THE NATIONAL HOLIDAY AND HOME PARK SPECIALISTS

Can our Specialist Leisure team assist you?

- **Agency**
- **Valuation**
- **Leisure & Trade Related**
- **Business Rates**
- **Planning & Development**

25 Leisure and Trade Specialists working across the UK and Europe

We have advised on over £1.5bn worth Leisure Assets in the last 12 months

Expert Rating Team who act for the majority of group holiday park operators in the UK

The National Holiday and Home Park Specialists

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Welcome to Savills 2021 Holiday and Home Parks brochure.

Whilst writing this introduction I recall sitting down at the end of 2019 and writing an article entitled “2020 vision”. I specifically remember the feeling of optimism that I had when I looked forward to what the year may have in store.

In Q1 of 2020, clients and park owners were reporting that caravan sales were already above that of previous years and Brexit was likely to be the contributing factor. This viewpoint tied in with Savills predictions for strong trade in 2020. The short lived optimism gave way to the warning signs of disruption which, in hindsight, were evident from the start of the year, although it was not until 29th January when the UK had its first Covid-19 case that the magnitude of the potential impact of the Pandemic became a reality.

The next six weeks leading up to the first national lockdown of all hospitality and accommodation businesses was the start of an unprecedented shock to the national economy, which initially also had a dramatic impact on the holiday park sector.

Despite the first lockdown, caravan parks continued to transact and Savills were able to complete on six caravan park sales in April and May alone. Despite the continued disruption, demand for parks of all varieties did not falter throughout the year. Many holiday parks reopened on 4th July commencing the recovery for holiday park businesses, which fortunately have been able to comply with social distancing requirements more easily than other sectors of the hospitality industry.

Whilst there is ongoing disruption to the UK economy, news of progress with vaccines has provided hope that one day soon, we may return to some sort of normality. In the meantime the melting pot created by the combination of Brexit and Covid-19 has shaped an environment where domestic tourism can thrive. Caravan parks have found an enhanced popularity and in some cases are viewed as ‘open air hotels’ where social distancing is possible and the outdoors can be enjoyed. In 2021 parks will need to adapt to an emerging and evolving customer base where the greatest challenge for park owners is perhaps demand outstripping supply for caravans and lodges. This is likely to also be reflected in the market for parks themselves, where demand for good quality properties remains firm and supply limited. We therefore look forward with optimism to 2021, and hope that 2020 will be viewed as a challenging year which despite its setbacks, helped to raise the profile of the holiday park sector and broaden its appeal to UK holidaymakers and second home owners.

Richard Prestwich
Going into 2020 many holiday park operators were pondering how Brexit would impact their business. Many operators had already seen a boost in staycations since the vote to leave and were planning to accommodate more domestic holidaymakers.

Then, with little warning, the parks had a new challenge to deal with.

In March 2020, the UK went into lockdown and an instant holiday park operations / businesses came to a standstill. National and international holidays were cancelled overnight and lockdown restrictions meant people were not able to visit their second homes, holiday caravans or lodges.

The UK lockdown could not have come at a worse time, at the beginning of the spring holiday season, with many parks due to open on the Easter weekend. Four months of 2020 trading were lost, including some key school holidays and bank holidays, until holiday parks were allowed to reopen again in July. The general consensus across operators however is that many have been fortunate to see a strong recovery over the second half of the season.

Holiday park operators generally expect strong occupancy rates in July and August and in 2020 the sector experienced occupancy rates of 99%, which were higher that the long-term average of 95%. The popularity continued into September and October, typically when operators would start to see declining occupancy rates, with sustained demand near full capacity. The second lockdown in November, whilst perhaps less disruptive, was equally unwelcome as park owners were clawing back lost income from earlier in the year.

Despite the unprecedented disruption, 2020 has been another strong year for holiday and home park sales which is testament to the resilience of the sector. There have been equally strong, as in previous years as illustrated in the Average ‘Per Pitch’ Values graph opposite. There is little evidence of any distressed sales resulting from Covid-19, on the contrary the majority of operators believe that the industry will flourish in the wake of Brexit and Covid-19.

The promise of Covid-19 vaccines is a welcome positive step in the right direction, although underlying caution will likely cause further disruption throughout 2021. Forecasting in 2021 remains a challenge, but unlike 2020, the early lockdown and roll-out of the vaccine gives hope that restrictions might be eased by the time this year’s season kicks off in the Easter holiday, which could pave the way for a strong recovery in trading during 2021.
Private equity is risk capital which is not publicly listed. The raison d’être of private equity funds is usually to generate a capital gain from the sale of investments. Private equity money will commonly actively manage a business before realising a higher value on exit. Private equity fund managers fulfil a range of roles, such as raising funds from investors, finding and managing investments and generating a capital gain. In broad terms, the concept of private equity emerged in the 1980s, out of development and venture capital. Development capital is equity funding used to expand established businesses. It is less risky than venture capital, which is financing provided to start-up businesses.

