

SAVILLS LEISURE & TRADING

Holiday & Residential Park Update 2026

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The national holiday and home park **specialists**

How can our specialist Leisure team assist you?

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AGENCY



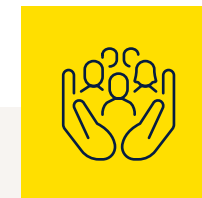
**VALUATION &
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**EXPERT RATING TEAM ACTING FOR
THE MAJORITY OF GROUP HOLIDAY
PARK OPERATORS IN THE UK**

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Introduction

Welcome to the Holiday & Residential Park Update 2026

The holiday and residential park market continues to demonstrate its strength as one of the most resilient and forward-moving sectors within the property industry. This year’s update brings together an overview of the trends, opportunities and challenges shaping the sector as we head into 2026.

Following a period of adjustment marked by economic pressures, rising costs and shifting consumer behaviours, 2025 closed with a renewed sense of stability and confidence. Demand has strengthened, particularly within the £1–5 million range, supported by easing interest rates and greater alignment between buyer and seller expectations. At the same time, both the holiday and residential sectors continue to benefit from enduring lifestyle shifts, with short domestic breaks, cost focused buyers and community-focused living driving sustained interest.

Within this brochure, we explore the key developments that have influenced the market over the past year, including transactional activity, valuation trends, operational performance and the evolving role of corporate investment. We also highlight the major changes to business rates due to take effect from April 2026, offering essential insight into how operators can prepare for a more complex rating landscape.

Sustainability remains a core theme for 2026, with EV charging emerging as a particularly exciting area of opportunity. As greener travel accelerates and investor appetite grows, parks are increasingly able to enhance their ESG credentials and unlock new income streams through well-structured, low-capex partnerships.

Alongside expert commentary, you will find thought-leading articles from specialists across the sector, offering perspectives on planning, investment, valuation, rating and the evolving dynamics of the UK parks market. Together, these insights provide a practical and forward-looking guide for operators, investors, developers and lenders alike.

We hope you find this publication both informative and inspiring as you plan for the year ahead.

Warm regards,
Richard Prestwich

The holiday and residential parks market update

THE UK PARKS SECTOR - MARKET OVERVIEW

The UK holiday parks sector shifted from price softening in 2024 to cautious optimism in 2025, with deal volumes roughly doubling year-on-year. The sector's resilience continued to attract established operators, who were further encouraged by limited competition from external investors, whose activity remained muted throughout 2025. Most transactions fell within the £1-5 million range, signalling a renewed level of confidence among buyers. By contrast, sales above £10 million were scarce, as many investors showed limited appetite for the sector's largest parks, which has corresponded with some high profile and isolated insolvency cases.

This improvement at the lower and mid-market tiers has been supported by easing inflation and a reduced Bank of England base rate, which at the time of writing was 3.75%, improving funding conditions and encouraging capital to flow back toward operational real estate.

However, uncertainty surrounding the Autumn Budget 2025 created a short-term slowdown. A three-to-four-week period, typically a peak time for park sales, saw very few new deals agreed. Many transactions completed during this window to mitigate potential tax changes, which ultimately did not materialise. This pause, followed by the usual pre-festive season lull, temporarily inflated supply and created a short-lived imbalance between park availability and demand.

Looking ahead to 2026, the outlook remains positive. An active buyer pool and stabilising supply, combined with reducing interest rates, should underpin confidence. Operators will, however, need to plan for upcoming changes to Inheritance Tax (IHT) and Business Property Relief (BPR) scheduled for April 2026 and April 2027.

OPERATIONAL TRENDS FROM 2025

The operational landscape for UK caravan parks in 2025 reflects a sector adapting to post-pandemic realities, shifting consumer preferences, and economic headwinds. Key trends include:

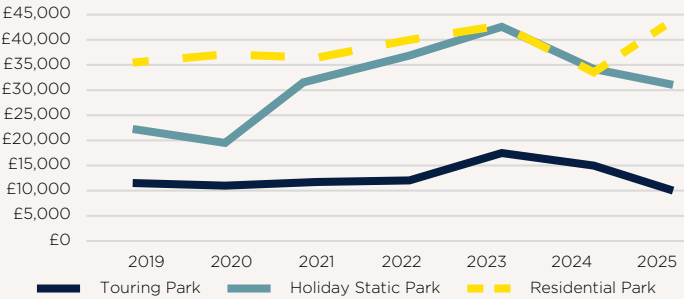
- Caravan Sales:** Overall sales remain subdued compared to the post-Covid boom, as the market works through oversupply and

cautious consumer sentiment. Budget and entry-level models are outperforming mid and premium ranges, driven by cost-conscious buyers seeking affordable staycation options amid lingering cost-of-living pressures. Conversely, prime parks in high-demand coastal and countryside locations continue to achieve strong sales at the upper end, supported by affluent buyers prioritising quality and location over price sensitivity.

- Holiday Letting:** Consumer behaviour continues to pivot toward shorter, more frequent breaks rather than traditional two-week holidays. This trend increases operational complexity, requiring faster turnaround times and greater flexibility in booking systems. Parks adopting dynamic pricing and mobile-friendly booking platforms are better positioned to capture last-minute demand. Consequently, Savills operational data shows a continuing increase in annual income per hire fleet pitch achieved.
- Regulatory Pressure:** A growing number of action groups within both the holiday and residential sectors are advocating for tighter regulation. This movement likely stems from the post-pandemic surge in premium-priced caravan and lodge sales, often to buyers unfamiliar with the nuances of ownership, products that are, fundamentally, depreciating assets.
- Rising Operating Costs:** Wage pressures, including the April 2025 National Living Wage increase to £12.21, with a further rise to £12.71 in April 2026—alongside higher operating expenses continue to squeeze margins. Operators are responding by seeking efficiencies through technology and energy-saving measures, while offsetting cost pressures via increased pitch fees and ancillary revenue streams such as food & beverage and leisure facilities.

TRENDS IN PITCH VALUES

Both the holiday and residential parks market has experienced significant volatility over the seven-year period from 2019 to 2025, shaped by shifting consumer demand, post-pandemic behaviour, and broader economic conditions. Each park type (Touring, Holiday Static, and Residential) shows a distinct pattern of growth, correction and re-stabilisation. The following summarises the updated 2025 average per-pitch values:



TOURING PARKS

Transaction volumes for touring caravan parks remained low. Data indicates that while top-tier touring parks achieved values in the region of £20,000 per pitch, the majority of transactions were at £10,000 per pitch or below, producing a mean average of £10,833 per pitch.

This reflects a continued normalisation following the sharp post-pandemic demand surge seen between 2021 and 2023, as well as ongoing changes in site configuration. Site inspections throughout 2024 and early 2025 have highlighted a growing trend of touring pitches being replaced with higher-value static caravan pitches. Seasonal pitch fees have increased—often aligning with static caravan pitch fee levels—while nightly touring demand remains strong.

Evidence also suggests a consumer shift from touring caravans toward motorhomes. We expect many operators to enhance motorhome accessibility and facilities, for example by providing additional hardstanding pitches capable of accommodating heavier vehicles, along with improved service points.

Although values have corrected from their post-pandemic highs, we anticipate a robust operational year for touring sites in 2026. The conversion of touring pitches to static caravan pitches is likely to continue where planning permissions allow.

HOLIDAY STATIC CARAVAN PARKS

The holiday static caravan park sector remains the most active in terms of transactional volume and buyer demand. The sector has experienced notable volatility, with average per-pitch values peaking at £42,598 in 2023 before falling to £32,190 in 2025, slightly below pre-pandemic levels. This indicates that the market underwent a course correction during 2024 and 2025.

Market data continues to show an oversupply of caravan stock sitting with manufacturers and distributors, which remains in the thousands of units. Although there is a marked improvement on the position 12 months ago, largely due to major operators replenishing their hire fleets, it still underscores the challenges facing park

owners, for whom caravan sales represent a significant share of annual revenue. Many operators expect sales to strengthen once broader economic conditions improve, though the timing of such a recovery remains unclear. While it is uncertain whether further market adjustment will occur, recent data indicates that values have now stabilised. The volume of sales completed in 2025 supports the view that this price stabilisation has been broadly accepted by both buyers and vendors.

RESIDENTIAL PARKS

Residential parks reached a peak per-pitch value of £42,857 in 2023 before dropping to £33,534 in 2024, however activity in 2024 was muted. The 2025 rebound to £40,547 demonstrates renewed confidence in the sector and supports expectations of continued long-term demand.

Transaction volumes remained relatively low in 2025 albeit there was a notable improvement in the quality of parks available in 2025, which may have artificially increased the pricing data. Park homes remain a popular and increasingly attractive option for senior living, and demographic trends continue to support strong demand. The 2025 uplift suggests that the sector is returning to its previous growth trajectory.

MARKET TRENDS FOR 2026

The UK holiday parks sector enjoyed a strong transactional year in 2025, and early indicators suggest that 2026 will maintain this momentum, supported by sustained demand. Buyers are expected to remain conscious of increased park availability, as a rise in listings may provide greater choice and, in the short term, exert downward pressure on pricing for non-core parks in weaker locations.

Despite this, operator confidence has strengthened following the notable improvement in sentiment and transaction activity seen in 2025. Deal volumes are forecast to remain healthy, underpinned by stabilising pitch values, an active operator-led buyer pool, and the ongoing easing of interest rates. While the £1-5 million segment is set to remain the most competitive and liquid part of the market, appetite for large-scale acquisitions is likely to stay limited, keeping activity at the top end of the sector subdued.

Operationally, 2026 will be defined by rising costs, regulatory pressures and evolving consumer behaviour. The shift toward shorter, more frequent breaks will continue, favouring parks with strong digital capabilities and flexible operational models, as operators seek to drive occupancy, enhance guest experience, and offset higher wage and energy costs.

