

The background image shows a scenic holiday park. In the foreground, there is a calm lake with a small fountain spraying water in the center. The water reflects the surrounding greenery and the sky. To the right, a row of modern mobile homes with grey siding and white trim is visible, each with a dark wooden deck. Lush green trees and bushes surround the park, and the sky is a clear, bright blue.

SAVILLS

Holiday & Home Park Update 2025

savills



The national holiday and home park **specialists**

How can our specialist Leisure team assist you?

LEISURE AND TRADING



AGENCY



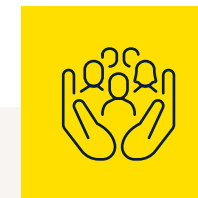
**VALUATION &
PROFESSIONAL**



**BUSINESS
RATES**



**PLANNING &
DEVELOPMENT**



**26 LEISURE AND TRADING
SPECIALISTS WORKING
ACROSS THE UK AND EUROPE**



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

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Introduction

Welcome to the Holiday and Home Park Update 2025

The holiday and home park market has solidified its position as one of the most dynamic and resilient sectors in the property industry. This brochure provides a comprehensive analysis of the market, offering key insights to what might be in store for the sector in 2025.

The past year has witnessed mild head-winds with less-than-ideal weather conditions, distractions by way of a full sporting calendar over key parts of the year and a Labour budget which will impose significant challenges for operators. Through detailed market analysis, we reflect on the performance of 2024, exploring emerging trends, investment activity and key challenges that have shaped the industry. Our 2025 forecast highlights expected growth areas and evolving market trends, equipping stakeholders with the knowledge needed to make informed strategic decisions.

This brochure also features in-depth articles from leading industry experts covering critical topics, including planning and development considerations, valuation, rating and the influence of private equity and corporate investment on the sector. Sustainability remains a pivotal focus for 2025, as the market continues to embrace greener practices and innovative solutions to meet both consumer expectations and environmental standards.

Furthermore, we showcase relevant case studies that demonstrate best practices, successful developments and strategic approaches that have led to strong returns and we provide an overview of properties on the market, including those sold, under offer and for sale, offering valuable insight into current opportunities.

Whether you are an investor, developer, operator or stakeholder, this brochure serves as an essential guide to understanding and navigating the holiday and home park market in 2025. We aim to deliver the insights and expertise needed to support growth, innovation and success in this thriving industry as it continues to evolve.

We hope you find this publication both informative and inspiring as we look ahead to another promising year for the holiday and home park sector.

Warm regards,
Richard Prestwich

The holiday parks and park home **market** update

The 2024 market update accurately predicted a softening in park prices over the past year, driven by economic challenges across the UK. Adding to these pressures were operational setbacks caused by unfavourable weather and disruptions linked to global sporting events.

Despite further obstacles introduced by the Autumn 2024 Budget, the sector enters 2025 with cautious optimism. Improving economic conditions in the latter half of 2024—most notably the easing of inflation and a reduction in interest rates from 5.25% to 4.75%, with further cuts anticipated in 2025 — offers a more favourable outlook.

OPERATIONAL TRENDS FOR 2025

The lighter sporting calendar in 2025 is expected to reduce disruptions from competing consumer attention, unlike in 2024. Meanwhile, overtourism in parts of Western Europe, such as Barcelona, Mallorca, Rome, and some Greek islands, has prompted the introduction or increase of tourism taxes, rising prices, and local protests calling for fewer visitors. These factors may make these destinations less appealing to UK consumers. In contrast, Eastern Europe has seen a rise in tourism, but escalating military activity in the region could deter visitors in 2025. This may lead to a resurgence of British staycations, offering a boost to the parks industry in the coming season.

However, new operational pressures are emerging, including increases in the National Minimum Wage and National Insurance contributions. Parks with larger pools of seasonal staff may face challenges in maintaining profit margins,

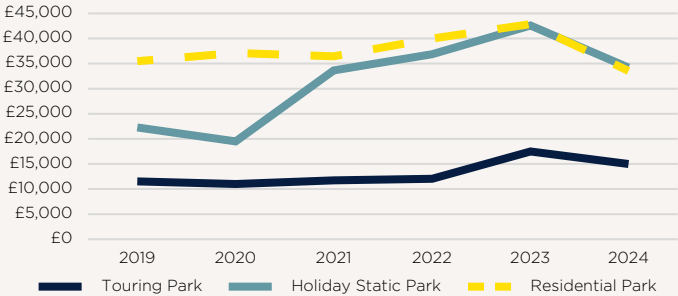
prompting some operators to scale back staffing-intensive operations such as bars, cafés, and letting fleets. To address affordability concerns, operators are introducing innovative measures such as fractional ownership schemes and double-occupation units, balancing cost savings while maintaining park quality and aesthetics.

Sustainability and eco-stays remain key priorities for 2025, as consumers increasingly prioritise family-oriented experiences and environmentally conscious accommodations. While manufacturers are innovating to meet this demand, the challenge of balancing cost-effective designs with rising material and production expenses persists. Parks that embrace these trends by offering unique, experience-driven stays are well-positioned to capitalise on this growing consumer interest.

TRENDS IN PITCH VALUES

As anticipated, average pitch values in 2024 declined across all segments following several years of strong growth. It is important to note that transactional trends often lag behind operational trends, with the data typically reflecting market conditions from six to twelve months earlier. Encouragingly, there are already signs of prices improving in 2025.

The below chart illustrates the prior five year average pitch prices in each market segment:



TOURING PARKS

Transaction volumes for touring caravan parks were low in 2024, with valuation data used to support the reported pricing. After peaking at £17,500 per pitch in 2023, pitch values declined to £15,000 per pitch in 2024, reflecting a normalisation after the sharp post-pandemic demand surge from 2021 to 2023. Site inspections in 2024 revealed a trend of touring caravan pitches being replaced by static caravan pitches. Seasonal pitch fees for touring caravans have increased, likely to balance supply and demand, and in many cases, are now comparable to static caravan pitch fees. Casual or nightly pitches remain in high demand among touring caravan owners. We anticipate 2025 will be a strong year for touring caravan sites, with the conversion of touring pitches to higher-value static caravan pitches likely to continue.

HOLIDAY STATIC CARAVAN PARKS

The holiday static caravan park sector experienced significant volatility, with average values peaking at £42,598 per pitch in 2023 before dropping to £34,192 per pitch in 2024. However, 2024 prices remain well above pre-pandemic levels. Among all segments, holiday parks with static caravans continue to see the highest demand. The decline from the peak likely reflects a temporary market adjustment driven by broader economic pressures. We anticipate 2025 will be a strong growth year for this segment.

RESIDENTIAL PARKS

Residential parks exhibited steady growth until 2023, peaking at £42,857 per pitch, before experiencing a realignment to £33,534 per pitch in 2024. It is worth noting that transaction volumes in this segment were relatively low and the quality of transactions may not have matched previous years. Therefore, it is likely we will see a significant increase in prices when analysing the annual data at the end of 2025. Park homes remain a popular option for senior living and given the size of the demographic, demand for this product type is highly sustainable.

MARKET TRENDS FOR 2025

Despite challenges introduced by the 2024 Autumn Budget, there is reason for optimism in 2025. Private Equity investment interest is cautiously re-emerging, and this renewed focus could spur fresh investment and growth opportunities. Holiday static caravan parks with development potential and sustainable income streams remain highly sought after, as do residential parks with development opportunities.