The private equity industry has gone through various evolutions, including the emergence of two distinct tiers of fund: the first being sector specific and the second more focused on cross border investments. If they are entering new markets, private equity groups will commonly retain the existing staff structure of a business, with the aim of building a platform. The holding period will depend on the type of group and its business model, sector dynamics and market conditions. For instance, buy out groups traditionally have a three to five year holding period. In a stronger market, the hold period is shorter as the rate of return is higher. A more crowded market place is creating greater competition between private equity groups, supporting higher prices. Increasingly therefore, a longer holding period is required to make a gain on the invested capital. Many of the opportunities are off market and are relationship driven.

What characteristics have marked private equity investment in the holiday park sector, to date? Exact requirements differ from one investor to the next however for their initial investment, groups will typically wish to place at least £75M, in order to establish a platform in the market, to maximise their returns. While some trends emerge which link one recession to another, there are a number of key differences between the Global Financial Crisis and the current pandemic. One is that the banking sector is far better capitalised than during the Global Financial Crisis (GFC), with the banks able to take a slightly different stance through various forbearance policies, for instance extending existing debt facilities or rolling up interest payments. The current expectation is that distressed assets will start to filter through in certain operational markets in Q2 2021. Distress is expected to be particularly prevalent in those markets where properties were over-leveraged or where pricing was over-heated leading into the pandemic, or where there has otherwise been a seismic shift in operational performance due to the pandemic. The hotel and pubs sector are two such examples.

Due to its operational resilience, relatively few distressed assets are expected in the holiday park sector. Despite this, we expect the holiday park market to remain attractive to private equity investors. Why? Firstly, it is relevant to identify operational trends and investment patterns in other operational sectors. For instance, the hotel market is not expected to return to pre Covid levels of trade until 2023 or 2024. While that market is likely to see plenty of distressed assets come to the market in 2021, private equity groups may need to hold assets for longer than a traditional five year period, in order for there to be a sufficiently buoyant market for subsequent disposals.

Moreover, many groups are over-exposed to certain operational sectors and the opportunity to diversify into a market with such a flexible business model is an attractive one. Finally, a holiday park acquisition off a multiple on sustainable profits of say 12 represents an attractive return when viewed in the context of a multiple on sustainable profits of say 14 – 15 for a regionally located hotel. In terms of the longer term outlook for the holiday park sector, we expect to see increased levels of consolidation amongst the top 15 or 20 operators in the market, either through mergers or selective acquisitions which complement existing portfolios.

A greater number of group operators of scale, could serve to increase the possible number of targets for private equity buyers. It could also give rise to an even more pronounced two tier market, with an increased number of groups affordable only to private equity buyers, with cash reserves well in excess of £100M and an ability to justify multiples on profit beyond those considered sustainable by sector specific operators.

The market may also see a gradual move towards greater operational transparency, allowing operators and buyers alike to benchmark performance, broadening the appeal of the sector to private equity groups who have previously shied away from the sector, due to its perceived opacity, relative to some other trading sectors.

What is the outlook for private equity investment in the holiday park market?

Private equity buyers are opportunistic in nature and like other groups of buyers, many are currently waiting for the bottom of the market, to maximise their returns. While some trends emerge which link one recession to another, there are a number of key differences between the Global Financial Crisis and the current pandemic. One is that the banking sector is far better capitalised than during the Global Financial Crisis (GFC), with the banks able to take a slightly different stance through various forbearance policies, for instance extending existing debt facilities or rolling up interest payments.

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Why is the holiday market attracting private equity investors?

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Changes in operator profiles

A consequence of increased operator consolidation is improving tenant covenants, which when occupational leases are put in place, prove attractive to a different set of buyers again, the institutional funds. This group of buyers is seeking long leases with inflation linked rent review mechanisms and rents set at around 50% of underlying profits. Improving tenant covenants may therefore give rise to an increasing number of operators taking leases, as a way of releasing capital for further investment or reward. Should this come to pass, this would depress the number of available opportunities for private equity investors, who seek the asset management potential offered by unencumbered businesses. Irrespective of the direction in which the holiday park sector evolves, to an extent it will always remain relatively fragmented; given the significant market share taken by single owner operators, for whom running a holiday park is a lifestyle choice. As a result, we expect demand from private equity investors to continue to outstrip the supply of suitable targets with buyers having to alter their criteria, in order to gain a foothold in the market. Historically, many private equity groups have shied away from buying from other private equity groups however with a dearth of suitable opportunities, they may have no choice in the matter. Ultimately, in ten years’ time, we may look back at Covid as a key turning point in the structural evolution of the holiday park market, having highlighted the benefits of investment to a new set of private equity buyers. Savills has close relationships with multiple private equity groups, who either have or are looking to obtain a presence in the sector.
The golf industry has suffered over recent years with a decrease in popularity and declining membership numbers. As a result, many club owners are now looking for ways to diversify their businesses and utilise their often large land holdings, and a popular choice is to expand into holiday lodge accommodation.

Golf courses are well suited to the addition of holiday lodges for a number of reasons. The scenic location of many courses make them an attractive proposition for those looking to get away from the hustle and bustle. Golf courses are also established tourism destinations with people willing to travel to have time away from their local courses.