Upcoming changes to Inheritance Tax and Business Property Relief in 2026 and 2027 will influence ownership decisions and may bring additional parks to market. Despite these pressures, underlying demand for staycations, budget-friendly holiday options, and high-quality residential parks remains robust, positioning the sector for steady performance and selective growth throughout 2026.

Agency case studies

COUNTRY PARKS

Includes Greenacres Park, the Cotswold; Lindow Court, Cheshire and Linton Park, Herefordshire

Client: Country Parks Limited
Client industry: Residential Parks
Service: Agency (Disposal)
Guide Price: Undisclosed
Date: September 2025

Challenge

The Country Parks Limited portfolio has been a family-run business in operation for over 45 years. Our clients approached Savills in Summer 2024 regarding the disposal of the group, comprising three residential parks and one holiday park. Given the group's blend of holiday and residential assets, this presented a strategic decision: whether to bring all four properties to market together or exclude the holiday park from the disposal.

Solution

We advised our clients the group would be more marketable if prospective buyers had the option to exclude the holiday park from the disposal. We conducted a confidential marketing campaign targeted at key and reputable

buyers within the sector with significant demand for the properties resulting in a tender process to conclude the marketing process.

Result

The sale of the three residential parks concluded in September 2025 at a premium above the guide price. This transaction highlighted Savills commitment to delivering exceptional outcomes even during a period of market turbulence. By utilising our market expertise and strategic approach, we ensured the disposal not only maximised the group's marketability and value but also aligned with our clients' goals. The disposal enabled the clients to sell the three residential parks while remaining actively involved within the industry.



The sale of the portfolio provided a rare opportunity to acquire a number of strong income-generating premium residential parks in desirable locations. A family run business for the past 45 years, the purchaser will now have the chance to build on the fantastic legacy each of the three parks have cultivated.

Richard Prestwich, Director in the Leisure & Trading team at Savills





WHITEARCH PARK

Suffolk

Client: Private Client
Client industry: Residential Home Park
Service: Agency (Disposal)
Guide Price: £1.5 million
Date: September 2025

Challenge

The property comprised an attractive and sought-after residential park, with planning permission for 21 residential units, 19 of which were developed for park home pitches with an additional two-storey log cabin and one-bedroom bungalow (which was let). It had been owned by the same family for over 30 years, during which time they had developed the park to a high standard and obtained planning permission for 18 further holiday units on a former touring park area. The family wished to dispose of the property for retirement purposes and instructed Savills to act on their behalf.

Solution

Savills recommended a marketing campaign to include circulation of details to their extensive mailing list of parties looking to acquire similar opportunities. In addition, the property was added to Savills website, a press release was issued to Savills local and national press contacts and the property was included in Savills advertisement in the BH&HPA Journal. An online data room was also prepared to present the information which would be required by prospective purchasers looking to submit an offer.

Result

The property was launched to the market in February 2025. A good level of interest was achieved which resulted in an offer being accepted in June 2025. The sale was successfully concluded in September for an undisclosed sum close to the guide price.



I would like to thank Savills for all their hard work and commitment in the sale of our park

Michael Rowe



CELTIC HOLIDAY PARKS

Pembrokeshire

Includes Meadow House Holiday Park, Noble Court Holiday Park & Croft Country Club

Client: Grant Thornton
Client industry: Insolvency
Service: Agency (Disposal)
Guide Price: Undisclosed
Date: December 2025

Challenge

Savills were instructed by Grant Thornton to dispose of Celtic Holiday Park's portfolio, which had recently entered administration. The disposal came with several challenges, including a tight marketing timescale and challenging market conditions.

Solution

We provided expert market advice as to the range of values and strategy to achieve the best price in the most efficient timescale. We conducted an open marketing campaign to generate the maximum level of interest in the portfolio resulting in significant interest from the market which exceeded 100 parties. As a result of the interest gained, Savills ran several assisted viewing days. We concluded the process with an informal tender process resulting in a significant numbers of bids. Savills advised our client of

the most favourable bids and provided our recommendations for the decision process.

Result

The parks were successfully sold to three separate purchasers in December 2025. This transaction showcased Savills capability in managing complex disposals involving multiple properties, numerous stakeholders, and limited timescales. By leveraging our market expertise, we were able to guide our clients toward the most advantageous options aligned with their objectives.

Valuation and professional advisory services

OVERVIEW

With over 6,200 holiday parks across the UK, and circa 2,000 residential parks, our specialist valuation team advised on more than 110 parks in 2025, including several high-value portfolio transactions. The average park value exceeded £3.5 million for individual parks, contributing to a total valuation of circa £1 billion including portfolios.

TAILORED, INSIGHT-DRIVEN VALUATION

Our approach is rooted in understanding that every park is unique. We conduct on-site operator interviews to gain direct insights into your business operations, aspirations, and market positioning. This enables us to deliver valuations that are not only robust for accounting, refinancing, or acquisition purposes, but also rich in benchmarking intelligence and growth opportunities.

Key Financial Insights from 2025

Pitch Fee Income

Averaged 30% of turnover, down from an average of 36% in 2024 but still providing a stable income base that typically covers core operational costs.

Sales Income

Despite challenging conditions, sales contributed circa 36% of turnover, highlighting resilience although often at lower margins.

Hire Fleet Income

Remains underutilised in parks with fewer than 300 pitches—indicating potential for flexi-fleet models to boost revenue.

Food & Beverage (F&B)

Averaged circa £1,500 per pitch, a decrease on last year highlighting a tough economic environment with high inflation on food prices in the minds of consumers.

Wage Costs

Ranged from 5% to 32% of turnover, averaging typically around the 23% mark but with changes in National Insurance and minimum wage legislation not having shown through yet for a full year for most operators.

Profit Conversion

Typically has dropped slightly following cost increases that often could not be passed on.

Snapshot of 2025

“

Interest rates didn't decrease as quickly as we were hoping and so many operators held off refinancing and therefore bank led valuation activity decreased.

Changes to taxation brought about by the 2024 budget meant that many operators wanted professional advice to consider restructuring and succession planning.

Since the highs seen in 2021, several surveys have stated that valuation mismatching was the greatest obstacle to dealmaking and the single largest impediment to transactions. In 2025 that barrier was largely broken and with several clear years of 'normality' buyers and sellers became more aligned.

”

Strategic Trends to Watch

Mixed Models to maintain the sales margin

Greater use of hire fleet and its cyclical replacement by selling second hand units at more affordable prices to customers after 3-4 years.

Management Models and White Label Operators

The sector learning from more mature sectors such as hotels.

Data and Metrics

Not only its use in valuation but greater tracking and use by all levels of operator to benchmark their product and property.

ESG & Sustainability

Rising consumer demand for eco-conscious stays and brands that demonstrate authenticity; manufacturers introducing zero-carbon units and increased renewable energy, particularly to assist with EV needs

Group Operators rationalising and streamlining portfolios

Selling assets which don't fit their core profile in business model or location.

Partner with Us



Whether you're an operator, investor, or lender, our valuation and advisory services are designed to help you navigate complexity, unlock value, and plan for sustainable growth in a dynamic market.

Corporate activity - a year in **summary**

TOP TIER MARKET

In 2021-2022, when corporate activity peaked in the parks sector, a clear two tier pricing market emerged, with corporate buyers paying above levels supported by industry operators. This was driven by two main factors: different financial objectives and different ways in which they price properties.

Industry operators typically seek long-term ownership and steady income to service debt, pricing assets based on historic trading and benchmarking against existing holdings. Industry operators closely consider the value of the underlying property, using the capital value per pitch as a cross-check to value.

In contrast, private equity is often constrained by a five year ownership period and their primary aim is to meet their Internal Rate of Return (IRR), a financial metric which calculates an investment's compound annual growth rate, accounting for all cash flows over the hold period. The acquisition price today is partly driven by the projected sale price (Exit Value) at the end of the hold period. Private equity targeting IRRs of 15 - 20%, seek businesses which provide a combination of existing trading income and development upside, in order to drive the Exit Value to a sufficient level, relative to the acquisition price. The exit multiple, which is applied to the last year of projected profits generated before the asset is sold, typically assumes the same market conditions at a point of sale, to those when the asset was acquired.

In 2021-2022, strong operational performance and competitive tension drove higher multiples on profits. Buyers assumed continued operational growth and applied peak market exit multiples.

The year ahead will mark five years since the wave of corporate activity in the parks sector. Before considering the outlook for 2026, we first look back at 2025.



2025 SUMMARY

2025 was marked by a number of false dawns in economic terms and the trends generally mirrored those in 2024. Much of the stock coming to market comprised sub £10M lot sizes, appealing mainly to owner operators. Many corporate buyers focussed on assembling new groups however activity was constrained by limited suitable supply.

The second half of 2025 saw a gradual escalation in corporate activity in the parks sector, with a number of emerging trends:

- The capital stack (referring to the range of financing sources invested in a company) in leisure and trading sectors is becoming more nuanced, with more complex financing structures. In August 2025, Blackstone refinanced the Haven group through a CMBS structure (Commercial Mortgage-Backed Securities), where a pool of commercial real estate loans were sold as bonds. Separately, Parkdean have been through a financing process. Private equity increasingly offer both equity and debt solutions.
- The marina group Aquavista was recently acquired by an infrastructure fund, which often hold assets for longer terms than traditional private equity funds. There is an opportunity for more "patient capital," which is to say investors who are able to consider assets which require a longer hold period to meet return requirements.
- Corporate buyers are increasingly focussed on sectors with close links to shifting demographic and geopolitical trends and which are capable of embracing technology and innovation. For instance, bungalows comprised around 11% of new homes in 1990 but only around 1% of new homes in 2024. Given the ageing population, residential park homes help address the shortage of single-storey accommodation.
- A deterrent for investors in some leisure and trading sectors such as the residential home park sector has been the dearth of specialist management teams, also referred to as "white label" operators. In 2025, an increasing number of prospective corporate buyers have entered into agreements with retained management teams. Operator tie-ups present a key point of difference for the corporate investor. The operator utilises their industry contacts to identify acquisition opportunities, informs business plans and projections and oversees day to day management of the business.