Touring caravan parks with potential for residential conversion are the most coveted assets, though such opportunities are rare and command premium values. Conversely, lodge developments (undeveloped sites) sit at the bottom of buyers' priorities, reflecting shifting market dynamics. While buyers are more cautious than during the 2021–2022 boom, they are notably more optimistic than in 2023 and 2024.

Supply in 2025 is expected to improve slightly, though not enough to disrupt the supply-demand balance, suggesting a stable market environment. These trends will shape the holiday park industry in 2025, presenting both challenges and opportunities. By staying informed and adaptable, industry stakeholders can successfully navigate an evolving market landscape.

Agency case studies

RIVERSIDE HOLIDAY PARK

Pavenham, Bedfordshire

Client: Private Client

Client industry: Holiday Park

Service: Agency (Disposal)

Guide Price: OIEO £2 million

Date: March 2024

Challenge

The client, whose family had owned the holiday park since 1985, contacted Savills in the summer of 2022 as they wanted to sell the property as part of a restructuring of their business.

Solution

As the client did not want the sale process to have an adverse effect on the business, it was agreed that the sale would initially be handled on a confidential basis. A bespoke brochure and online data room were prepared, and in November 2022 a small number of prospective purchasers were approached with brief details of the opportunity and a non-disclosure agreement for signature before the identity of the property was disclosed.

The open marketing campaign was launched in May 2023 with details being circulated to over 500 holiday property applicants registered on Savills mailing list and listing of the property on Savills website.

Result

A good level of interest was generated by the marketing campaign and an offer was accepted in June 2023. The sale was complicated by the legal structures adopted by both buyer and seller, which took time to resolve, but the sale was successfully completed in March 2024.



I greatly appreciated the advice and support I received from Savills, especially during the lengthy period during which the transaction was in legal stages.

Mark Pearson





TURNBERRY
HOLIDAY PARK

Ayrshire, Scotland

Client: Park Holidays (UK) Ltd
Client industry: Holiday Parks
Service: Agency (Disposal)
Guide Price: Undisclosed
Date: November 2024



Challenge

Park Holidays has been a longstanding client of Savills, collaborating across various projects including rating, planning, and agency services. In 2020, Savills supported Park Holidays in the acquisition of Turnberry Holiday Park as part of a larger group transaction. Given Turnberry's unique and somewhat isolated location, Park Holidays faced a strategic decision: to either expand their presence in the region by acquiring additional parks nearby or to divest and focus on other, more established locations.

Solution

We conducted a comprehensive review of several properties, providing detailed market appraisals and regional market analysis to support the decision-making process.



Savills supported us with the sale of Turnberry Holiday Park, and we were highly impressed by their professionalism and unwavering perseverance throughout challenging market conditions. Their dedication ensured a successful outcome, and we are grateful for their expertise and commitment.

Richard Ullman

Following this, we carried out a confidential marketing campaign targeted at key buyers within the sector and region.

Result

This case study highlights the successful sale of Turnberry Holiday Park, a transaction that demonstrated Savills' commitment to delivering exceptional outcomes even in the face of challenging market conditions. By leveraging our market expertise and strategic approach, we ensured the disposal not only maximized value for the client but also aligned seamlessly with their broader strategic objectives. The sale enabled the client to refocus their portfolio and advance their long-term growth plans with confidence.



Treetops
Caravan Park

Wareham, Dorset

Client: Private Client
Client industry: Holiday Park
Service: Agency (Disposal)
Guide Price: Undisclosed
Date: October 2024

Challenge

Treetops Caravan Park had been in the same ownership since 1933 and having decided to sell the property, our clients contacted Savills in Summer 2023.

Solution

The preference was a confidential sale, as the client did not want the sale process to have an adverse effect on the business. A bespoke brochure and online data room were prepared, and in September, the property was launched to the market on a confidential basis. The sales process was concluded before Christmas, with a memorandum of sale issued in favour of a local operator.

Result

Treetops Caravan Park is an attractive park in Dorset and the sales process generated a good level of interest. The sale was concluded in November 2024.

Valuation and professional advisory

There are over 6,200 holiday parks within the UK, and our valuation team provided advice on over 75 of these in 2024 along with advising on several portfolio transactions with an average park value in excess of £7m and a total value in excess of £1.147Bn.

The market ranges from small touring parks, often diversified from farms to large corporate parks with several hundred static pitches, backed by group structures and often private equity. We value and provide advice on the full range, with our valuation process acknowledging that every park is unique and so our on site operator interviews as part of the process seek to understand the business, background and aspirations directly from you, the experts of your business.

Yet despite the wide range of offerings available, our data sets and valuer analysis can draw parallels across the sector and not only assist us in forming a robust opinion of value to assist your accounting, refinancing or purchasing needs, but can offer insight into benchmarking and food for thought on areas for potential growth.

For the majority of parks we looked at in 2024, pitch fee income made up circa 36% of turnover, a steady stable base can provide investors and financiers with comfort on core stable income which generally covers the majority of operational costs, with sales typically making up circa 36.6% of income, despite the difficult trading conditions.

On those parks with less than 300 pitches, hire fleet income remained a small proportion of the turnover, showing potential opportunities for those with the management and

facilities to support it – an opportunity to consider more flexi-fleet when sales are slow to boost turnover. Not only does this lead to a potential new customer base, but it can boost food and beverage income – which on smaller parks, at an average of £2,150 per pitch, has potential for further growth. One corporate park with only modest facilities achieved in excess of £8,000 F&B income per pitch in 2023.

Cost base was a key area for concern in 2024, with wages taking anywhere between 5-32% of turnover, and likely to increase in 2025 following budget amendments to employers NI and minimum wage. This and other cost pressures, amid a slow sales environment, typically led to a small drop in profit conversion for many operators, with our statistics showing this typically slightly below the 30% mark at 28.7% - down from the conversions seen in the peaks of 2021.

Our valuation and professional team not only look at holiday parks, but regularly advise on the residential parks market. Our understanding of key legislation, the dynamics of the sector and the ability to generate stable index linked returns with relatively minimal management, enables us to provide detailed reports for investors, purchasers and lenders. With an increased amount of interest in the sector, despite the difficulties of scaling up on lot size, we tip this sector as one to watch.

Operational trends – holiday parks

Mixed model Popularity of the mixed model, with diminishing caravan sales and shift towards greater hire fleet volumes.	Shorter lead-in times Reasonable level of hire fleet bookings albeit with shorter lead-in times. Some operators are carrying more fleet with lower occupancy in the shoulder season. Some group operators are offering repeat booking discounts.	Varied trading prospects Smaller park operators (<200 pitches) expect to meet their budgets. However, trading prospects for larger parks (>500 pitches) remain tied to the wider economic cycle, with a lower rate of new unit sales and churn.
Focus on branding Recent market entrants, particularly corporates, remain focussed on an upscale branded product. Franchise agreements are increasingly prevalent, particularly with family operators.	Fewer unit sales Unit sales, particularly higher end stock, remain challenging. Many operators are offering incentives, such as, including the first year of pitch fees within the unit sale price. Sales rates are expected to rebound in 2025.	Increase in pitch fees Many operators increased pitch fees for 2024 by less than 5%, following significant increases in previous years.
ESG focus Increasing consumer focus on ESG credentials; manufacturers are starting to bring in zero carbon units.	Budget implications Previous supply chain issues have been replaced by large over-supply of stock with volume manufacturers.	Organic growth Most group operators are concentrating on organic growth, including working up planning consent for new pitches and defensive capex works.