There are several key considerations when applying for planning permission to add holiday lodges on a golf course. It is important to fully consider the economic viability and number of lodges to ensure the business will be profitable. This can be done by checking the anticipated sale and rental values of the lodge properties against the development costs.

It is also important that you consider the inclusion of site facilities. Golf clubs often already offer facilities such as a restaurant and bar, so proximity to these on site facilities can be an attractive offering to holidaymakers.

Finally, it is imperative that you are aware of any designations on the land you are looking to develop. Due to the countryside nature of golf courses, there can sometimes be statutory and local designations on the land for the purposes of protecting biodiversity and landscape character. Golf courses that are liable to flooding from rivers or the sea can be difficult to promote, and it is also challenging to secure permission for development on courses that lie within the green belt.

There are a number of benefits to adding holiday lodges to a golf course, primarily the diversification of income for the owners, thereby reducing the reliance upon membership and fees. It may also encourage more golfers to visit the course and open it up to ‘pay as you play’ business and a wider catchment.

There is also the more overlooked benefit of creating a rural tourism business which can generate additional employment and off-site spend into the local community all of which are key focal points to support a positive planning application.

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An excellent example of golf diversification, Penrhos Park comprises an 18 hole championship golf course, further 9 hole course and driving range, with adjoining holiday park, hotel and leisure facilities. We obtained planning permission on behalf of the owners for an extension to the holiday park for the siting of 34 static holiday caravans, bringing the total number of permitted holiday caravans and lodges at the park up to 191.

Pennant Park is a picturesque golf course with views over the Dee Estuary. We were first instructed at Pennant Park some 15 years ago to advise on a modest development of holiday lodges to supplement the golf course’s income. With a positive policy framework in the Development Plan, the course now has consent for 73 lodges and static caravans on 4 separate areas of the golf course which can be occupied all year round.
BUSINESS RATES
AND COVID

A tax on the occupation, or the right to occupy non-domestic property in the UK. Savills rating team can manage and mitigate this cost for clients, and has been doing so for many years, specialising in the various sectors.

We do this for landlords and tenants alike, reviewing and challenging rateable values; auditing and managing rates payments; and offering advice on vacant or underutilised space, or space undergoing works.

Our business rates service is suitable for anyone with an interest in non-domestic property, whether they be a trading business, a charity, an investor or a developer. The sectors we cover include caravan and holiday parks, marinas, golf courses leisure and trade-related, industrial, logistics, office, as well as specialist properties which may not be conventionally valued.

As well as interacting with most commercial teams in Savills, we work particularly closely with Savills agency and property management services, which provides our rating experts with more transactional and comparable data than many of our competitors, and with recent changes to the appeal system in England, access to this wider source of market evidence is vital to achieving successful appeals.

This seamless service allows us to provide a variety of different service levels, which can be tailored to each client’s requirements, with the common objective of reducing both the level of rates liability and the administrative burden.

With the 2017 Rating Revaluation into its fourth year, a number of ‘Checks’ and ‘Challenges’ have been lodged with the Valuation Office (VOA). Progress has been slow which has now been compounded by the COVID pandemic, where some 200,000 additional appeals have been lodged.

The VOA are under pressure to clear these appeals whilst also working towards the postponed 2021 Revaluation which will currently take place in 2023.

The original discussions with the VOA were finalised in an agreement concerning the 2021 Practice Note for holiday and touring parks which will now need amending to take into consideration the 2020 trading season. Our clients will be informed of the changes in due course.
There are several reasons why you may require a valuation of your caravan park or leisure business. You may require a valuation for a specific purpose, or it may be you just want to review your current position and understand the value of your business. Our valuation team is always available to discuss your requirements, but it can be useful to know what to ask for depending on your circumstances.

Valuations can be prepared for a variety of reasons including loan security, taxation purposes, internal information purposes, dispute resolution, accounting purposes or as pre-acquisition or disposal advice. For each of these purposes you would require a valuation prepared in accordance with the RICS Valuation – Global Standards, also known as the Red Book. The only times you would not require a valuation in accordance with these standards is, if you are looking for pre-disposal advice on a more informal basis or in some cases, for internal information purposes; this advice would usually be provided on a non-reliance basis.

If you are looking to have a valuation prepared for loan security, you should work with your lender to appoint an appropriately competent valuer. Each lender has different requirements and they will usually have a panel of approved valuers to choose from. It is important the lender appoints and instructs the valuer directly as it will be the lender that relies upon the advice within the report. For most other purposes, you would generally instruct the valuation directly. Whatever the purpose of the valuation, if the business is open and trading, the valuation methodology should be similar. Valuations of caravan parks and leisure businesses consider the land and property as being intrinsic to the trading business, and as such the valuation will be completed using the profits method of valuation. The valuer will need to review and analyse the business’s trading performance and there are specific operational factors which will need to be considered. In order to do so, the valuer will request trading information such as profit and loss accounts, occupancy and fee information. It is important the information provided is accurate and reliable in order to reflect a realistic opinion of Market Value. The methodology relies on the valuer’s knowledge, understanding and judgement of the particular market or sector. Valuers are required to consider how the historic trading performance sits in comparison to similar businesses and how it is likely to fare in the future. An in-depth market knowledge is required to make such judgements and the valuer’s experience in the particular market is paramount, and could not be more important than now with economic pressures on trading performance.