- Some investors have been focussing on Mainland Europe, where leisure and trading sectors are less mature and more fragmented. Portfolios in different countries offer a hedge against different geo-political dynamics.

2026 OUTLOOK

With 2026 marking five years since corporate activity peaked, on a normal time horizon, some investors may be looking to exit however doing so to potentially realise a loss is not a feasible option. Pending further improvements in operational performance, continuation funds are selectively being used to extend hold periods. By selling assets into new vehicles, investors are able to retain businesses which they consider offer latent trading potential.

When corporate backers decide to sell, valuations which have been re-based to reflect current market sentiment will be key to liquidity; few buyers will wish to sell at a discount to their book values.

As interest rates reduce, the cost of debt declines and its availability increases, pressure will grow on private equity to deploy more capital, especially if these events coincide with an improvement in operational performance.

Following a trend seen in 2025, there is a continued expectation that some operators will market their non-core parks, using the proceeds to reinvest into retained assets.

It remains unlikely that the perfect storm of 2021-2022, with the staycation boom, will be repeated to the same extent. In order to hit their target returns, buyers will need to focus on assets or platforms, which provide sufficient value creation opportunities through various means, planning upside being one of them. Improved data transparency will give corporate investors more confidence in how they model financial projections. Moreover, greater availability and analysis of data may reduce investors' inclination to price in risk to achievement through a lower exit multiple, enabling the parks sector to compete more closely on price with more mature operational asset classes.

Business **rates**

The Chancellor's announcement in the November Budget means that from 1 April 2026, when the new rating list comes into effect, business rates will be more complex than ever before.

The Chancellors budget in November announced a series of significant changes for business rates. These included changes in annual multipliers, Retail, Hospitality and Leisure (RHL) relief and a large property supplement.

BUSINESS RATES REVALUATION

From 1 April 2026, a new rating list will become effective which will last until 31 March 2029. The Valuation Office Agency (VOA) published their draft rating list in November detailing the proposed rateable values that will be effective from 01 April 2026, below we have outlined the key dates before 2026 list becoming effective.

- **December 2025 to March 2026:**
A limited window will be open to correct any obvious errors in the new valuations.
- **February 2026 to March 2026:**
New rates bills will be issued by local authorities.
- **31 March 2026:**
The final date to initiate an appeal against a current 2023 list rateable value.
- **1 April 2026:**
New rates bills become due to be paid.

RETAIL, HOSPITALITY & LEISURE RELIEF

Currently RHL businesses receive 40% relief up to £110,000 of rateable value per annum, per business, however 1 April 2026 will mark a significant change to this, as RHL properties will benefit from permanently lower multipliers:

- **Small business RHL multiplier 2026/27 rateable values up to £51,000:** 38.2p (previously 49.9p in England).
- **Standard RHL multiplier 2026/27 rateable values between £51,001 to £499,999:** 43p (previously 55.5p in England).

The extent of this change was a surprise to most, as RHL had already reduced from 75% to 40% in 2025/26, so reducing the relief to between 10% and 20% for 2026/27 was unexpected. To counter this, there was an argument for there to be no RHL relief, as was the case prior to Covid-19. The relief was proposed to be funded by larger properties, so to restrict the RHL relief and lessen the burden on larger properties could be seen as a reasonable adjustment.

LARGE PROPERTY SUPPLEMENT

From 1 April 2026, all properties with a rateable value in excess of £500,000 regardless of use class will pay a supplement of 2.8p.

- **Large property multiplier 2026/27:** 50.8p (previously 55.5p in England)

It must be noted, the legislation allows for the large property supplement to add up to 20% of the standard business rates multiplier, although the rate for 2026/27 is set around 5.8% less than a third of what legislation permits which is positive news for businesses.



Leisure Planning 2025 **successes**

Pennant Park Resort

Flintshire

- Full planning permission granted for 11 luxury holiday lodges and 6 boutique shepherds huts
- Set within a newly designed landscape, featuring extensive structural planting and wildlife/attenuation pond
- Strengthens Pennant Park's growth as a leading North Wales leisure destination



Newhaven Holiday Park

Peak District

- Secured planning permission for the exchange of 28 touring caravan and tent pitches for 24 static caravans
- Within sensitive national park location
- Landscape-led scheme which delivers substantial landscaping to preserve national park setting



The Springs Holiday Park

Worcestershire

- Additional 17 lodges approved at existing holiday park in a lakeside setting
- Brings total number of caravans at the park to 229
- Close to popular market town of Pershore



Warren Park

Shropshire

- Lawful Development Certificate granted to secure the siting of park homes on adjacent land used in conjunction with existing park home estate
- Located in a rural setting close to Market Drayton



Tyddyn Isaf Caravan Park

Isle of Anglesey

- Secured Lawful Development Certificates for static and touring caravans which had been sited for over 10 years
- Savills put forward high-quality, evidence-led submissions to support the application
- Located within Anglesey Coast National Landscape



Permitted Development Rights: Temporary Campsites

In England, landowners can now operate temporary campsites for up to 60 days per calendar year without planning permission, whilst in Wales and Scotland, the limit remains at 28 days.

The UK's evolving approach to temporary campsites reflects a growing appeal in outdoor recreation and flexibility for rural businesses. Two key regulations - the 60-day rule in England and the 28-day rule in Wales and Scotland - govern how long land can be used for camping without formal planning permission. These rules are part of the broader framework of permitted development rights, which allow certain uses of land without the need for a full planning application.

THE 60-DAY CAMPING RULE IN ENGLAND

Adopted in July 2024, under the new Class BC amendment to the General Permitted Development Order (GPDO), the 60-day rule allows landowners in England to operate temporary campsites for up to 60 days per calendar year without applying for planning permission.

Key features of the rule include:

- **Maximum of 50 pitches:** The site can host no more than 50 camping pitches at any time.
- **No caravans:** While tents and motorhomes are allowed, touring and static caravans are excluded.

- **Moveable structures permitted:** Facilities like portable toilets and showers are allowed, but must be removed when the site is not in use.
- **Flexible operation:** The site can operate for 60 days consecutively or spread throughout the year.
- **Notification required:** Landowners must inform their local planning authority in advance, providing a site plan and intended dates of operation.
- There are certain rules and restrictions around sites within Flood Zones 2 and 3, or protected sites such as Sites of Special Scientific Interest.
- A Camping Licence is required if the site is operating for over 42 days consecutively.

This rule aims to support rural economies by enabling landowners to diversify their income, especially during peak tourism seasons. It also offers a low-barrier entry point for those looking to test the waters of operating a campsite before committing to a full-time business.

THE 28-DAY CAMPING RULE IN WALES AND SCOTLAND

In contrast, Wales and Scotland continue to operate under the traditional 28-day rule, which allows land to be used for camping without planning permission for up to 28 days any calendar year.

Whilst there is no limit on the number of pitches allowed at any one time, this rule is generally more restricted includes the following conditions:

- Applies to tented camping and motorhomes only: Caravans require separate permission.
- No more than 28 days: The limit applies whether the days are consecutive or spread throughout the year.

While the 28-day rule provides flexibility for occasional or seasonal camping, it limits the potential for extended operations or commercial ventures. However, landowners can apply for planning permission and a camping licence if they wish to operate beyond the 28-day threshold.

IMPLICATIONS AND CONSIDERATIONS

The divergence of England compared with Wales and Scotland reflects differing policy priorities. England's 60-day rule is seen as a boost for rural tourism and economic resilience, while Wales and Scotland maintain a more conservative stance. However, as of 2025, the Welsh Government are considering adopting the 60-day rule to bring them into line with England, likely recognising the economic benefits it can bring.

This is anticipated to come into effect during 2026, following a consultation on the proposed changes.

For landowners and park operators alike, understanding these rules is essential. Operating beyond the permitted days without the appropriate permissions in place can result in enforcement action. As interest in "pop-up" and eco-friendly camping grows, these regulations will likely remain a focal point.



This article does not constitute formal planning advice. If you require any advice or guidance on camping uses do not hesitate to contact the Leisure Planning team at Savills.

Residential Park Homes: Section 106 Financial Contributions vs Community Infrastructure Levy (CIL)

The pressure to deliver housing across England and Wales remains intense, with national policy continuing to prioritise a robust supply of homes for future generations.

The **National Planning Policy Framework (NPPF)**, revised in **December 2024**, reinforces the requirement for Local Planning Authorities (LPAs) to maintain an up-to-date Local Plan and demonstrate housing land supply.

While the previous obligation for a rolling five-year supply has been relaxed for authorities with plans less than five years old, the principle of providing a **“mix of housing types”** remains central. Similarly, **Planning Policy Wales (PPW)**, updated in 2024, emphasises sustainable development and affordable housing delivery, including innovative models such as community-led housing.

Within this context, the park home sector continues to play a vital role in meeting housing needs. Park homes offer an alternative to traditional bricks-and-mortar housing, often appealing to older residents and those seeking affordable options. However, planning permissions for new or expanded park home estates frequently attract requirements for financial contributions to mitigate development impacts - typically through **Section 106 agreements** or the **Community Infrastructure Levy (CIL)**.

CIL AND PARK HOMES: CURRENT POSITION

The Community Infrastructure Levy Regulations, confirm that CIL applies to “chargeable development” defined as new buildings with measurable floorspace. The charges that apply differ between local planning authorities, and are set charges that cannot be negotiated.

Crucially, park homes and caravans are not considered buildings for CIL purposes and therefore remain exempt. Despite this, some LPAs continue to misapply CIL to park home developments, leading to disputes and, in some cases, unnecessary payments.

SECTION 106: NEGOTIABLE BUT INCREASINGLY COMPLEX

Where financial contributions are sought for park home schemes, the correct mechanism is a Section 106 agreement under the Town and Country Planning Act 1990. These agreements must satisfy the statutory tests in so far as they must be: necessary, directly related to the development, and fairly and reasonably related in scale and kind.

