Land Management, Carbon Trust Standard, Good Spa Guide Award, ISO14001, Investors in People
7. Center Parcs has recently been announced '[Best Family Holiday Provider](#)' in the Tommy's Awards for the eleventh year in a row

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