Savills Leisure & Trade team hold this in-depth knowledge and understanding of the caravan park and leisure market, and are ideally placed to provide valuation services to either you or your lender.
Over recent years, there have been a number of emerging trends with planning for holiday accommodation in the UK. Redevelopment and extensions to existing holiday parks will continue to be the core market, however, developers are looking at alternatives and thinking outside the box.

Remediated quarries can often provide an excellent location in the open countryside for holiday development particularly if water features have been created from excavated material. In many cases, quarries will benefit from having good access to main roads. Often, the key considerations to developing quarry sites are visual impact and biodiversity therefore, working in conjunction with the remediation strategy or promoting a new remediation strategy is vital for a successful proposal. Furthermore, it is vital to establish, at the earliest opportunity, that the quarry will be safe for any future use such as holiday accommodation.

Developers are also targeting well-appointed agricultural land for brand new sites, particularly if the location of many courses make them an attractive proposition for those looking to get away from the hustle and bustle. Particularly with golf courses, diversifying income is essential with membership numbers decreasing on many courses.

Tourist attractions such as theme parks, golf courses and farm parks are also diversifying their income by offering holiday accommodation. Alton Towers recently added their Stargazing Pods to the accommodation at the theme park which has proved very popular. Golf courses and farm parks are well suited to the addition of holiday accommodation for a number of reasons. The scenic location of many courses make them an attractive proposition for those looking to get away from the hustle and bustle. Particularly with golf courses, diversifying income is essential with membership numbers decreasing on many courses.

When considering planning proposals for holiday accommodation, it is important to engage with Local Planning Authorities early in the process to ascertain whether there is support locally for the scheme. At Savills, we can assist land owners and developers from inception to implementation. We can also advise on the next steps once planning permission has been achieved whether it be developing the site themselves, disposing or entering into a joint venture.
Considering environmental compliance, resource use and social impact is now an integral part of a property acquisition and management approach.

Our award-winning Sustainability team can support and advise you on all aspects of your Sustainability and Carbon Strategies. Savills focus is very much dedicated to enabling our clients to proactively engage with their real estate, align property with the needs of the business and to create competitive advantage. Our recently formed Energy and Sustainability Hub brings together, in one team, over 80 consultants with specific expertise in Energy and Sustainability Services. We are committed to providing a high quality, bespoke service and, as such, we tailor our services to best suit our clients needs and pride ourselves in terms of being innovative, informed and passionate.

We stand out from our competitors in terms of making real changes to ESG (Environmental, Social & Governance) objectives at both the corporate and asset levels. Our team are outcome focussed, concentrating on physical sustainability improvements, visible at a property level as well as ensuring we manage all sustainability risks, impacts and compliance requirements. Whilst we use established data systems as a tool to measure and improve environmental performance, often leading to financial savings, measurement is not the only focus for us, making a difference to each client’s objectives is. We typically consider a holistic ESG approach to service delivery, something our clients really love us for. Our highly qualified Sustainability team has a range of qualifications and over 200 years of experience working within the property industry which enables us to give a best in class sustainability service.

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CASE STUDIES
PLANNING

NANT NEWYDD CARAVAN PARK

Anglesey
• Holiday park with permission for 84 static caravans in popular tourist spot
• Obtained a Lawful Development Certificate to retain a further 114 touring caravan pitches and 20 tented pitches

GLAN Y MOR HOLIDAY PARK

Ceredigion
• Holiday park comprising 174 static caravans and 155 touring caravan pitches
• Established and attractive tourism destination at Clarach Bay
• Obtained planning permission for 57 static caravans and lodges in lieu of 155 touring caravan pitches

LAND AT PLAYTERS OLD FARM

Suffolk
• Greenfield land in a rural location close to Beccles
• Obtained planning permission for a brand new development comprising 35 holiday lodges and one warden’s residential lodge
SAVILLS LEISURE HOLIDAY & HOME PARKS

CASE STUDIES

AGENCY

ROSETTA
HOLIDAY PARK
Scottish Borders

Savills, on behalf of Nottinghamshire County Council Pension Fund, has sold Rosetta Holiday Park in the Scottish Borders to Darwin Alternative Investment Management Limited. The site was sold with a guide price of offers in excess of £3.0 million. Set across circa 48 acres (19.4 hectares), the mixed holiday park comprises 252 lodges, static caravans, touring caravans and tents. The site sits within the grounds of Grade II listed Rosetta House, a historic mansion dating back to 1802 alongside an attractive walled garden and a listed gate house known as Rosetta Lodge. The park also benefits from converted stable buildings which accommodate a bar with enclosed beer garden, restaurant, laundrette, toilet block and games room. Situated on the edge of the picturesque market town of Peebles, Rosetta Holiday Park benefits from beautiful rural surroundings, as well as strong nearby amenities.