Investment trends – holiday parks

Fewer acquisitions Larger groups are less acquisitive, following a spate of mergers & acquisitions in 2021 and H1 2022, with an abnormal spike in pricing.	Demand for sub £5M lots Good levels of buyer demand, predominantly from owner operators, for appropriately priced assets, where less debt funding is required.	Demand for £50M+ lots Shallow pool of buyers for £50M+ lot sizes.
Reduced liquidity The average sale period is around nine months; purchasers remain cautious with an elongated period of due diligence between going under offer and exchanging contracts.	Market rebound The market remains relatively subdued for larger lot sizes, with activity levels closely linked to operational performance. Appetite from core plus money is expected to rebound as interest rates decline.	Changes to Capital Gains Tax The change to CGT thresholds may influence transaction volumes, particularly in the owner operator market.
Multiples aligned Post Q1 2023, multiples have been more aligned with long term sector averages.	Opportunistic PE Opportunistic private equity is actively looking to enter the sector, with signs of distress/bank led sales. Some capital has been looking for opportunities for minority stakes.	Operator consolidation Further operator consolidation is expected, once the cost and availability of debt recovers, with increasing pressure to deploy institutional. Some operators are looking to offload non-core parks to drive efficiencies through clustering.

Corporate activity - a year in **summary**

The story of 2024 was one of ebbs and flows. On more than one occasion during the year, it felt as though positive momentum stalled, either due to political or economic events or the weather.

Going into 2024, many were of the view that investment volumes would be much higher in the second half of the year. By early May, lead-in times were lengthening for hire fleet bookings, signalling an improvement in consumer confidence. Shortly thereafter, the General Election was called, causing a delay in interest rate cuts and a period of inertia amongst investors; although the result was widely anticipated, less was known about the policies of the incoming government. The General Election was followed almost immediately by a wet summer. In August, UK interest rates saw their first decline since March 2020 and in the autumn, some sectors such as out-of-town retail and industrial started to see an uptick in investment activity, as some pension funds returned to the market, albeit not to the extent predicted prior to the summer. The last few months of 2024 were marked by a muted investor response to the Labour Budget in October and the US Election in November.

Notwithstanding that UK ten-year gilts are at their highest levels since 2008, by the end of the year, private equity houses were reporting that more opportunities were crossing their desks and 2024 undoubtedly finished in a more positive place than it began.



2024 SUMMARY

How did the political and economic trends translate to deal activity in the holiday park market? In many ways, there was a continuation of the main themes of 2023, with much of the stock coming to market, comprising sub £10M lot sizes, with the main buyer pool being owner operators. In H2 2024, some group operators focused on selling non-core parks, to facilitate the recycling of capital back into their retained businesses, partly to help support higher pitch fees, in lieu of depressed unit sales. Others concentrated on lower margin, lower specification units or incentives, such as the unit sale price including the first year of pitch fees, in order to encourage unit sales.

In our corresponding article in early 2024, we highlighted a number of key trends, in terms of corporate activity, which largely remained the case through the course of the year:

- There has been a noticeable slowdown in activity, in line with 2023 levels. Corporate activity has been dominated by lower risk higher return opportunistic capital, with investors typically adopting a “buy and build” strategy, assembling a new group in one or more transactions, often off market and at lower multiples, and using capital expenditure to reposition and rebrand under-invested parks whilst developing new pitches. Some such investors have divested in the hotel sector and appraise parks with a hotel set of eyes and expectations.
- For some private equity investors already in the sector, who bought in the post Covid bull market, exiting to realise a significant loss is not a feasible option. There has been more than one aborted sale process, due to pricing being misaligned with vendor expectations.
- For institutional capital already in the sector, some are seeking one-off acquisitions for additional scale, as part of their traditional 5 year hold strategy. Operational markets continue to be perceived as an inflation hedge. The UK holiday park sector continues to generate interest from overseas money, given the cheap pound and relative multiples on profit.

And how was 2024 for private equity investors? In short, it was challenging. There was a lack of supply with few signs of distress, which would have presented an opportunity for new capital to enter the sector. Those transactions which have occurred have commonly taken in excess of 9 months to complete, as investors remain heavily risk averse.

One of the key barriers to entry for institutional investors remains the relative lack of skilled management teams, who are not already retained. A number of the former funders for Royale Life have entered into agreements with companies who made their name in other sectors.

Capital raising has also proved challenging. According to data captured by Preqin, an investment data company, private equity property funds collected the lowest amount of equity since 2012 and only 607 funds closed in 2024, the lowest number since 2015. According to data tracked by Preqin, between 2016 and 2023, the average number of months to final close increased from 15 months to 22 months and reached 24 months in 2024. 2024 saw a sharp decline in opportunistic and debt fund closes. As noted in the corresponding article in 2024, a key theme is consolidation amongst private equity investors, with investors gravitating towards mega-funds or high conviction funds with specialist managers.

2025 OUTLOOK

First and foremost, many investors feel as though there is greater visibility around the timing of the operational recovery, compared to the beginning of 2024. There is a continued focus on interest rates, with the profile of investors linked to the shape of the interest rate curve and the cost and availability of debt relative to other operational markets. An increase in unit sales and absorption rates remains key to corporate operators being able to deliver their business plans. Larger trades on the scale seen in 2021 largely require the return of value-add investors, with a lower cost of capital, who in turn require lower interest rates.

In the meantime, the prolonged period of higher interest rates has led to a continued window of opportunity for higher return private equity. There is significant pressure on many funds to deploy capital following a two year period of low activity and their defensive qualities continue to make the holiday park and residential home park markets attractive to corporate investors.

Business **rates**

The Non-Domestic Rating Act 2023 was brought into law by Royal Assent on 26th October 2023, affecting all occupiers, owners and investors in commercial property.

It introduces a number of changes to the way Business Rates are calculated and administered. The changes, which can be categorised into minor, important and critical categories:

CRITICAL CHANGES

- Duty to Notify

IMPORTANT CHANGES

- Completion Notices
- Material Changes of Circumstances
- Improvement Relief

MINOR CHANGES

- Frequency of Rating Revaluations
- Access to VOA Data

DUTY TO NOTIFY

All ratepayers must notify the VOA of any changes to a property on which they pay rates, within 60 days of the change. This will relate to physical changes to a property which could affect its Rateable Value, such as an extension being built or extensions to your park. Details of what must be notified remain vague and professional advice will be required as to what could potentially affect the Rateable Value of a property.

In addition, there will be an annual requirement to confirm (or re-confirm) whether there have been any changes or not to a property in the preceding 12 months. This will have to be done by all ratepayers within 60 days of 30th April.

This duty to notify applies to all commercial properties that are either in the Rating List, or should be in the Rating List and significant penalties (including substantial fines based on your Rateable Value and in some cases imprisonment), will be applied where the Duty to Notify is not met, so it is crucial to seek advice.



Golf – holiday lodge

diversification

The game of golf became even more popular during the pandemic as people sought the benefits of fresh air, exercise and open space. However, the popularity of golf has traditionally fluctuated and, as a result, our clients have been considering their overall golf ‘offer’ to enhance their business’ viability - leading to the diversification of many golf courses.

For the operator, it provides a means to diversify the site and generate a lucrative income stream. We have seen golf clubs diversify with gyms, hotels, holiday accommodation and wedding venues in order to enhance the viability of the business.

In providing holiday accommodation on site, the operator is creating not only a new income stream, but potentially also introducing a new group of consumers who will utilise the existing facilities on site. Holiday accommodation is a well-suited addition to golf courses for a number of reasons.