Unlike CIL, Section 106 obligations are negotiable, allowing developers to agree contributions on a pitch-by-pitch basis.

However, recent research highlights growing delays in concluding Section 106 agreements.

KEY TAKEAWAYS

- CIL does not apply to park homes; any LPA attempt to impose it should be robustly challenged.
- Section 106 contributions are negotiable, so you should always seek professional advice.
- Section 106 remains the appropriate route for securing site-specific contributions, but negotiations can be lengthy.

Government is consulting on standardised templates to streamline the process, but for now, early engagement and clear viability evidence remain essential.



Savills **Earth**

Shaping Greener Holiday Destinations

At Savills, we understand that sustainability isn't just a trend—it's a transformative force reshaping the way leisure parks and holiday homes are designed, operated, and enjoyed. As environmental and social expectations evolve, owners and operators need more than technical know-how. They need a partner who can connect the dots between nature, community, and commercial success.

Savills Earth is our dedicated sustainability platform, offering a seamless blend of global expertise and local insight. Whether you're planning a new eco-conscious holiday park, upgrading existing lodges, or enhancing biodiversity across your estate, we help you make decisions that are good for business—and better for the planet.

From coastal retreats to countryside escapes, we work across all asset types and lifecycle stages—helping you future-proof your investment and unlock the “green premium” that comes with doing sustainability right.

Let's Build the Future of Leisure Together.

Whether you're developing a new holiday park or revitalising an existing one, Savills Earth is here to guide your journey toward a more sustainable, profitable, and meaningful future.



What We Offer

We provide a full suite of energy and sustainability services tailored to the unique needs of the leisure and holiday home sector:

- **Sustainability and Net Zero Carbon Strategies** for park infrastructure and accommodation
- **Nature-Based Solutions** to enhance biodiversity and guest experience
- **Social Value Strategies** to strengthen local community ties
- **Operational Sustainability Strategies** to improve energy efficiency and reduce costs
- **ISO audits** and certification
- **ESG strategies** and **GRESB** support



Why Us

- Over 100 UK-based specialists and 200 global experts in sustainability
- Deep experience across leisure, residential, rural, and mixed-use developments
- Integrated teams covering Energy & Infrastructure, Sustainable Design, Natural Capital, and more
- Proven track record in delivering measurable ESG outcomes

We don't just advise—we inspire. Our mission is to help you create sustainable, vibrant and resilient destinations that guests love and communities value.

Powering the Future: Delivering EV Provision for Sustainable Holiday Parks in the UK tourism sector

The UK's electric vehicle (EV) market is charging ahead at remarkable speed. With over a million EVs now on the road and government commitments driving a zero-emission future, the transition to surface based electric mobility is reshaping how people travel—especially within the leisure and tourism sectors.

Holiday parks and holiday home operators are uniquely positioned to capitalise on this shift. As more holidaymakers opt for electric transport, the expectation for convenient, reliable EV charging at their destination is fast becoming a standard, not a luxury. Operators who embrace EV infrastructure alongside solar, battery storage and heat pump technologies are positioning themselves at the forefront of eco-conscious hospitality.

For holiday park operators, integrating EV infrastructure is both a strategic investment and a response to rising guest demand for sustainability. Providing EV charging supports decarbonisation efforts, enhances guest experience, and can lead to longer stays, repeat visits, and positive reviews from eco-conscious travellers.

EV and Planning

The UK government's push towards zero emissions is supported by changes in the planning system. Local planning authorities are now more frequently adding EV charging requirements to their policies, requiring new housing and commercial developments to include charging infrastructure.

Planning conditions are a key mechanism through which local planning authorities ensure EV charging infrastructure is delivered as part of new developments. Some local authorities require holiday park developments to provide 100% active EV charging provision (i.e. one charger per holiday pitch), whilst others accept minimum percentages.

However, there is a clear urban/rural divide in the challenges faced in implementing these EV charging schemes. Parks within rural areas can face major challenges, including sparse infrastructure, grid capacity limitations, and economic viability concerns. Rural

areas often have weaker grid infrastructure, making it harder to support high-capacity or rapid chargers, and require significant investment to upgrade. Such upgrades to substations and cabling are costly and time-consuming, and sometimes difficult to retrofit into existing sites.

Consequently, parks are seeking innovative strategies to address these challenges. Implementing solar panels, battery storage, and low-carbon energy options provides rural areas with resilient, scalable, and sustainable solutions. Additionally, data-driven intelligence can assist holiday park owners and operators in making informed decisions regarding the most suitable technologies.

How can we help?

Savills offers specialist consultancy to help leisure park and holiday home operators transition to low-carbon energy solutions, including power-led site finding for EV infrastructure, solar consultancy, low carbon building solutions, renewables consultancy, and net zero carbon strategies. Their team combines deep technical expertise with strategic property insight, guiding clients through feasibility assessments, planning permissions, grid assessments and connections, tender support, and funding opportunities. We can also leverage innovative software solutions to assess portfolios and enable landlords to identify the most commercially viable sites for EV installations in a matter of hours. By combining sustainability, planning, and commercial expertise, we can ensure that your park not only meets regulatory standards but becomes a benchmark for innovation and environmental stewardship whilst maximising your income potential.

A selection of our **properties** for sale



Merryn Heights
Cornwall

Holiday caravan park development site located to the southwest of Padstow in Cornwall

Status: Under Offer **Guide Price:** Offers Invited **Area:** Approximately 0.80 hectares (1.99 acres) in total

- Consent to be developed for a total of 25 static holiday caravans or lodges
- 6 privately owned units generating an annual pitch fee income
- 3 developed pitches that are currently vacant and 15 undeveloped pitches
- Permitted to be occupied for holiday use throughout 12 months of the year



BDOC South
Hampshire

A vacant development site with a Lawful Development Certificate for the redevelopment of holiday units with 12-month use

Status: Sold
Guide Price: Offers invited
Area: Approximately 2.28 hectares (5.63 acres) in total

- Lawful Development Certificate for the redevelopment of holiday units
- Currently sited with 10 derelict single-story wooden lodges which are vacant
- A masterplan has been prepared for 65 lodges (13ft x 40ft)
- Attractive development opportunity



Confidential
Agryll

Substantial holiday park in a prime location along the shores of Loch Sween in Scotland

Status: Under Offer
Guide Price: Price Undisclosed
Area: Approximately 30.26 hectares (74.78 acres)

- Developed to accommodate 269 pitches to include: 167 pitches with a 10-month holiday season, 65 pitches with a 12-month holiday season, 10 letting fleet, One twin unit staff lodge and two seasonal staff caravans
- Facilities to include boat storage, moorings, slipway for boat launching, modern workshop, gymnasium, bar and restaurant
- Site Licence permitting 12-month occupation for 284 static caravans for holiday use and one residential caravan
- Three-bedroom manager's bungalow incorporating reception and office
- Three-bedroom farmhouse, occupied by a staff member



Shamba Touring Park
Dorset

Long-established camping and touring park within easy reach of the A31 dual carriageway

Status: Under Offer
Guide Price: £1.65 million
Area: Approximately 2.22 hectares (5.32 acres) in total

- Planning permission to be developed for 150 touring caravan pitches
- Owner's/manager's two bedroom accommodation
- Central leisure facilities including heated swimming pool, bar, shop and laundry
- Permitted to operate as a holiday park throughout 11 months of the year



Confidential
Mid-Wales

Established premium holiday park located in desirable tourist location

Status: For Sale
Guide Price: POA
Area: Approximately 14.53 hectares (35.88 acres) in total

- Developed for 211 developed static holiday caravan pitches
- Site Licence permitting the siting of 283 holiday caravans 24 river moorings available for cruiser, wide beam or narrowboats
- Reception, bar, restaurant, spa and leisure facilities Two-storey former house, used as office accommodation



Whitearch Park

Suffolk

Attractive and well-established park home estate with planning permission for 18 additional holiday units

Status: Sold
Guide Price: £1.5 million
Area: Approximately 5.79 hectares (14.30 acres)

- Planning permission for 21 residential units
- Developed for 19 park home pitches
- Two-storey log cabin (unused) and one-bedroom bungalow (let)
- Planning permission for 18 additional holiday units on former touring park area
- Sufficient space for further units, subject to obtaining the necessary planning permission



Manor Farm Leisure Caravan Park

Worcestershire

Attractive and well-established holiday park licensed for 46 holiday and 15 touring caravans

Status: Under Offer
Guide Price: £1.95 million
Area: Approximately 8.29 hectares (20.49 acres)

- Developed for 46 static holiday pitches comprising 31 privately owned (sold under 20-year licence agreements) and 15 park-owned pitches, plus an additional five touring pitches
- Caravan storage area and outbuildings
- Areas which could be developed, subject to the necessary planning permissions
- Additional property available by separate negotiation



Confidential Sale

Devon

A static and touring caravan park, set in a wooded valley close to the North Devon Coastline

Status: For Sale
Guide Price: £3.75 million
Area: Approximately 7.13 hectares (17.62 acres) in total

- 63 Privately owned static holiday caravans
- 11 lodges, (9 privately owned, one warden's accommodation and one stock unit)
- 53 Touring pitches (46 fully serviced hardstanding)
- Two studio pods and three glamping pods
- Modern shower block, reception/office and work shed.