BECKENHAM
MOBILE HOME PARK
Rainham, Kent

Savills, on behalf of Haulfryn Group, has completed the sale of Beckenham Mobile Home Park to Wyldcrest Parks. Located on the North Kent Coast, Beckenham Park occupies an attractive setting with views over Otterham Creek towards the Medway Estuary on a site extending to approximately 6.33 acres (2.56 hectares). The property comprises 35 single units and 39 twin units, with further development potential subject to planning permission. Beckenham Park was offered to the market by the Savills Leisure & Trade team on a confidential basis in July 2020, with a number of active buyers being approached directly with details of the opportunity. Following strong interest and competitive bidding, the sale was concluded in December for an undisclosed value.

WOOD FARM CARAVAN
AND CAMPING PARK
Dorset

Wood Farm Caravan and Camping Park in Dorset is under new management further to its sale by Savills in November 2020. Located within the Char Valley in Dorset, the 38.1 acre (15.43 hectare) site currently includes 90 caravan holiday homes, 2 pitches permitted to be occupied by staff on a residential basis, 142 touring caravans pitches, 32 camping pitches, 6 bedroom farmhouse, 4 bedroom house, two 1 bedroom flats and a 2 bedroom holiday apartment. The park includes a substantial central leisure building incorporating a café and heated indoor swimming pool. The park was purchased by Park Holidays UK to enable them to further expand their already established portfolio.
### A SELECTION OF OUR PROPERTIES

#### DRUMMOHR HOLIDAY PARK
Superb holiday park on the peripheries of Edinburgh Musselburgh, East Lothian
Status: Under Offer
Guide Price: Offers in excess of £3,750,000
Area: Site extending to approximately 10.74 acres (4.35 hectares)
EPC Ratings: E - G
- Developed for circa 155 touring caravans, tents and motorhomes and 20 glamping units
- Exclusive development for 12 luxury holiday letting lodge
- 3 bedroom bungalow utilised as holiday letting accommodation

#### YORK HOLIDAY PARK DEVELOPMENT
Well located holiday park development opportunity
York, North Yorkshire
Status: For Sale
Guide Price: £2,000,000
Area: Site extending to approximately 81.75 acres (33.08 hectares)
- Planning application for a 323 static and touring caravans
- Benefitting from mature landscaping
- Accessible location approximately 7 miles south of the city of York

#### YORK HOLIDAY PARK DEVELOPMENT
Well located holiday park development opportunity
York, North Yorkshire
Status: For Sale
Guide Price: £1,95.000
Area: Site extending to approximately 207 acres (84 hectares)
- Planning permission for 105 touring caravans
- Developed for 105 touring pitches including 2 camping pods and 2 yurts
- Site Licence from 10 February to 10 January

#### OAKWOOD VALLEY LODGES
Prestigious holiday lodge park in the Welsh countryside with views over the Banwy Valley
Welshpool, Powys
Status: Sold
Guide Price: £2,250,000
Area: Site extending to approximately 10.74 acres (4.35 hectares)
- Planning permission for 64 lodges
- 11 month holiday season
- One lodge with residential planning consent
- Site office, reception and amenities

#### PLAS DOLGUOG HOTEL & CHALET PARK
Historic renowned Hotel & profitable Chalet Park with views overlooking Snowdonia National Park
Machynlleth, Powys
Status: For Sale
Guide Price: £1,900,000
Area: Site extending to approximately 5.31 acres (2.15 hectares)
EPC Ratings: C - D
- Chalet park to include rents & service charges received for 22 holiday chalets
- Grade II Listed hotel with 3 reception rooms, restaurant, 7 en suite bedrooms
- 6 bedroom annexe utilised as letting accommodation and 2 separate dwellings

#### BERTH DDU CARAVAN PARK
Established holiday park in North Wales
Llanwerrt, Conwy
Status: Sold
Guide Price: £400,000
Area: Site extending to approximately 4.5 acres (1.86 hectares)
- Planning permission for 21 static caravans to include one twin unit park home
- Site Licence period 1 March to 31 October
- Amenity building
- First time to the market

#### WOODLAKES PARK
Successful holiday lodge business in Norfolk with further development potential
King’s Lynn, Norfolk
Status: Under Offer
Guide Price: £5,250,000
Area: Site extending to approximately 62 acres (25 hectares)
EPC Ratings: C
- 44 timber lodges; five fishing lakes with potential to develop a further 99 lodges
- Reception/shop, maintenance workshop and two shower blocks
- New clubhouse, let out to a third party

#### SKYE CAMPING AND CARAVANNING CLUB SITE
Caravan and camping site in a stunning location on the shores of Loch Greshornish, Isle of Skye
Portree, Isle of Skye
Status: For Sale
Guide Price: £1,195,000
Area: Site extending to approximately 107.4 acres (4.35 hectares)
- Planning permission for 105 touring caravans
- Developed for 105 touring pitches including 2 camping pods and 2 yurts
- Site Licence from 10 February to 10 January

#### DALEFORD MANOR CARAVAN PARK
Well established mixed holiday park in the Cheshire countryside
Northwich, Cheshire
Status: Sold
Guide Price: £1,200,000
Area: Site extending to approximately 3.58 acres (1.49 hectares)
- Planning permission for 50 caravans
- Operational period from 1 March to 2 January
- First time to the market