The holiday accommodation market has been very strong, driven by the popularity of the ‘staycation’ and the rising costs of holidaying abroad. Another significant driver is the consumer trend for an ‘experiential’ holiday which offers something a bit different to the norm – for example wood fired hot tubs, or on-site activities.

The scenic location of many golf courses make them an attractive proposition for holidaymakers looking to get away from the hustle and bustle, and offer the added bonus of a game of golf and on-site facilities on your doorstep – again adding to the experience that holidaymakers seek.

Our specialist knowledge of the leisure and holiday park industry has enabled our clients to secure some lucrative planning permissions to complement their existing leisure business. These permissions are supported by industry-leading design and site layout to create exceptional developments on our clients’ properties; one example being Carden Park in Cheshire (see overleaf).

At Savills, we expect the demand for holiday accommodation to remain strong throughout 2025 as our clients seek to meet consumer demand. The lodge market is at the forefront of demand for holiday caravan accommodation and our planning team has the expert knowledge to secure permissions on parks in leading UK tourism destinations.



Carden Park Hotel and Golf Resort

Cheshire

- Carden Park is a prime example of a golf club which has diversified into the ultimate countryside retreat. It incorporates a 198-bedroom hotel, two championship golf courses, 5-star spa and restaurant set in an estate of over 1,000 acres.
- There is a comprehensive offering of on-site activities, including archery, off-road driving, mini quads, laser clay shooting, segways, mountain biking, golf driving range, crazy golf and an aerial adventure course/zipline.
- We have now successfully obtained planning permission on behalf of Carden Park for the siting of 67 luxury holiday lodges within the grounds of the resort.
- The lodges have been designed in a spacious layout with extensive landscaping to create an exclusive environment. A number of the lodges are orientated so as to take full advantage of views across the esteemed Nicklaus golf course.
- The lodges are able to be occupied on a 12 month, year round holiday season, thereby providing year round income into the business, and year round visitor spend into the local economy; credentials which were given strong weight in favour of granting permission for the development.



Leisure Planning 2024 **successes**

Widdrington Lakes Holiday Park

Northumberland

- Brand new holiday park being developed near Morpeth
- Secured reserved matters planning permission for 425 static caravan pitches
- Secured planning permission for new central facilities building including restaurant & bar, pool, gym and shop



Bluewood Park

Cotswolds

- Existing holiday lodge park in woodland setting
- Successful planning appeal to secure expansion of the site for 12 holiday lodges
- Sensitive location within the Cotswolds national landscape



Ocean View Holiday Park

Ceredigion

- Lawful development certificate to secure longstanding use of the site for 60 static caravans, 37 touring caravans and 2 warden's caravans
- Located within the popular tourist spot of Clarach Bay



Hopley's Family Camping

Wyre Forest

- Diversified farm property which includes touring caravan and camping park, farm shop and restaurant
- Secured planning permission for 27 static holiday caravans



Trevella Holiday Park

Cornwall

- Brand new central facilities building
- Includes restaurant and bar with terrace, indoor pool, and various activities
- Replaces original facilities building



Exchanging **touring** caravans to **static** caravans

The proposed exchange of touring caravans to static holiday caravans is a very popular type of planning application and is becoming increasingly prevalent on holiday parks.

This is being driven by the current demand for holiday caravan ownership and also what can sometimes amount to an incompatibility of uses when there are both touring caravan and static holiday caravan elements within one holiday park.

Such planning applications are generally well received by Local Planning Authorities (LPAs) as, usually, the exchange is confined to the approved and developed footprint of the touring caravan area, with additional land use benefits through a reduction in overall holiday caravan numbers (with statics being larger than touring caravans) and a highway benefit through the cessation of cars towing touring caravans on the local highway network.

Against this background there are sometimes planning challenges to these exchanges on what ordinarily amounts to a seasonal use of land; i.e. a move to more 'permanence' with static caravans remaining in situ even when the park is closed.

The landscape impacts are therefore year-round as opposed to seasonal in this sense.

There have been isolated examples of static holiday caravans replacing touring caravans without the need for further planning permission. These cases are often presented on the basis that no material change of use of the land would take place. These rare examples are, however, very much dependent on the individual circumstances and operation of the touring caravan site in question.

For example, this type of argument could be advanced on a 12 month, year-round, touring caravan site where the touring caravans remain on-pitch throughout the year, and sometimes for two or three years without being removed. They are 'static' in this sense. The touring caravan site in this scenario has a degree of permanence to it, where any proposed replacement with statics would not change the position in either material land use or site character terms.

This is distinctly different to the usual operational scenario with touring caravan parks in that they are a seasonal use of land, with the site essentially reverting back to open countryside when not in use during the winter months.

The distinction between touring caravans and static holiday caravans is sometimes, but not always, set out within the Local Development Plan. There is of course the further distinction and control afforded by the site licence regimes for touring caravans as opposed to static caravans. Site licensing standards for touring caravans are very much different to those for static holiday caravans.

In summary, whilst there are therefore rare, isolated, examples of touring caravans being exchanged for static holiday caravans without the need for further planning, the generally accepted position is that planning permission is required. There is defined case law and land use evidence that touring caravans and static holiday caravans are different in planning law and there are specific licensing regimes which support this position.



Sustainability consultancy

Savills Sustainability Consultancy provides a full suite of sustainability services from strategy development and certifications, to climate risk and health and well-being.

We deliver bespoke and fully integrated sustainability services for investors, landlords, occupiers and developers seeking to prosper in an increasingly sustainability-literate marketplace.

Real Estate plays a huge role in addressing the global challenge of climate change. Increasing legislation, enhanced stakeholder concern and requirements for transparency continue to drive change for organisations. Our expertise can help organisations to understand both the risks and opportunities of embracing and effectively managing sustainability.

We offer a wide breadth and depth of sustainability knowledge and experience through a diverse, inclusive and highly qualified team of 200+ global professionals. Alongside valuing experience, we are also committed to investing in future talent and progressing sustainability expertise across the real estate sector.

All of our services are tailor-made to best meet our clients' needs. We pride ourselves on being quality focused, innovative, informed and passionate.

We are committed to the delivery of sustainable goals through a holistic, robust and accountable approach at all stages of the property lifecycle.

Our team vision is to inspire and enable our clients to make a positive impact on our planet. We are driven by our purpose to challenge and drive ourselves & our clients to achieve responsible, sustainable outcomes by providing market leading, innovative and strategic advice. We are proud to have an inclusive and diverse team culture.



Sustainability strategies developed for 13 Shopping Centres, 1 Office Complex + 1 organisational strategy for a retail client



200+ ISO 14001 audits undertaken and 10 Independent ISO 14001 Certifications established



Being a partner of GRESB, Savills has provided support for multiple clients on their GRESB submissions with a total AUM of over £11 billion for 16 portfolios across 11 countries, attaining two 5-star ratings, two 4-star ratings and five 3-star ratings



Managed BREEAM In-use instructions across:

- 16x residential sites
- 33 offices/hotels
- 14x retail sites
- 4x student accommodation
- 4x industrial sites

Economically sustainable tourism

It's well understood that staycations are more environmentally friendly by avoiding the need for the use of air travel. According to a 2023 report from Booking.com, demand for sustainable tourism is accelerating. 76% of global travellers expressed a desire to make more sustainable travel choices, while over 60% are seeking accommodation that demonstrate eco-friendly practices, such as energy conservation, decarbonisation, reducing plastic waste, and supporting local communities.