Henfold Lakes Fishery, Caravan & Camping Site

Surrey

Attractive and established camping and caravan park with fishing lakes set in enclosed woodland landscape

Status: Sold **Guide Price:** £2.5 million
Area: Approximately 29.84 hectares (73.73 acres)

- Lawful Development Certificates to use part of the property as a camping and caravan site for up to 205 caravans and/or tents
- Additional Certificates of Lawfulness permitting use of part of the site as a mixed-use adventure war games, caravan and camp site
- Two Certificated Caravan and Motorhome licenses each providing five electric hookup points for touring caravans
- Recently constructed clubhouse extending to approximately 159.9 sq m (1,721.5 sq ft) GIA
- Five stocked fishing lakes, service yard, variety of storage buildings and area of mature woodland



The Meadow Holiday Park

Cornwall

Static holiday caravan and bungalow park in Holywell Bay, Cornwall

Status: For Sale
Guide Price: £1.5 million
Area: Approximately 0.51 hectares (1.25 acres) in total

- Planning permission for 11 static holiday caravans and six touring caravans
- Residential three-bedroom bungalow
- Two semi-detached bungalows
- Situated opposite Holywell Bay
- Held in the same family ownership since the 1950's



Port Edgar Marina

Edinburgh

Established recreational marina providing serviced pontoon moorings, complemented by comprehensive marine services and premium hospitality facilities

Status: Sold **Guide Price:** Undisclosed

- Comprises a total of 320 berths accommodated via fully serviced pontoons and walkways
- Secure long leasehold interest held from the City of Edinburgh Council, providing long-term operational certainty
- Diverse income streams derived from 25 third-party sub tenants, including chandlery, marine service providers, retail units and hospitality businesses
- Full-service boatyard facilities including a slipway and two 25-tonne travel hoists, accommodating a wide range of vessel maintenance and handling needs



Penvale Lakes Lodges

Llangollen

Established holiday lodge park situated in the picturesque North Wales countryside

Status: Sold
Guide Price: £1.5 million
Area: Approximately 6.6 hectares (16.3 acres) in total

- Planning permission for 18 lodges - 12 developed
- Indoor swimming pool
- Detached four-bedroom cottage
- Development potential



Confidential Sale

Ceredigion

Established coastal caravan lifestyle business located in the heart of Cardigan Bay, West Wales

Status: For Sale
Guide Price: POA
Area: Approximately 1.40 hectares (3.45 acres) in total

- Developed to accommodate 60 static holiday pitches
- Site Licence from 1st March 31st October
- Eight apartments, let under Assured Shorthold Tenancy Agreements

Regency Living

Collection of four residential parks located in attractive locations surrounding key towns in the North West of England, available as group or separately:



Carter Hall

Lancashire

Mature mobile home park with convenient transport connections, situated on the outskirts of Haslingden town, 8 miles south-east of Blackburn

Status: For Sale
Guide Price: £1.7 million
Area: Approximately 2.64 hectares (6.52 acres) in total

- Developed for 54 permanent residential mobile home pitches
- Site Licence permitting the siting of 57 permanent residential mobile homes
- 47 permanent residential mobile home pitches currently occupied by private owners
- Seven vacant pitches
- Pitch fee revenue for 2025 accrues to £77,676.60



Croft Court

Lancashire

Established mobile home park conveniently located near major transport routes and local services, located seven miles from Preston

Status: For Sale
Guide Price: £1.4 million
Area: Approximately 1.28 hectares (3.17 acres) in total

- Developed for 42 residential mobile home pitches
- Site Licence permitting the siting of 50 permanent residential caravans
- 36 permanent residential mobile home pitches currently occupied by private owners
- Five vacant pitches and one undeveloped plot
- Pitch fee revenue for 2025 accrues to £80,309.04



Stalmine Hall Park

Lancashire

Residential mobile home park located in a peaceful Lancashire village, with community amenities nearby, less than 10 miles from Blackpool

Status: For Sale
Guide Price: £1.5 million
Area: Approximately 1.57 hectares (3.87 acres) in total

- Developed for 52 residential mobile home pitches
- Site Licence permitting the siting of 53 permanent residential caravans
- One undeveloped pitch
- Pitch fee revenue for 2025 accrues to £99,769.92



Warrington Court

Cheshire

Residential mobile home park with good development potential located in Warrington, Cheshire

Status: For Sale
Guide Price: £850,000
Area: Approximately 0.74 hectares (1.82 acres) in total

- Developed for 29 permanent residential mobile home pitches
- Site Licence permitting the siting of 34 permanent residential caravans
- 14 permanent residential mobile home pitches currently occupied by private owners
- Two vacant pitches and 13 undeveloped plots
- Pitch fee revenue for 2025 accrues to £18,240.24



Black Rock Caravan & Camping
Dingwall

Established holiday park in the Scottish countryside with a river setting

Status: Sold
Guide Price: Undisclosed
Area: Approximately 2.3 hectares (5.68 acres) in total

- Developed with 44 static holiday caravan pitches, 33 touring caravan pitches and five glamping pods
- Site Licence period April to October for 44 static units and 47 touring units
- Amenities to include amenity block, reception, games room, laundrette pod, outdoor play area, compound area, workshop, garages & stores



Confidential
Essex

Acquired for Park Holidays UK, a holiday park development adjoining an existing site

Status: Acquired
Guide Price: Undisclosed
Area: 6.93 (17.12 acres)

- Holiday park development for up to 70 holiday static caravans adjoining existing Park Holidays site
- Substantial owners dwelling



Confidential
Gwynedd

Well-established static holiday caravan park situated in a prime location, close to Abersoch Beach

Status: Acquired
Guide Price: Undisclosed
Area: Approximately 43.65 hectares (107.87 acres) in total

- Site Licence from 1st March to 31st October
- Developed to accommodate a total of 198 static holiday caravans and lodges
- Two buildings comprising former toilet blocks, along with amenities to include a purpose-built office and reception building and designated car parking areas.
- In short walking distance of Abersoch village



Twin Lakes Country Club
Lancashire

Well-located 5-star luxury lodge retreat located at the gateway to the Lake District with potential for further development

Status: Sold
Guide Price: Undisclosed
Area: Approximately 10.12 hectares (25 acres) in total

- Developed for 29 luxury lodges
- Planning permission for an additional 24 lodges, 13 apartments and a clubhouse
- Permitted 12-month holiday use
- Two lakes comprising approximately 3 hectares (7.5 acres)



Woodlands Holiday Park
Gwynedd

Established caravan lifestyle business set in a rural and coastal location within Snowdonia National Park, near Tywyn on Cardigan Bay, West Wales

Status: Under Offer
Guide Price: POA
Area: Approximately 10.01 hectares (24.75 acres) in total

- Developed with 122 static holiday caravans, 7 residential chalets and 48 holiday chalets
- Substantial six-bedroom apartment
- Outdoor heated swimming pool
- Small touring caravan and camping area with 20 pitches

Portfolio of Premium Holiday Parks

Collection of premium Welsh holiday parks, established to modernise the UK holiday park experience through a focus on location, quality, and guest experience. The parks are offered as a portfolio of parks or as individual lots.



Premium Coastal Holiday Park

Pembrokeshire

Premium holiday park located within Pembrokeshire Coast National Park offering panoramic sea views

Status: For Sale

Guide Price: POA

Area: Approximately 2.73 hectares (6.75 acres) developed, plus 13 additional acres

- Planning permission for 50 static holiday caravans, 20 touring caravans and 30 tents
- Developed static facilities for 49 static holiday caravans and lodges
- Growth potential



Premium Mid-Wales Holiday Park

Powys

Premium Mid-Wales holiday park offering far-reaching views of the Severn Valley

Status: For Sale

Guide Price: POA

Area: Approximately 11.15 hectares (27.54 acres)

- Planning permission for 82 static caravans, and 40 touring caravan pitches
- Developed for 62 holiday lodge pitches
- Five safari tents and 35 touring pitches
- Five-bedroom detached house



Premium South-Wales Holiday Park

Carmarthenshire

Premium holiday park resort located in a rural setting on the edge of picturesque Welsh village

Status: For Sale

Guide Price: POA

Area: Approximately 4.66 hectares (11.52 acres), including 0.78 hectares (1.92 acres) of woodland

- Planning permission for 89 static and 30 mixed touring caravan pitches
- High specification leisure facilities
- Substantial bungalow with private pool



Fairview Holiday Park

Leominster

Well-established static holiday caravan park situated in a tranquil, rural setting in the Herefordshire countryside, with potential for further development

Status: Sold

Guide Price: Undisclosed

Area: Approximately 6.53 hectares (16.14 acres) in total

- Planning permission for 63 static holiday caravans
- Developed to accommodate 44 single unit static caravans
- Reception, a twin unit lodge
- Private fishing lake



Church Style Farm and Holiday Park

Cumbria

Rare opportunity to acquire an established holiday park and camping site situated in the heart of Wasdale in the Lake District National Park with stunning views of the surrounding countryside

Status: Under Offer **Guide Price:** POA

Area: Approximately 8.36 hectares (20.65 acres) in total

- Planning permission for 67 static holiday caravans, 125 camping pitches, five glamping units and one residential caravan
- Currently developed for 56 static caravans (including 50 privately owned holiday units, five holiday hire fleet and one unit for a site warden with 12-month occupancy), five glamping pods and 125 camping pitches
- Facilities including shop, reception, amenity block and play area
- Three-bedroom bungalow



Westville Holiday Park

Cumbria

Coastal holiday park with good growth potential

Status: Sold

Guide Price: Undisclosed

Area: Approximately 3.1 hectares (7.65 acres) in total

- Developed with 51 static holiday caravan pitches (11 month permitted use period) and five lodge pitches (12 month permitted use period)
- Two-bedroom bungalow providing warden/owner's living accommodation
- Former bakery providing commercial premises and café building (part under concession)
- 1.52 hectare (3.75 acres) field ideal for future growth subject to planning



Merrixton Caravan & Boat Storage

Pembrokeshire

A diversified farm estate located in the Pembrokeshire countryside, just a short distance from the popular Pembrokeshire Coast, offering secure storage for up to 345 caravans

Status: Sold

Guide Price: Undisclosed

Area: Approximately 40.50 hectares (100.17 acres) in total

- Secure storage for up to 345 units to include caravans, boats, jet skis and vehicles
- Rally field with 80 electric hook ups and capacity for 250 units plus
- Attractive six-bedroom farmhouse in private gardens
- Approximately 33.5 hectares (83 acres) of farmland, mainly let on an annual basis for grazing



Doublebois Holiday Park

Cornwall

Established lodge development on the Devon/Cornwall Border with 9-hole golf course

Status: Under Offer

Guide Price: POA

Area: 26.95 hectares (66.6 acres) in total

- Currently developed for 105 pitches, of which 24 are privately owned,
- 36 are hire fleet, 25 vacant pitches, 16 pitches occupied by units for sale and four staff units
- Planning consent to develop an additional nine lodge pitches
- Hire fleet of 36 units included within the sale
- Three-bedroom manager's house
- 9 hole 3 par golf course

Group of Three Premium West-Wales Holiday Parks

Three premium holiday parks comprising approximately 356 holiday pitches, including circa 281 static holiday caravan and lodge pitches, 60 touring pitches, and 15 tent pitches.