#### OAKWOOD VALLEY LODGES
Prestigious holiday lodge park in the Welsh countryside with views over the Banwy Valley
Welshpool, Powys
Status: Sold
Guide Price: £2,250,000
Area: Site extending to approximately 10.74 acres (4.35 hectares)
- Planning permission for 64 lodges
- 11 month holiday season
- One lodge with residential planning consent
- Site office, reception and amenities
GREENHILL FARM
Diversified mixed farm
Oxford, Oxfordshire
Status: Sold
Guide Price: Price on application
EPC Ratings: D
- 7 bedroom Grade II listed farmhouse and 4 bedroom barn conversion
- Caravan park and campsite
- Commercial buildings

WOOD PARK HOLIDAY PARK
Established static holiday & touring park in a prime location
Tenby, Pembrokeshire
Status: Sold
Guide Price: £2,500,000
Area: Site extending to approximately 9.84 acres (3.98 hectares)
EPC Ratings: C - E
- Developed for 94 static holiday caravans and 33 touring pitches
- Clubhouse, reception, launderette, store & games room
- Detached 4 bedroom house

WEIR MEADOW HOLIDAY HOME & TOURING PARK
Established holiday park situated in the Vale of Evesham on the banks of the River Avon
Evesham, Worcestershire
Status: Sold
Guide Price: £3,000,000
Area: Site extending to approximately 9.8 acres (3.9 hectares) to include an acre of river bed
- Planning permission for 166 static holiday caravans and 75 touring caravans
- Developed to accommodate 123 caravans/lodges and 26 touring caravans
- 3 bedroom detached dwelling & boathouse with 7 apartments

FAIRWAY HOLIDAY PARK
Established static holiday park in a prime location
Sandown, Isle of Wight
Status: Sold
Guide Price: £3,000,000
Area: Site extending to approximately 18.67 acres (7.56 hectares)
EPC Ratings: G
- Developed for a total of 215 static caravan pitches and 5 twin unit lodges
- Land with potential for further development for 35 pitches
- Licensed clubhouse, outdoor pool, office, arcade & amenities

NANT NEWYDD CARAVAN PARK
5* (Visit Wales) holiday park in a popular North Wales holiday destination
Bryneg, Anglesey
Status: Sold
Guide Price: £3,000,000
Area: Site extending to approximately 65.33 acres (26.44 hectares)
EPC Ratings: C - E
- Planning permission for use of land as a static holiday and touring caravan site
- 4 bedroom farmhouse & 4-5 bedroom dormer bungalow
- Reception, shop, outdoor pool & children’s play equipment

ROSETTA HOLIDAY PARK
Substantial holiday park with further development potential within attractive mansion grounds
Peebles, Scottish Borders
Status: Sold
Guide Price: £3,000,000
Area: Site extending to approximately 47.74 acres (19.31 hectares)
- Mixed holiday park developed to accommodate 252 lodges, static holiday caravans, touring caravans and tents
- Grade II listed residential accommodation & walled garden
- Amenities

THE GRANGE
Established holiday park with planning permission on the picturesque Flamborough Headland Heritage Coast
Flamborough, North Yorkshire
Status: Sold
Guide Price: £2,000,000
Area: Site extending to approximately 25.8 acres (10.15 hectares)
- Caravan park developed for 90 touring and camping pitches plus a further camping field
- Caravan storage for circa 200 caravans
- 6 bedroom farmhouse, 2 bedroom annex & 5 holiday cottages

WOODSIDE CARAVAN PARK
Caravan park redevelopment opportunity in a prime location in North Wales
Bangor, Gwynedd
Status: Sold
Guide Price: £850,000
Area: Site extending to approximately 3.39 acres (1.37 hectares)
- Planning permission for 53 holiday caravans and 27 touring caravans
- Developed to accommodate 31 static caravans and a touring field
- 2 bedroom dwelling
APPLEDORE PARK
Detached four bedroom farmhouse and caravan touring park, set on the edge of Dartmoor National Park
Okehampton, Devon
Status: Under Offer
Guide Price: Offers in Excess of £1,000,000
Area: Site extending to approximately 23.5 acres (9.51 hectares)
EPC Ratings: E
• Four bedroom farmhouse and five agricultural buildings
• 40 touring pitches with 12 month use and caravan storage for up to 120 units
• Amenity block and further development potential, subject to planning permission

HIGHER GOLLA TOURING PARK
A rare opportunity to acquire a well-established and mature holiday park set in a popular tourist location with good access to the coastlines of North and South Cornwall
Truro, Cornwall
Status: Sold
Guide Price: Offers in excess of £1,550,000
Area: Site extending to approximately 22 acres (5.26 hectares)
EPC Ratings: D
• Approximately 0.72 hectares (3 acres) have been developed to accommodate the touring park
• 4 bedroom bungalow set in private gardens
• Reception, shop, toilet and shower facilities