Solutions to lower costs and decarbonise

Green and environmental tourism is not new however, for the UK Leisure Park sector there is considerable progress in the economic competitiveness of the following key technologies:

- microgrids including EV charge points
- private wire renewables through ground solar & wind
- rooftop solar
- heat pumps
- behind the meter storage

These bankable and well understood technologies are well placed to step down heat and power costs and importantly reduce on-site emissions. It's well documented that at the point of use electricity supply has become increasingly expensive and this in turn is driving increased awareness of the benefits from onsite energy solutions. This can be a 'win win' for leisure park owners whereby on-site generation and peak shaving storage undercut grid tied power generating rapid payback and cash savings for the owner, and leading to improved EPC and ESG ratings for the properties.

Displacing & removing fossil based gas

Gas dominates energy supply for heating across the leisure park industry including swimming pools, spacial heating needs as well as expensive bottled gas for static caravans and chalets. This is where the use of onsite generation from rooftop solar as well as private wire renewables based power generation can make a significant improvement in energy costs while providing price certainty in step with an improved life cycle emission reductions. Gaps in matching demand with intermittent renewables can be sleaved with well-known suppliers to ensure a regular supply of energy.

Savills expertise

For over 20 years, Savills has been a trusted advisor in the renewable energy sector, identifying and securing prime locations for greenfield projects by leveraging our deep market expertise. Our industry-leading planning team supports the development of projects, ensuring successful outcomes. Additionally, we specialize in securing essential land rights for grid networks, enabling the efficient delivery of green electricity. With a proven track record in securing capital, we facilitate the funding and realisation of clean energy initiatives, driving progress toward decarbonization.

A selection of our **properties** for sale



Portfolio of holiday and residential parks situated on the Ards Peninsula
County Down, Northern Ireland

Status: For Sale
Guide Price: £15 million
Area: Three sites extending to approximately 56.66 hectares (140 acres) in total

- Windsor Holiday Park and Seahaven Residential Park**
- Site Licence for 147 static caravans permitted for 12-month holiday use and 178 residential units for residential use
 - Mixed development comprising 164 static caravan pitches including 39 vacant pitches and 171 residential pitches including 25 vacant pitches
 - Well-appointed facilities
 - Freehold interest

- Ballyhalbert Holiday & Residential Park**
- Site Licence for 859 caravans including 209 residential pitches, 630 statics holiday caravan pitches and 20 touring pitches
 - Mixed development comprising 269 static holiday caravan pitches including 34 vacant pitches and 108 residential pitches including 13 vacant pitches
 - Well-appointed facilities
 - Freehold interest

- Cloughey Holiday Village**
- Developed with 133 static holiday pitches including nine shorefront holiday lodges and 25 vacant pitches
 - Site Licence for 145 static caravans permitted for 12-month holiday use
 - Former plans for new facilities including a clubhouse and gym
 - Long Leasehold interest



Glendevon Resort
Perthshire

Rare opportunity to acquire a rural lodge park situated in the Scottish countryside

Status: For Sale
Guide Price: Offers in excess of £1.5 million
Area: Approximately 5.56 hectares (13.73 acres) in total

- Planning permission for 167 caravans
- Developed with 88 pitches, to include 86 pitches occupied with holiday and residential units (14 held on heritable titles) and two vacant pitches
- 12-month Site Licence
- Reception building with café and office



Henlle Park Golf Club
Shropshire

Premier parkland golf course with development potential on the Welsh border

Status: Sold
Guide Price: Offers invited
Area: Site extending to approximately 56.72 hectares (140.16 acres) in total

- Award winning 18 hole parkland golf course extending to 6,161 yards, par 70 (white tees)
- Modern clubhouse/function building



Confidential Sale
Conwy

Well-located static holiday caravan park in North Wales

Status: For Sale
Guide Price: Offers in excess of £2 million
Area: Approximately 6.12 hectares (15.11 acres) in total

- Developed for 54 static caravans
- Site Licence period from 1 March to 31 October
- Bar/reception, games room and laundrette



The Pines Caravan Park
Powys

Award-winning static holiday park in rural location at site of former railway station

Status: Sold
Guide Price: Offers in excess of £850,000
Area: Approximately 0.40 hectares (2 acres) in total

- Developed to accommodate 30 static holiday caravans
- Site Licence from 1st January to 30th November
- Two-bedroom owner's accommodation with private garden



Robin Hill Country Park
Isle of Wight

Diverse visitor attraction business set within 88 acres of natural woodland, parks & gardens

Status: Sold
Guide Price: £2.25 million
Area: Approximately 35.78 hectares (88.41 acres) in total

- Family amusement park, one of the Isle of Wight's largest tourist attractions
- A variety of food offerings and a range of indoor and outdoor attractions
- Planning permission for holiday accommodation comprising 19 tree houses, 23 lodges and 40 glamping tents



Manor Farm Leisure

Worcestershire

Diversified leisure portfolio set in over 72.84 hectares (180 acres) of countryside Available as a whole or in lots

Status: For Sale **Guide Price:** **Lot 1** - £2.5 million | **Lot2** - £900,000 | **Lot 3** - offers invited

- Lot 1**

 - Holiday Caravan Park, comprising 46 static pitches, 15 touring pitches, caravan storage area and outbuildings
 - Approximately 8.29 hectares (20.49 acres)
- Lot 2**

 - Harvington Golf Centre, comprising an 18-hole golf course and 9-hole golf course and river fishing
 - Approximately 46.98 hectares (116.09 acres)
- Lot 3**

 - Windmill Lakes, comprising six well-stocked fishing lakes with 203 pegs, a café, tackle shop and manager's residential accommodation
 - Approximately 11.63 hectares (28.74 acres)



Gimblet Rock Holiday Park

Gwynedd

Static holiday caravan park situated in a unique, prime North Wales location

Status: Sold
Guide Price: Undisclosed
Area: Approximately 5.56 hectares (13.73 acres) in total

- Planning permission for 131 static holiday caravans to include a manager's unit
- Developed for 129 holiday units with a mix of private owners, letting fleet, staff caravans and wardens park home
- Fitness Suite/Laundrette/workshop building



Penlan Holiday Park

Carmarthenshire

Rural holiday park in the heart of South Wales with planning permission for further development

Status: Sold
Guide Price: £2 million
Area: Approximately 8.619 hectares (21.3 acres) in total

- Planning permission for 92 holiday chalets
- Developed to accommodate 87 log cabins, all held leasehold and nine privately owned holiday cabins/caravans
- Amenity building with reception, office, bar/restaurant and outdoor heated swimming pool
- Large three-bedroom detached house and two-bedroom annexe



Ffrith Wen Caravan Park

Conwy

Family-operated holiday park with picturesque views of the North Wales countryside

Status: Under Offer
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
- Static caravan park developed for 16 static holiday pitches and a Caravan and Motorhome Club CL site developed for 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



Cressfield Caravan Park

Dumfries And Galloway

Established mixed holiday and residential park with considerable growth potential and option to purchase additional adjacent land

Status: Sold
Guide Price: £5 million
Area: Approximately 19.10 hectares (47.9 acres) in total

- Developed to accommodate 153 static caravan pitches, 19 residential lodge pitches and 71 touring pitches
- 12 month operating period
- Spacious and modern three-bedroom detached dormer bungalow
- Further development potential
- Additional land available by separate negotiation