Wide Horizons Holiday Park

Pembrokeshire

Established holiday park positioned on the edge of the Cardigan Bay Coastal Path, in close proximity to award winning beaches and popular tourist towns, boasting panoramic sea views

Status: For Sale

Guide Price: POA

Area: Approximately 2.83 hectares (6.99 acres) in total

- Developed to accommodate 97 static caravans: 68 owner occupied static caravans & eight hire fleet static caravans
- Site Licence permitting the siting of 90 static holiday caravans & ten touring pitches
- Five apartments providing holiday letting accommodation
- Remaining 21 pitches made up of vacant pitches & sales pitches
- Panoramic sea views & direct access to the coastal path



Aberdwylan Holiday Park

Carmarthenshire

Established riverside holiday park within the Carmarthenshire countryside with future development potential

Status: For Sale

Guide Price: POA

Area: Approximately 3.25 hectares (8.05 acres) in total

- Developed to accommodate 90 static caravan pitches: 67 owner occupied pitches
- Site Licence period 1st March to 10th January
- Amenities to include outdoor heated swimming pool, children's play area, laundrette and games room
- Detached four-bedroom house with private garden utilised as a holiday let
- 23 vacant pitches, 17 of which are currently occupied by sales units



Pilbach Holiday Park

Ceredigion

Idyllic family holiday park set in the Ceredigion countryside within close proximity to award-winning beaches

Status: For Sale

Guide Price: POA

Area: Approximately 5.42 hectares (13.40 acres) in total

- Developed to accommodate 66 privately owned static caravans, 60 touring pitches & 15 tent pitches
- Planning permission for the siting of 90 static caravans, 60 touring caravans & 15 tents
- Site Licence period 1st March to 9th January
- 13 newly developed vacant pitches & four pitches utilised for sales units
- Amenities to include outdoor heated swimming pool, clubhouse, office, two laundrettes and a shower block, along with a three-bedroom cottage providing holiday letting accommodation



St. Maby Holiday Park

Bodmin, Cornwall

Maturely trading holiday park with significant further development opportunity for lodges/holiday static caravans with 12-month holiday use

Status: For Sale **Guide Price:** POA **Area:** Approximately 7.08 hectares (17.5 acres) in total

- Currently developed for 75 pitches, of which 29 are privately owned, 14 are hire fleet 29 vacant pitches (17 vacant and 12 occupied by stock units being offered for sale) and three staff pitches
- Hire fleet of 14 units included within the sale
- Certificate of Lawfulness to re-develop the site for lodges/static holiday caravans
- Permitted to operate as a holiday park throughout 12 months of the year



Dovecote Riverside Caravan Park & Moorings

Warwickshire

Attractive and well-established holiday park licensed for 40 units, benefitting from 41 river moorings

Status: Sold
Guide Price: £1.25 million
Area: Approximately 2.41 hectares (5.96 acres)

- Planning permission for 40 caravan units (38 developed pitches)
- Six touring pitches (not consented by planning permission)
- 24 river moorings available for cruiser, wide beam or narrowboats
- 17 wide and stable floating pontoon berths
- Two-storey former house, used as office accommodation



Old Kerrow Farm

Cornwall

Certificate of Lawful Existing Use or Development (CLEUD) for 12 month operation as a caravan park

Status: Under Offer
Guide Price: POA
Area: Approximately 8.29 hectares (20.51 acres) in total

- Site Licence granted for 316 residential caravans
- Historically developed as a static holiday and touring caravan park, currently vacant and non-trading
- Detached three-bedroom stone farmhouse
- Significant landscaping and tree clearance work carried out on the site throughout 2024



Waveney River Centre

Norfolk

Marina, holiday lodge and touring park, with planning permission for further development

Status: For Sale
Guide Price: £4 million
Area: Approximately 9.68 hectares (23.92 acres)

- Developed to accommodate 36 holiday lodges, 12 touring pitches and 19 tent pitches
- Planning permission permitting the siting of 46 holiday lodges
- Additional planning permission to develop 14 chalet units and relocate 12 touring pitches
- 133 berth marina, equipped with slipway and boat lift
- Variety of facilities to include The Waveney Inn Bar and Restaurant (operated by third party), heated indoor swimming pool, administration building, and workshop (let to third party)



Lordstones Country Park

North Yorkshire

Unique rural leisure estate with camping and glamping facilities, café, restaurant and farm shop set in the North York Moors countryside

Status: For Sale **Guide Price:** POA
Area: Approximately 60.08 hectares (148.46 acres) in total

- Designated camping and glamping site
- Developed to accommodate 25 camping pitches, five bespoke glamping pods and four bespoke roundhouses
- Leisure estate adjoining the Cleveland Way featuring Café, farm shop/restaurant and designated visitor parking
- Upland grazing, open moorland and semi-mature woodland

Country Parks

Portfolio of premium residential parks in prime high-demand locations



Lindow Court Park

Cheshire

Mature residential park located on the outskirts of the affluent market town of Wilmslow forming part of Cheshire’s ‘golden triangle’ with a variety of local amenities, just 12.6 miles south of Manchester

Status: Sold
Guide Price: Undisclosed
Area: Approximately 3.50 hectares (8.65 acres) in total

- 54 park home pitches comprising 24 single homes, 28 twin homes and two vacant pitches
- Nine garages situated to the southern boundary
- The 2024 - 2025 pitch fees range from £2,309 - £2,976 per annum



Linton Park

Herefordshire

Established residential park located in a quiet valley within a short walk of the market town of Bromyard in rural Herefordshire near the county border with Worcestershire on the A44 between Leominster and Worcester

Status: Sold
Guide Price: Undisclosed
Area: Approximately 2.60 hectares (6.42 acres) in total

- 68 park home pitches comprising 17 single and 51 twin pitches
- The 2024 - 2025 pitch fees are £2,266 per annum



Greenacres Park

Gloucestershire

Attractive, well established residential park located less than a mile from the village of Meysey Hampton, located in a rural setting in the Cotswolds

Status: Sold
Guide Price: Undisclosed
Area: : Approximately 2.30 hectares (5.68 acres) in total

- 72 park home pitches (11 single and 61 twin pitches) and 21 garages
- The 2024 - 2025 pitch fees range from £2,096 - £2,506 per annum
- Area of amenity land



Frith Wen Caravan Park

Conwy

Family-operated holiday park situated in an elevated, rural setting with far-reaching, picturesque views of the North Wales countryside and Conwy Estuary

Status: Sold

Guide Price: Offers in excess of £800,000

Area: Approximately 1.804 hectares (4.46 acres) in total

- Substantial four-bedroom detached house providing far-reaching views
- Developed for 15 static holiday pitches along with four touring pitches
- Number of useful outbuildings, one with planning consent and others with potential for conversion, subject to planning permission
- First time to the market in approximately 30 years



Terfyn Pella Caravan Park

Denbighshire

Established holiday park located on the prime North Wales coastline between the popular seaside towns of Rhyl and Prestatyn

Status: Sold

Guide Price: Undisclosed

Area: Approximately 2.08 hectares (5.14 acres) in total

- Developed for 108 single static holiday caravan pitches
- Three-bedroom detached dwelling
- Two two-bedroom detached bungalows
- Planning permission for 115 caravans



Confidential Resort

Argyll

Rare opportunity to acquire a luxury marina and resort

Status: For Sale

Guide Price: POA

Area: Approximately 44.11 hectares (109 acres) in total*

- 230-berth marina with a serviced boatyard, an 11-bedroom hotel, five studio apartments and 11 luxury apartments overlooking the marina
- Extensive spa facilities including indoor and outdoor pools, spa treatment rooms, hospitality areas and a fitness suite
- Restaurant and bar with views over the marina
- Letting accommodation comprising seven self-catering holiday cottages, four shepherd's huts, eight cabins and a 12-pitch touring and motorhome park



Melin Newydd Holiday Cottages

Anglesey

Opportunity to purchase a unique holiday letting business on the Isle of Anglesey, North Wales

Status: Under Offer

Guide Price: POA

Area: Approximately 1.15 hectares (2.83 acres) in total

- Four-storey Grade II listed windmill providing accommodation for four people
- Two further letting cottages, each with two double bedrooms
- Adjoining two-acre paddock with development potential
- Popular tourist destination



Fisherground Campsite

Cumbria

Established campsite in the Lake District with planning permission for further development

Status: For Sale **Guide Price:** POA

Area: Approximately 5.33 hectares (13.12 acres) in total

- Licensed for 215 tents/mobile units, with additional planning permission for three touring caravans and seven pods
- Licence period from 1 March to 15 November, with an operating period from 13 March to 22 October
- Site arranged across two camping fields, offering grass pitches for tents and several hardcore pitches for camper vans
- Facilities include an office/reception, toilet blocks, a laundry room, pot-wash area, workshop/equipment store, and a children's playground



Biggar Public Park

South Lanarkshire

Picturesque touring park offering far-reaching views, set in a popular historic town nearby to the major tourist destinations of Edinburgh and Glasgow