HALL WOOD DEVELOPMENT SITE
Lodge development site within currently undeveloped woodland setting
Pelynt, Cornwall
Status: Sold
Guide Price: £1,000,000
Area: Site extending to approximately 53.5 acres (21.6 hectares)
EPC Ratings: D
• 46 mobile home pitches with potential for further development of pitches

LLANRHYDIAN HOLIDAY PARK
Substantial static holiday caravan park with extensive central facilities on the Gower Peninsula
The Gower, Swansea
Status: Sold
Guide Price: £14,000,000
Area: Site extending to approximately 39.1 acres (15.8 hectares)
EPC Ratings: D
• Planning permission and Site Licence for 60 mobile homes
• Developed for 60 mobile homes (40 twin and 20 single units)
• Storage facilities

WALWORTH RESIDENTIAL PARK
Residential mobile home park development and country pub in County Durham
Darlington, Co. Durham
Status: For Sale
Guide Price: £4,950,000
Area: Site extending to approximately 11.12 acres (4.5 hectares)
EPC Ratings: F
• Planning permission and Site Licence for 60 mobile homes
• First phase development completed for 31 park homes
• Dog Inn country pub with first floor apartment

BOVINGDON PARK
Attractive park home estate on the outskirts of Hereford with views of the Welsh mountains
Hereford, Herefordshire
Status: Under Offer
Guide Price: Offers in excess of £1,800,000
Area: Site extending to approximately 3.66 acres (1.48 hectares)
EPC Ratings: D
• Planning permission and Site Licence for 60 mobile homes
• Developed for 60 mobile homes (40 twin and 20 single units)

LOCH WATTEN CARAVAN PARK
Opportunity to develop a Mobile Home Park in North East Scotland
Wick, Caithness
Status: For Sale
Guide Price: Reduced to £275,000
Area: Site extending to approximately 1 acre (0.40 hectare)
EPC Ratings: F
• Planning permission to develop a residential park for 10 mobile homes
• Currently developed to accommodate static holiday caravans
• 3-4 bedroom single storey cottage, barn & amenity building

BLUE SKY CLOSE & SUNNINGHILL CLOSE
Two adjoining mobile home parks in a residential area with further development potential
Great Yarmouth, Norfolk
Status: Sold
Guide Price: £3,500,000
Area: Site extending to approximately 3.397 acres (1.375 hectares)
EPC Ratings: F
• 46 mobile home pitches with potential for further development of pitches

SAVILLS LEISURE HOLIDAY & HOME PARKS
BUNGALOW PARK
Attractive and well maintained residential park home estate with potential for further development
Amesbury, Wiltshire
Status: Under Offer
Guide Price: £2,500,000
Area: Site extending to approximately 3.83 acres (1.55 hectares)
EPC Ratings: G
• Capacity for 71 mobile homes; 61 owner occupied, 6 vacant plots
• Space for 4 additional homes, subject to planning & Site Licence conditions
• 2 semi-detached one bedroom residential units; block of 7 garages

DOWNTON HOLIDAY PARK
Established family owned holiday park on the coastal edge of the New Forest
Downton, Lymington
Status: For Sale
Guide Price: £2,900,000
Area: Site extending to approximately 3.61 acres (1.46 hectares)
• 74 caravan holiday homes
• Detached 4 bedroom owner/manager’s house with office and reception
• Detached garage
• Closing date for offers Thursday 4 March 2021 at 12.00 noon

KINGSDOWN MOBILE HOME PARK
Well located mature residential mobile home park
Swindon, Wiltshire
Status: Sold
Guide Price: £1,200,000
Area: Site extending to approximately 2.12 acres (0.85 hectares)
• Site licence for 41 residential pitches - 40 currently developed and space for one additional pitch
• 30 singles and 10 twins
• 30 owner-occupied units and one home owned directly

TOP FARM
Opportunity to purchase a farm and leisure business near Chester Zoo
Chester, Cheshire
Status: For Sale
Guide Price: £1,400,000
Area: Site extending to approximately 28.23 acres (12.47 hectares)
EPC Ratings: E
• Substantial 8-bedroom farmhouse with reception & office
• 40-45 moorings over ½ mile of the Shropshire Union Canal
• Caravan storage for approximately 140 touring caravans

ALLERTHORPE GOLF & PARK RETREAT
Exciting holiday park development at an established golf course
York, North Yorkshire
Status: Sold
Guide Price: £4,500,000
Area: Site extending to approximately 96.37 acres (39 hectares)
• Holiday park development on the grounds of a former 18 hole golf course (retaining 9 holes)
• Planning permission for 150 lodges and caravans
• Substantial owner / manager’s dwelling, clubhouse & greenkeepers facilities

GOOLE BOATHOUSE
Established 150 berth marina with associated facilities
Goole, East Riding of Yorkshire
Status: Under Offer
Guide Price: £600,000
Area: Land area approximately 6.96 acres (2.82 hectares)
EPC Ratings: C - D
• Developed to accommodate 150 berths
• Dry storage for up to 40 boats (60ft/20 ton max)
• Reception, chandlery, office, licensed clubhouse, maintenance facilities & covered dry dock