Westville Holiday Park

Cumbria

Coastal holiday park with good growth potential

Status: Under Offer

Guide Price: £1.75 million

Area: Approximately 3.1 hectares (7.65 acres) to include a 1.52 hectare (3.75 acres) field ideal for future growth subject to planning

- Developed with 51 static holiday caravan pitches and five lodge pitches
- Detached two-bedroom bungalow providing warden/owner's living accommodation
- Games room, workshop, garages and stores
- Former bakery providing commercial premises and café building, (part under concession)



Highly Profitable Luxury Letting Business

Perthshire

Impressive collection of luxury and bespoke waterfront properties, situated in three enviable lochside/riverside locations

Status: For Sale

Guide Price: Price on Application

Area: Approximately 20.37 hectares (50.31 acres) in total

- 31 luxury holiday and bespoke cottages available as a whole or in four separate lots
- Six-bedroom hotel with luxury accommodation and staff bedrooms
- Planning permission for additional units, some with services installed
- Four stunning locations with loch frontage and riparian fishing rights



Confidential Sale

Carmarthenshire

Established riverside holiday park in the Carmarthenshire countryside, with future development potential

Status: Under Offer

Guide Price: Price on Application

Area: Approximately 3.25 hectares (8.05 acres) in total

- Developed to accommodate 90 static caravan pitches (81 single bases and nine twin unit bases)
- Outdoor heated swimming pool, children's play area, laundrette and games room
- Detached four-bedroom house with private garden utilised as a holiday let



Confidential Sale

Gwynedd

Well established static holiday caravan park situated in a prime North Wales location, close to Abersoch beach

Status: Under Offer

Guide Price: £2 million

Area: Approximately 4.28 hectares (10.58 acres) in total

- Developed to accommodate 198 static holiday caravans
- Purpose-built office and reception building
- 50% shareholding



The Pines Residential Park

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: £950,000

Area: Approximately 1.38 hectares (3.4 acres) in total

- Planning permission for 31 residential park homes and 4 holiday units
- Site Licence period 1st March – 31st October for holiday caravans
- Owner's park home included within the sale



Turnberry Holiday Park

Ayrshire

Substantial coastal holiday park with far reaching views across the Firth of Clyde

Status: Sold

Guide Price: Price on Application

Area: Approximately 8.69 hectares (21.47 acres) in total

- Developed for 280 holiday static caravans and lodge pitches
- Site Licence permitting up to 392 caravans for a period of 11 months



Rudyard Vale Caravan Park

Staffordshire

Established caravan park situated in the Staffordshire countryside, close to the Peak District National Park

Status: Sold

Guide Price: Price on Application

Area: Approximately 0.86 hectares (2.13 acres) in total

- Planning permission for 40 static holiday caravans
- 40 developed pitches
- Site Licence period for 10 months
- Site office with community room, office, amenities and storage



Pine Trees Leisure Park

Lincolnshire

Family static holiday caravan and camping park located on the outskirts of the popular tourist town of Skegness

Status: Sold

Guide Price: £2.25 million

Area: Approximately 5.71 hectares (14.11 acres) in total

- Planning permission for 84 static holiday caravan pitches and 100 touring and tent pitches
- Developed to accommodate 77 static holiday caravan pitches and 100 grass touring and tent pitches (c.50% seasonal touring)
- Two fishing lakes, six let holiday cottages, log cabin reception, social club with capacity for c.300 customers



Brigg Marina and Holiday Lodge Park
North Lincolnshire

Holiday lodge park and marina development opportunity situated in the North Lincolnshire countryside

Status: Sold
Guide Price: Undisclosed
Area: Approximately 4.06 hectares (10.03 acres) in total

- Holiday lodge park and marina with planning permission for 37 log cabins
- Operated as a holiday letting business with 12 month operating period
- Planning permission for restaurant and bar facilities
- Marina basin connecting to the River Ancholme with approximately ten water and electric hook-up points, service building with an office and amenity building



Confidential Park
West Midlands

Established park home estate near the conurbations of the West Midlands

Status: Under Offer
Guide Price: £2 million
Area: Approximately 3 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 o a former play area (subject to planning)



Confidential Holiday Park
Cumbria

Rare opportunity to acquire an established holiday park and campsite in the Lake District National Park

Status: Under Offer
Guide Price: £3.5 million
Area: Approximately 8.36 hectares (20.65 acres) in total

- 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
- Amenity block, shop, reception and play area
- Three-bedroom bungalow



Sunny Hollow Farm
Cumbria

Exclusive holiday park development opportunity situated on the outskirts of the Lake District National Park

Status: For Sale
Guide Price: £950,000
Area: Approximately 7.56 hectares (18.68 acres) in total

- Supportive planning pre-application advice for:
- 41 holiday lodges, seven pods, six yurts ad four safari tents
- Reception, office, amenities, shop, café and guest accommodation and site facilities including a food and beverage offering
- Traditional stone-built give-bedroom farmhouse
- Range of barns and agricultural outbuildings ideal for conversion to accommodation and hospitality facilities



East End Farm Campsite
East Yorkshire

Touring caravan and camping site with courtyard of farm buildings to include six-bedroom farmhouse with annexe, ideal for further development in the Yorkshire Wolds

Status: For Sale
Guide Price: £950,000
Area: Approximately 4.05 hectares (10 acres) in total

- Planning permission for a touring caravan and campsite and the conversion of a barn to tourist accommodation
- Site Licence for 49 touring caravan pitches
- 12 month operating season
- Modern amenity block
- Five-bedroom traditional farmhouse and one-bedroom self-contained annexe
- Outbuildings with potential to convert to letting accommodation, STP



Confidential Caravan Park
Scotland

Established holiday park in the Scottish countryside with a riverside setting

Status: Under Offer
Guide Price: £1 million
Area: Approximately 2.3 hectares (5.68 acres) in total

- Developed with 44 static holiday caravan pitches, 33 touring caravan pitches and 5 glamping pods
- Site Licence period April to October for 44 static units and 47 touring units
- Bunkhouse, reception, games room, children's outdoor play area, amenity block, laundrette pod, compound area with workshop/equipment store and garages and store
- Site office with community room, office, amenities and storage



Confidential Holiday Park
Scotland

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

Status: For Sale
Guide Price: Price on application
Area: Approximately 30.26 hectares (74.78 acres) in total

- 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 and one twin unit staff lodge and two seasonal staff caravans
- Boat storage, moorings and slipway for boat launching
- Site Licence permitting 12-month occupation for 284 static caravans for holiday use and one residential caravan



Penvale Lakes Lodges
Denbighshire

Established holiday lodge park situated in the picturesque North Wales countryside

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

- Well established holiday lodge park in the picturesque Vale of Llangollen
- Planning permission for 13 lodges
- Developed with nine park-owned Canadian lodges and three held leasehold by third parties



Fisherground Campsite
Cumbria

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

Status: For Sale
Guide Price: £1.75 million
Area: Approximately 5.33 hectares (13.12 acres) in total

- Licence for 215 tents and mobile units and planning permission for three touring caravans and seven pods
- Licence period 1st March to 15th November (operating period 13th March to 22nd October)
- Developed over two camping fields with grass pitches for tents and a number of hardcore pitches for campervans



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: Under Offer
Guide Price: £3.75 million
Area: Approximately 10.12 hectares (25 acres) in total

- Developed for 29 luxury lodges including nine park-owned lodges, 11 lodges owned by third parties and managed by Twin Lakes under 20-year agreements, one staff lodge and eight privately-owned lodges held freehold
- Planning permission for an additional 24 lodges, 13 apartments and a clubhouse
- Permitted 12-month holiday use



