

Ashby Woulds, Derbyshire



New park takes privilege to new peaks

Boasting a rare five-star accommodation quality award, a new lodge complex bordering the Peak District claims to have seized the high ground in terms of both luxury and price.

Guests at Ashby Woulds in the Derbyshire village of Overseal will pay up to £2,000 for a week's stay in pampered surroundings. Located in the heart of the National Forest, the boutique family-run park is a newly opened £4 million development with idyllic views.

From the moment they step onto the Wilton carpeting of the timber-built lodges, says park owner Tom Hartley, holidaymakers will be cocooned in five-star finesse.

'Many parks can now offer an experience comparable with a good three-star hotel - but I wanted to give people a taste of what's on offer from the truly prestige end,' said Tom. He believes the park's 20 lodges will appeal both to 'special occasion' guests, and to those always accustomed to receiving the best wherever they stay.