HENLLE PARK GOLF CLUB
Premier parkland golf course with development potential on the Welsh border
Oswestry, Shropshire
Status: For Sale
Guide Price: Offers invited
Area: Site extending to approximately 140.16 acres (56.72 hectares)
EPC Ratings: C
• Award winning 18 hole parkland golf course extending to 6161 yards, par 70 (white tees)
• Modern clubhouse/function building
• Planning application submitted for 120 holiday caravans to replace 9 holes of the golf course

EASTLAND BOATYARD
Operational boatyard with adjoining industrial park on the River Hamble - Available as a whole or in separate lots
Swanwick, Southampton
Status: Sold
Guide Price: Price on Application
Area: Site extending to approximately 12.45 acres (5.04 hectares)
EPC Ratings: C - E
• Licensed for 70 moorings with dry storage
• Light industrial park (13 fully let units) & detached 3 bedroom bungalow
• Planning permission for 8 holiday lodges
WOOD FARM CAMPING & CARAVAN PARK
A substantial holiday park set within the Char Valley in Dorset, owned by the same family for over 48 years
Charmouth, Dorset
Status: Sold
Guide Price: Offers over £6,000,000
Area: Site extending to approximately 28.1 acres (15.4 hectares)
EPC Ratings: E - A
• 90 caravan holiday homes, 142 touring caravans, 32 camping pitches, 2 staff pitches and 5 dwellings
• Central leisure building with a café and heated swimming pool
• Permitted to operate through 12 months of the year

SAVILLS
LEISURE HOLIDAY & HOME PARKS
OVER £190 MILLION WORTH OF PARKS SOLD & UNDER OFFER IN 2020

WE ACQUIRE 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.

SELLING YOUR CARAVAN PARK

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

In order to stay up to date with the latest legislation and market trends, it is worth taking professional advice at an early stage to avoid unnecessary delays later on in the process. Initial advice should be taken at least two years prior to the requirement to sell your property to allow for preparation and to address any potential stumbling blocks. In order 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.

It is highly likely that an element of due diligence is required to prepare the property for sale in order to achieve the best price. Items that often require reviewing prior to sale include:
• Planning permission; do all pitches benefit from the appropriate consents?
• Site Licence; does it reflect the latest planning consent and season?
• Are business records accurate and up to date?
• Do the services to the property meet the required standards?

Both the trading business and property will need to be well presented so that any buyer and their professional advisors can see the business at its best. Good preparation will inevitably avoid later disruption and ensure the best price is achieved. It is becoming increasingly rare for buyers to let slide any potential issues that may affect the future operation of the site without significant compensation or requisite remediation.

The market for holiday and home parks is highly specialist, much more suited to a confidential approach to marketing rather than open marketing which can be harmful to park businesses. Over the many decades that Savills has been marketing holiday and home parks, it has become clear that confidential marketing, without the requirement for internet listings, can yield better results opposed open marketing alternatives. Savills utilise their experience in the sector and extensive list of buyers to tailor a process best suited to your property and/or business.

If you are considering selling your business, please get in touch with us to discuss your requirements.
SAVILLS LEISURE HOLIDAY & HOME PARKS

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SAVILLS LEISURE SERVICES

Key

Leisure and Trading offices
Offices providing other leisure services including hotels, licensed premises and urban leisure
Other key Savills offices - part of our presence in 85 UK locations

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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.

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.

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.

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 SECTORS

**HOLIDAY PROPERTIES**
- Static & touring caravan parks
- Holiday resorts and villages
- Holiday cottage complexes
- Lodge and chalet parks
- Timeshare resorts and complexes

**MOBILE HOME PARKS**
- Courses
- Driving ranges
- Golf developments
- Golf and country clubs

**SPORTS VENUES**
- Health and fitness clubs
- Sports grounds
- Motor sports venues
- Shooting schools
- Ski centres and resorts
- Leisure centres

**VISITOR ATTRACTIONS**
- Theme parks
- Museums and heritage centres
- Children’s activity centres
- Wildlife parks
- Marinas and moorings
- Piers
- Sports and activity lakes
- Fishing complexes

**WATER-BASED LEISURE**
- Racecourses
- Studs and training establishments
- Polo facilities
- Riding schools
- Livery yards
- Equine health centres

**GOLF**
- City centre
- Country house
- Resort
- Business
- Budget
- Sites and schemes

**EQUESTRIAN**
- Bowling centres
- Cinemas
- Theatres
- Snooker clubs
- Night clubs
- Casinos
- Bingo clubs

**URBAN LEISURE**
- Public houses
- Restaurants
- Bars

**LICENSED PREMISES**
- Ports and airports
- Waste transfer and recycling centres
- Abattoirs and food processing
- Crematoria, graveyards and woodland burial sites
- Religious facilities
- Nurseries and garden centres
- Schools and colleges
- Children’s day nurseries
- Mineral extraction sites

**TRADE-RELATED PROPERTY**
- Photovoltaic
- Wind turbines
- Anaerobic digesters
- Waste to energy
- Traditional generation

**SERVICES**
- Valuation / Planning / Rating / Expert witness / Sales / Lettings
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