Brunston Castle Holiday Resort
South Ayrshire

Established holiday lodge resort with excellent leisure facilities and benefitting from panoramic views of the Scottish countryside

Status: For Sale
Guide Price: £5.25 million
Area: Approximately 11.37 hectares (28.09 acres) in total

- Developed to accommodate 88 holiday cottages (3 privately owned and 85 company owned)
- Planning permission for 134 holiday cottages in total
- 12-month operating period



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: £4.5 million
Area: Approximately 9 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 Caravan Park
Flintshire

Established holiday park in a popular North Wales location

Status: Under Offer
Guide Price: Offers in excess of £2.25 million
Area: Approximately 2.81 hectares (6.94 acres) of which approximately 2.39 hectares (5.91 acres) is held freehold and circa 0.41 hectares (1.03 acres) is held leasehold

- Planning permission for 98 caravan pitches
- Developed for 80 holiday static caravans and two twin units (one being the warden's accommodation)
- 10 pitches within a new development (five pitches developed with a further five to be developed)
- Site Licence period 12 months, operated from March 1st to January 6th



Leven View Residential Park
North Yorkshire

Attractive park home estate in North Yorkshire

Status: For Sale
Guide Price: Offers in excess of £900,000
Area: Approximately 1.62 hectares (4 acres) in total

- Established and well-maintained park home development accommodating 25 twin unit bases and one single base
- Planning permission for 34 residential units
- Developed with 26 mobile home units sited



Capernwray Diving Centre
Lancashire

Renowned national diving and open water swimming centre and land with planning consent for 19 self-catering holiday chalets

Status: For Sale
Guide Price: £2.5 million
Area: Approximately 9.7 hectares (24 acres) in total

- Planning permission for 19 self-catering holiday chalets and positive pre-application for nine pods
- Well-established national diving and open water swimming centre with a purpose-built central facilities building
- Recreational lake boasting one of the cleanest recreational bathing waters in the UK with unique underwater theme park and fish stock



Confidential Park Home Estate
Scotland

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

Status: For Sale
Guide Price: £2.75 million
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 units park homes within a spacious layout
- Potential for further development



Fairview Holiday Park
Herefordshire

Well-established static holiday caravan park in the Herefordshire countryside

Status: Under Offer
Guide Price: £1.5 million
Area: Approximately 5.98 hectares (14.78 acres) in total

- First time to the market
- Planning permission for 63 static holiday caravans
- Developed to accommodate 44 single unit static caravans
- Expansion of the park via the development of a further 11 pitches
- Site Licence period 1st March to 31st January



Confidential Caravan Park
Denbighshire

Established static holiday park in a prime North Wales location with close proximity to the beach

Status: Coming to the market soon
Guide Price: Price on application
Area: Approximately 2.08 hectares (5.13 acres) in total

- Site Licence from 1 March to 15 January
- Developed to accommodate static holiday caravans



Merryyn Heights
Cornwall

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

Status: For Sale
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 un-developed pitches
- Permitted to be occupied for holiday use throughout 12 months of the year



Shamba Touring Park
Dorset

Shamba Holiday Park is a long-established camping and touring park within easy reach of the A31 dual-carriageway

Status: For Sale
Guide Price: £2.5 million
Area: Approximately 2.22 hectares (5.32 acres) in total

- Planning permission to be developed for 150 touring caravan pitches
- Owners/managers 2 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 mixed portfolio of four parks
Mixed locations

Rare opportunity to acquire a portfolio of premium residential parks and a holiday park in prime high-demand locations

Status: For Sale
Guide Price: Price on application
Area: Approximately 10.02 hectares (24.74 acres) in total

- 194 park homes, 43 holiday units and 30 garages
- £1,072,793 combined turnover
- £528,959 total pitch fee revenue
- Turnover growth year on year



Riverside Holiday Park
Bedfordshire

Established holiday park overlooking the River Great Ouse with potential for redevelopment

Status: Sold
Guide Price: OIEO £2 million
Area: Approximately 2.78 hectares (6.86 acres) in total

- Developed for 53 static holiday caravans
- Site licence for up to 55 holiday caravans
- Site office, warden's mobile home & maintenance compound



BDOC South Development Site
Dorset

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

Status: For Sale
Guide Price: Offers Invited
Area: Approximately 2.28 hectares (5.63 acres) in total

- Lawful Development Certificate for the re-development 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)



Hill Pond Caravan and Camping Park
Devon

Touring caravan and camping park on the outskirts of Exeter in Devon

Status: For Sale
Guide Price: £1.5 million
Area: Approximately 1.48 hectares (3.65 acres) in total

- 50 touring pitches with electric hook ups (36 of which are hardstanding) and 25 tent pitches
- Excellent facilities block, including a reception/office, laundry and wash areas
- Permitted to operate as a holiday park throughout 12 months of the year



Edgeley Holiday Park

Surrey

Tranquil holiday park currently developed for 238 holiday caravans and lodges set within 26 acres of woodland, in the Surrey Hills

Status: Sold

Guide Price: Undisclosed

Area: Approximately 10.5 hectares (26 acres) in total

- Developed for 238 static holiday caravans and lodges
- Permitted for holiday use throughout 12 months of the year
- Central leisure building with heated swimming pool
- Prime location in the heart of the Surrey Hills



Treetops Caravan Park

Dorset

Static holiday caravan park with views across the River Frome in Dorset

Status: Sold

Guide Price: Undisclosed

Area: Approximately 1.90 hectares (4.69 acres) in total

- Planning permission for 56 static holiday caravans
- Currently developed for 48 holiday static caravans, all of which are in private ownership
- Detached 4 bedroom house (on separate Title Deeds)
- Prime location with a number of the pitches having far reaching views over the Purbeck Hills, Poole Harbour and Corfe Castle
- Owned by the same family since 1933



Rosehill Lodges

Cornwall

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

Status: Sold

Guide Price: £2.5 million

Area: Approximately 1.04 hectares (2.58 acres) in total

- Nine, two and three bedroom detached lodges and an additional two bedroom cottage,
- Permitted to operate throughout 12 months of the year for holiday use
- Planning consent to develop a further six lodges
- Within walking distance of a blue flag sandy beach
- Five-star development graded Gold Award by Visit England



2024 **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 2024 were marketed confidentially



Business Rates

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



Planning

We have secured planning permission for over 1000 new caravan pitches during 2024

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?