Status: For Lease **Guide Price:** Undisclosed

Area: Approximately 1.47 hectares (3.64 acres) in total

- Developed for 83 touring caravan pitches with a 12-month operational period
- Amenity & leisure facilities, with a local authority contribution of up to £170,000 to upgrade site utilities and infrastructure
- Manager's bungalow



Pennant Park Resort

Flintshire

Holiday Resort with picturesque 18 hole golf course in a popular North Wales location

Status: For Sale

Guide Price: POA

Area: Approximately 45.29 hectares (111.94 acres) comprising 26.44 hectares (62.79 acres) of freehold land and 20 hectares (49.12 acres) held leasehold

- Planning permission for 73 holiday lodges, including 72 developed pitches (25 privately owned), with recently granted consent for a further 17-unit extension comprising six twin lodges, five single lodges and six shepherd huts
- Well-established 18 hole golf course extending to 6,059 white yards, par 70 (white tees)
- Recently refurbished clubhouse providing luxury two-storey bar and restaurant areas, reception, changing facilities and office



Craggantoul Highland Estate

Perthshire

A rare and exclusive opportunity to acquire an impressive collection of waterfront bespoke luxury properties

Status: Sold

Guide Price: Undisclosed

Area: Approximately 16.79 hectares (41.50 acres) in total

- Highly profitable five-star letting business situated in a stunning location
- Nine bespoke luxury holiday cottages situated on the shores of Loch Tay
- Riparian fishing rights

Celtic Holiday Parks

Unique opportunity to acquire three premium, well established holiday parks in sought-after Pembrokeshire locations



Meadow House Holiday Park

Pembrokeshire

Established holiday park located on the outskirts of the villages of Amroth and Summerhill benefitting from breathtaking coastal views across Carmarthen Bay towards Saundersfoot, Caldey Island and the Gower Peninsula

Status: Sold

Guide Price: Closed Bids

Area: Approximately 6.44 hectares (15.92 acres) in total

- Developed to accommodate 186 static holiday caravans
- Indoor swimming pool, gym, restaurant, bar
- Seven-bedroom farmhouse
- Sea views overlooking Amroth Bay, with direct access to the Pembrokeshire Coastal Path

Noble Court Holiday Park

Pembrokeshire

Established holiday park enjoying an elevated position just north of the popular tourist town of Narberth

Status: Sold

Guide Price: Closed Bids

Area: Approximately 20.11 hectares (49.70 acres) in total

- Developed to accommodate 46 static holiday caravans, 62 touring pitches, 25 glamping units
- Restaurant, bar, outdoor swimming pool
- Four-bedroom farmhouse with private garden
- Growth potential, subject to planning

Croft Country Club

Pembrokeshire

Established holiday park located in the village of Reynalton, Pembrokeshire in close proximity to the popular tourist location of Saundersfoot and Tenby

Status: Sold

Guide Price: Closed Bids

Area: Approximately 5.21 hectares (12.88 acres) in total

- Developed to accommodate 121 privately owned static holiday caravans, 14 letting units to include cottage set in 0.35 acres
- High specification amenity facility comprising indoor saltwater swimming pool and leisure club
- Additional buildings: one four-bedroom and one two-bedroom bungalow
- Redevelopment potential



Dolbryn Touring Park & Campsite
Carmarthenshire

Established camping lifestyle business with a rural, riverside setting close to Cardigan Bay, West Wales

Status: For Sale
Guide Price: POA
Area: Approximately 5.46 hectares (13.5 acres) in total

- Developed to accommodate 44 touring pitches, five glamping, one static holiday hire lodge
- Detached Farm building - planning approval for conversion
- Land with future expansion potential



The Pines
Isle of Anglesey

Rare opportunity to purchase an established mixed residential and holiday park on the Isle of Anglesey, benefitting from direct beach access and stunning views across the Menai Strait

Status: Sold
Guide Price: Undisclosed
Area: Approximately 1.38 hectares (3.4 acres) in total

- Planning permission for 31 residential park homes and four holiday units
- Site Licence period 1st March – 31st October for holiday caravans
- Direct beach access and views across Menai Strait



The Sanctuary Luxury Lodge Resort
Gwynedd

Exclusive opportunity to purchase a well-established luxury lodge park in the North Wales countryside with superb site leisure facilities and substantial four-bedroom house

Status: For Sale
Guide Price: Offers over £2.5 million
Area: Approximately 20.89 hectares (51.63 acres) in total

- Site Licence period 1 March to 10 January, with planning permission for 46 static holiday caravans, currently developed with 32 privately owned luxury lodges
- Facilities to include site office/reception, outdoor heated swimming pool, all-weather tennis court and storage compound with workshop
- Three-bedroom house with planning permission for a change of use to four apartments
- A short distance from popular North Wales coastal tourist destinations of Pwllheli and Abersoch 10.5 miles in total



Springwood Village
The Scottish Borders

Well-established park home estate situated in a parkland setting on the outskirts of Kelso in the Scottish Borders

Status: Sold
Guide Price: Undisclosed
Area: Approximately 8.27 hectares (20.44 acres) in total

- Planning permission for a park home estate benefitting from a red line boundary, undefined by number of units
- Park home estate developed for 80 twin unit park homes within a spacious layout
- Further development potential



Sandfield Park
Walsall

Established park home estate with attractive countryside views and excellent road network connections to the surrounding conurbations of the West Midlands

Status: Sold
Guide Price: Undisclosed
Area: Approximately 3.0 hectares (7.43 acres) in total

- Site Licence for 71 residential mobile home pitches
- Developed for 69 bases occupied (17 twin units and 52 single units) and two vacant pitches
- Small area for potential development on a former play area (subject to planning)



Ardeonaig Hotel & Cottages
Perthshire

A rare and exclusive opportunity to acquire an impressive waterfront hotel and bespoke luxury properties

Status: Under Offer
Guide Price: POA
Area: Approximately 4.18 hectares (10.34 acres) in total

- Highly profitable luxury letting business and hotel situated in a stunning loch-side location
- 10 bespoke luxury holiday cottages situated on the shores of Loch Tay
- An additional unit is currently under development, along with seven further plots that benefit from planning permission and partial service installation, all situated within the grounds overlooking the Loch
- Riparian fishing rights



Calico Park
Portugal

Rare opportunity to purchase a mixed residential mobile home and holiday park set in the rolling countryside, less than 5 km from picturesque beaches in the Eastern Algarve

Status: For Sale
Guide Price: €5,000,000
Area: Approximately 9.0 hectares (22 acres) in total

- Developed for 85 pitches to include 82 privately owned units and one vacant pitch
- Pending planning application to expand the park by an additional 72 pitches
- Holiday park with capacity to accommodate 114 motorhome, touring or camping pitches

CONFIDENTIAL SALE

Confidential Sale
Powys

Established premium holiday park located in sought-after mid-wales location with far-reaching views

Status: For Sale
Guide Price: POA
Area: Approximately 18.78 hectares (46.40 acres) in total

- Developed to accommodate C.150 holiday units
- Extensive amenity building and leisure facilities
- Four-bedroom bungalow



Sapey Golf & Country Park

Worcestershire

Well-presented 27 hole golf course with clubhouse and four holiday lodges set on the Herefordshire and Worcestershire border –available as a whole or in two lots

Status: Sold

Lot 1

- 18-hole, 5,917 yard (white tees) par 69 Rowan Golf Course
- Amenities to include two-storey clubhouse with wedding licence and golf pro shop, in addition to a greenkeeper’s building

Lot 2

- 9-hole, 1,203 yard (white tees) par 3 Oaks Golf Course
- Four holiday lodges
- Potential to develop additional holiday lodges (subject to planning)

CONFIDENTIAL SALE

Confidential Sale

Powys

Well established holiday park situated within the Brecon Beacons National Park

Status: For Sale

Guide Price: POA

Area: Approximately 5.82 hectares (14.37 acres) in total

- Developed to accommodate 230 static holiday caravans, touring caravans and tents
- Manager’s apartment
- Substantial owner’s house



Rosemoor Estate

Pembrokeshire

Five-star lodge development within walking distance of a Blue Flag Beach in Porthtown, with owner’s accommodation

Status: For Sale

Guide Price: Offers over £1,350,000

Area: Approximately 12.68 hectares (31.33 acres) in total

- Nine traditional stone holiday cottages
- Substantial Victorian Manor House
- Nature Reserve: Approximately 11.69 hectares (28.89 acres)
- Woodland, marshland, grazing land and lake - available via separate negotiation

CONFIDENTIAL SALE

Confidential Sale

The Scottish Borders

Mature holiday park situated on the border between Scotland and England

Status: Under Offer

Guide Price: Undisclosed

Area: Approximately 6.08 hectares (15.02 acres) in total

- Planning permission and Site Licence for 99 static caravans, 14 touring caravan and 20 tents



The Witterings

West Sussex

Static holiday caravan park with 12-month consent for holiday use

Status: Sold

Guide Price: £3.5 million

Area: Site extending to approximately 1.56 hectares (3.85 acres)

- Planning permission and Site Licence for a total of 77 static holiday caravans
- Developed for 80 static holiday caravan pitches, with 53 pitches occupied by privately owned units
- The remaining 27 pitches are occupied by park owned units, 18 of which are operated as a letting hire fleet.
- 12-month use for holiday accommodation

2025 Summary



Valuation

We have valued over 100 holiday and residential parks with a combined value of over £1.24Bn



Agency

The majority of holiday and home parks sold by Savills in 2025 were marketed confidentially



Business Rates

We acted for in excess of 95% of the large groups within the caravan park industry



Planning

We have advised 153 parks on planning and licensing during 2025



Are you thinking of **selling** your park?

The process of selling a park has changed considerably within the last 10 years.

The market for holiday and home parks is highly specialised and therefore if you are thinking of selling your park it is worth taking professional advice at an early stage in the process.