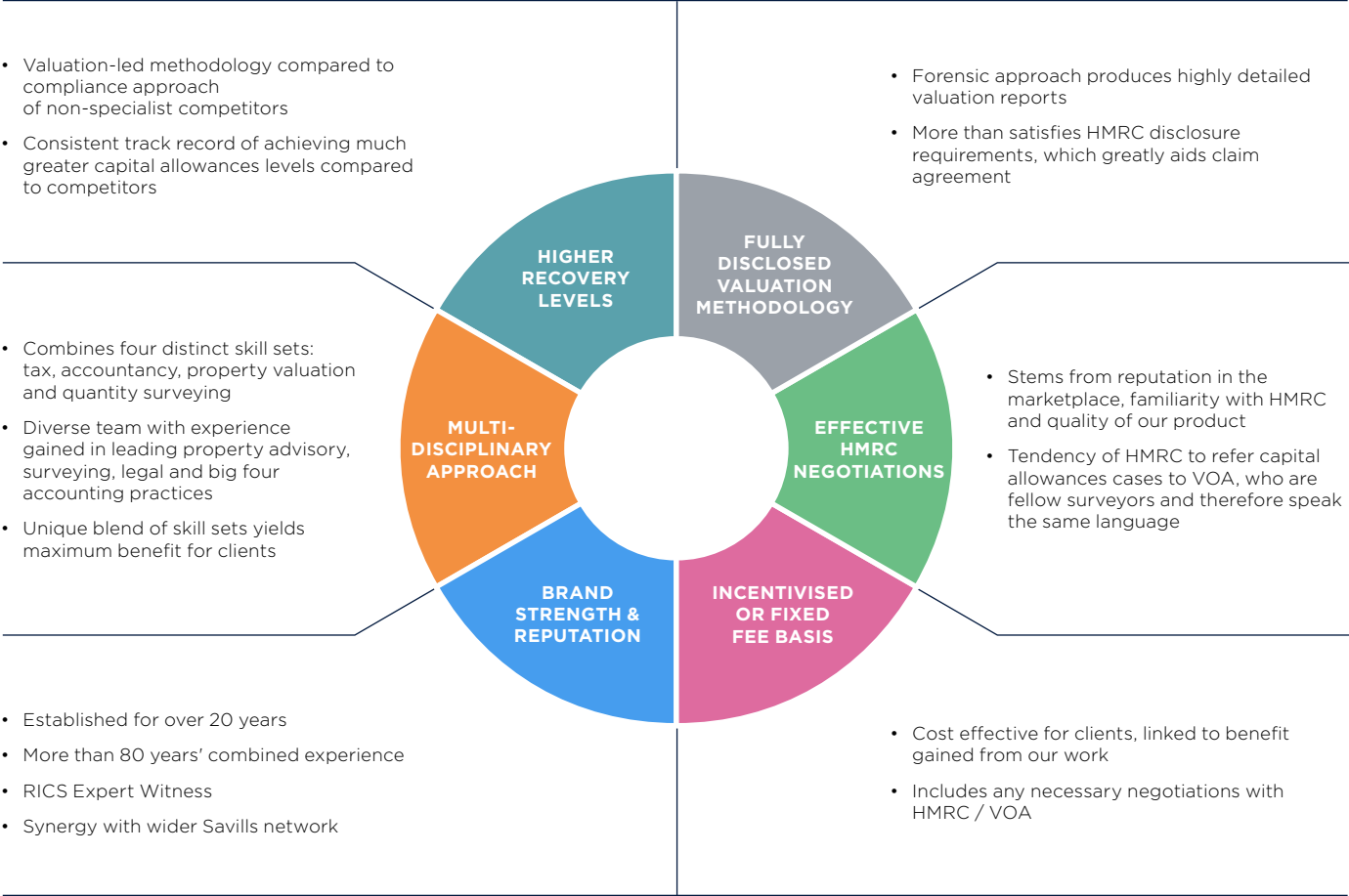
Most UK businesses pay tax on trading profits and many have significant interests in commercial property. Capital allowances are the only form of tax relief claimable on capital expenditure incurred by UK taxpaying owners and occupiers of commercial property.

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



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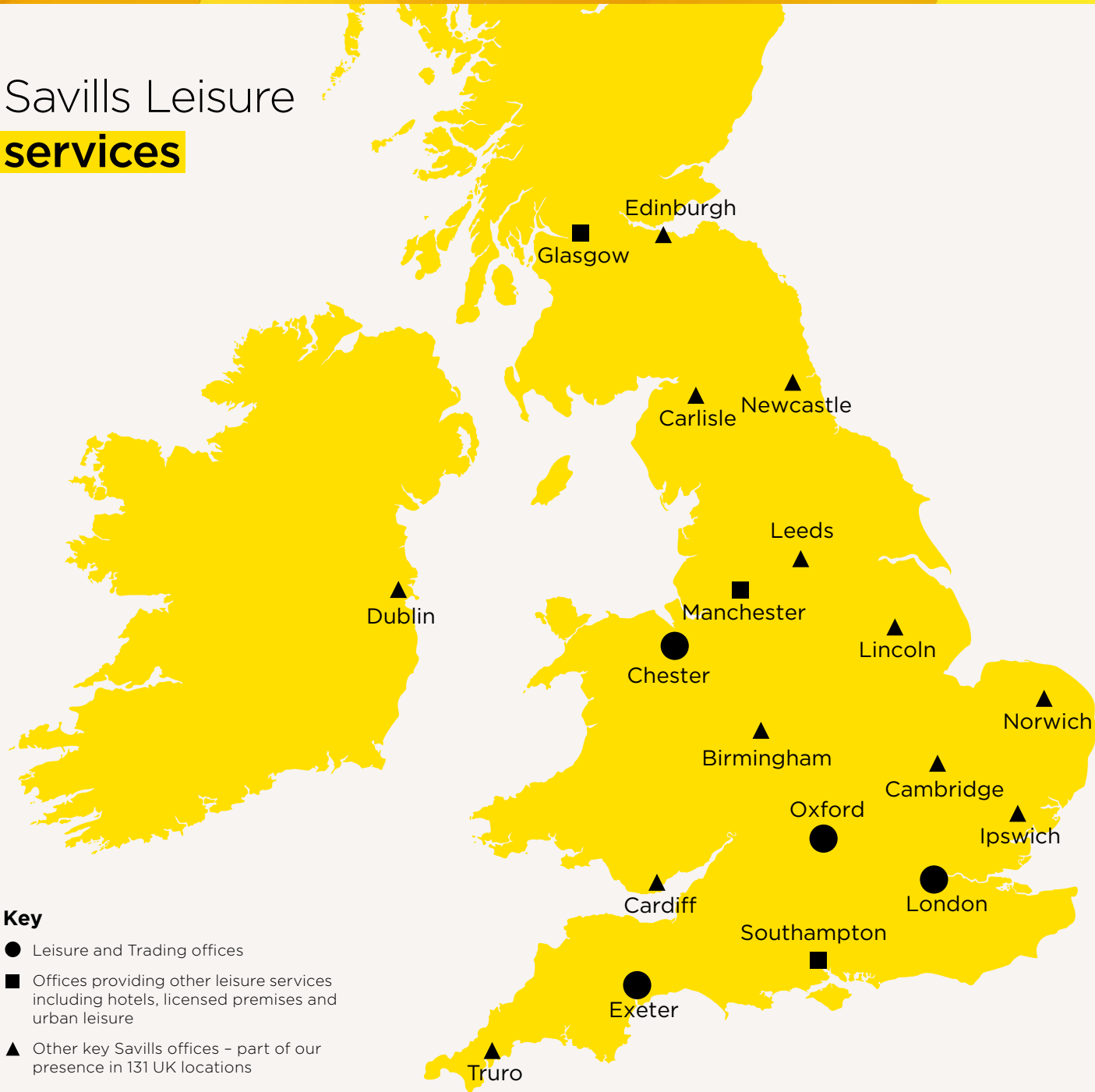


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Savills Leisure services



Savills Leisure updates

Aspects of Leisure
Autumn / Winter 2024



SCAN ME



Aspects of Trade
Autumn 2024



SCAN ME



Caravan and Holiday Parks for Sale



SCAN ME



Tourism, Leisure and Events Consultancy



SCAN ME



Glamping & Lodge Accommodation



SCAN ME



Leisure Planning



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Why Savills



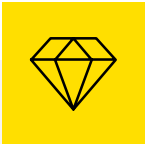
Our director led teams...

...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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