The Savills Leisure and Trade Related team are well-placed to keep you appraised of current market trends and the latest legislation, to ensure all requisite information is in order prior to a possible sale of your business and to avoid delays later in the sale process.

To achieve the best price, it is advisable to sell your property when the business is at its peak, showing at least three years of strong trading figures. Other documents often required prior to a sale include:

Planning Permission

- Do all pitches benefit from the appropriate consents?

Site Licence

- Does it reflect the latest planning consent and season?

Land Registry titles and plans

- Is the property correctly registered?

Services

- Do the utilities meet the required standard and are the requisite test certificates in place?

In our experience, a confidential marketing approach can yield favourable results, however this is wholly dependent on property-type and we are best-placed to determine whether an open-marketing campaign would be appropriate, to reach a wider buyer pool.

We would therefore use our knowledge and experience in the sector to tailor a marketing process best suited to your individual requirements, prior to speaking with our extensive list of registered buyers.

If you are considering selling your business soon, please do get in touch and we would be very pleased to assist.



We have acquired multiple large holiday parks for retained clients.

If you would like to discuss your property with us, please contact your nearest Savills Leisure office where our experts will be pleased to advise you, without obligation.

Capital allowances

The only form of tax relief claimable on capital expenditure incurred by UK taxpaying owners and occupiers of commercial property.

Capital allowances - checkpoint

Do you own / occupy a holiday & home park or own a furnished holiday let?



Do you pay income tax or corporation tax in the UK?



Do you wish to reduce your tax bill or receive a rebate on overpaid tax?

Most UK businesses pay tax on trading profits and many have significant interests in commercial property. Capital allowances are the only form of tax relief claimable on capital expenditure incurred by UK taxpaying owners and occupiers of commercial property.

Used to offset UK tax otherwise due on income, capital allowances help profitable businesses save money, as well as encourage investment. Businesses who fail to have a capital allowances recovery strategy unnecessarily overpay tax on a regular basis.

By fully recognising their importance and managing the process accordingly, businesses can utilise capital allowances to minimise their tax liabilities, help reduce net property costs and, in some cases, make marginal schemes viable.

The various forms of capital allowances and tax relief on commercial property are as follows:

- Plant and Machinery Allowances
- Integral Features Allowances
- Super Deductions
- Annual Investment Allowances
- Enhanced Capital Allowances
- Enhanced Capital Allowances in Enterprise Zones
- Research & Development Allowances
- Long and Short Life Assets
- Land Remediation Relief
- Revenue Expenses

- Valuation-led methodology compared to compliance approach of non-specialist competitors
- Consistent track record of achieving much greater capital allowances levels compared to competitors

- Forensic approach produces highly detailed valuation reports
- More than satisfies HMRC disclosure requirements, which greatly aids claim agreement

Combines four distinct skill sets:

- tax, accountancy, property valuation and quantity surveying
- Diverse team with experience gained in leading property advisory, surveying, legal and big four accounting practices
- Unique blend of skill sets yields maximum benefit for clients

- Stems from reputation in the marketplace, familiarity with HMRC and quality of our product
- Tendency of HMRC to refer capital allowances cases to VOA, who are fellow surveyors and therefore speak the same language

- Established for over 20 years
- More than 80 years' combined experience
- RICS Expert Witness
- Synergy with wider Savills network

- Cost effective for clients, linked to benefit gained from our work
- Includes any necessary negotiations with HMRC / VOA



Our team

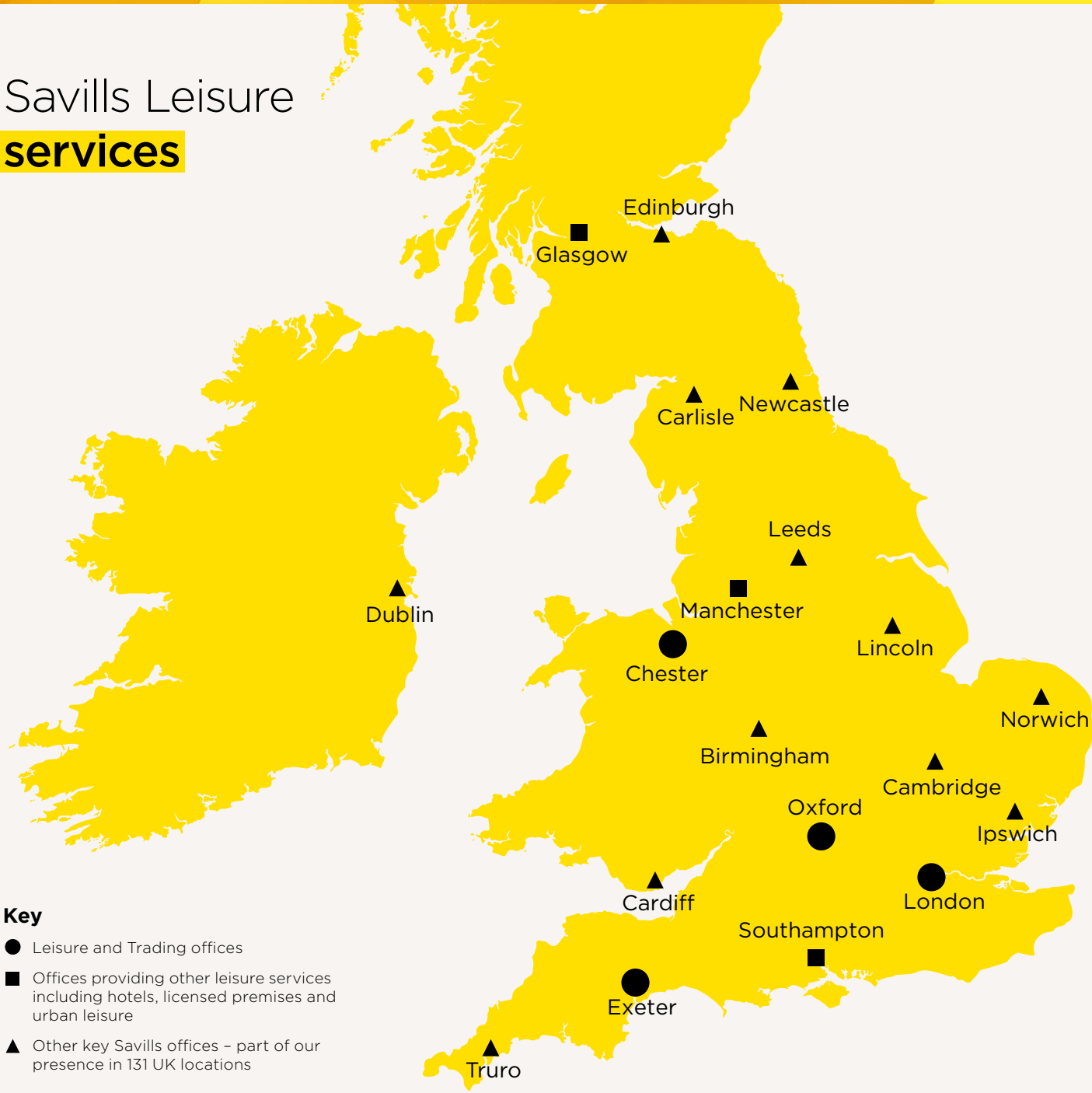
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Savills Leisure services



Explore our latest offerings and insights **updates**

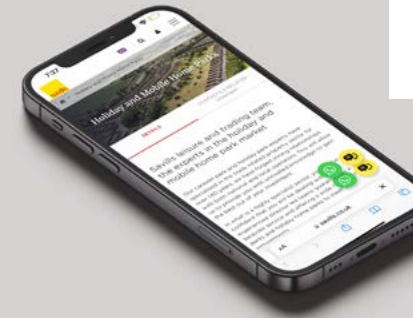
Aspects of Leisure and Trading
Summer 2025



SCAN ME



Holiday and Mobile
Home Parks for Sale



SCAN ME



Tourism, Leisure and
Events Consultancy



SCAN ME



Glamping & Lodge Accommodation



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Leisure Planning



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Why Savills?



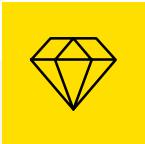
Our director led teams...

...are guaranteed to provide a bespoke service. They are experienced in forming amicable and effective working relationships quickly. Put simply, you'll deal with people who are focused on your needs, are very responsive and easy to get on with.



Long standing relationships with operators

As we have specialised in the trade related property sector for over 140 years we have forged strong relationships with both national and local operators. This will allow us to provide you with unrivalled knowledge to gain the best out of your investment.



Over 140 years experience

We have a proven track record of concluding similar sales and maximising value throughout the process. This means we can deliver similar success stories for you.



Local knowledge & presence with national coverage

With over 130 offices, Savills has the largest UK network. We have our ears 'close to the ground' - we know what is driving the market and we can move quickly on your behalf.

Our leisure and trading sectors

Golf Courses Driving ranges Golf and country clubs Golf developments Holiday Properties Holiday cottage complexes Holiday resorts and villages Lodge and chalet parks Static & touring caravan parks Timeshare resorts and complexes Hotels Budget Business City centre Country house Resort Sites and schemes	Mobile Home Parks Sports Venues Health and fitness clubs Leisure centres Motor sports venues Shooting schools Ski centres and resorts Sports grounds Trade-Related Property Abattoirs and food processing Airports Automotive Children's day nurseries Crematoria, graveyards and woodland burial sites Mineral extraction sites Nurseries and garden centres Religious facilities Schools and colleges Waste transfer and recycling centres	Licensed Premises Bars Public houses Restaurants Wedding Venues Water-Based Leisure Fishing complexes Marinas and moorings Piers Sports and activity lakes	Urban Leisure Bingo clubs Bowling centres Casinos Cinemas Night clubs Snooker clubs Theatres Visitor Attractions Children's activity centres Museums and heritage centres Theme parks Wildlife parks
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Services

Capital Allowances / Expert Witness / Lettings / Planning / Rating / Sales / Valuation

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