

2022



Sanderson
Weatherall

HOLIDAY &
CARAVAN PARK
MARKET REPORT



Expert professional advice is key

by Adam Burkinshaw

Welcome to the market update from Sanderson Weatherall where we review the last year and look forward to 2025.

There is no doubt that 2024 was a year with lower than typical transaction volumes of park sales and a more cautious sentiment, though whilst we have seen fewer active buyers in the market, strong levels of demand between those active buyers has resulted in some notable and sizeable transactions taking place throughout the year. Sanderson Weatherall have been delighted to complete a number of sales, many of which have been transacted confidentially to existing operators.

A lack of parks coming to market has constrained supply as operators adapt to a 'new normal' in terms of trade, caravan sales and overheads following the trading spike seen in the post covid period. Perhaps also the muted market sentiment and the absence of some larger corporate operators in the market has led to operators choosing to sit on their hands. Expert professional advice is key to analyse the trade of any business where the established industry approach of reviewing 3 years profit and loss accounts rarely shows a consistent tone.

Rising costs across the board have continued to be a challenge in 2024 and the recent Budget leans towards this trend continuing, with a particular focus around staffing and employment costs.

The proposed change to Business and Agricultural Property Relief has already focussed the minds of operators looking towards succession and again it is our advice to take expert professional advice to establish the value of your assets to enable proactive planning and management of any potential liabilities. We are already advising many clients on this issue so please call if you would like to discuss.

However, contrary to the general trend of rising costs the oversupply of caravans and lodges following the post covid boom has seen competitive pricing and healthy discounts on caravan and lodge stock, which enables operators to pass on these savings to customers whilst maintaining margins. In addition, rising costs can be offset, to a degree, with inflationary increases passed on to private caravan and residential park homeowners through increases in annual pitch fees.

Towards the end of 2024 we were pleased to hear reports from park operators of an improvement in the level of caravan sales leading to a strengthening in confidence and market sentiment, though we still note a degree of underlying caution. Encouragingly a new equity backed fund entered the market with two substantial acquisitions towards the end of 2024 which brings some positive news. It also sets the tone and follows discussions with other existing private equity and corporate operators where we can expect to see a return to activity in the market in 2025.

Parks for sale



Holiday Park with Vacant Possession,
Isle of Wight (Ref: DVN1969)



Static holiday park, North Yorkshire
(Ref: YRK1937)



Holiday lodge park, North Yorkshire
(Ref: YRK1947)



Mixed Holiday Park, Cornwall
(Ref: DVN1960)



Holiday lodge park, Devon
(Ref: DVN1979)



Lifestyle Holiday Business,
Pembrokeshire (Ref: DVN1967)



Holiday letting lodge and land
North Yorkshire (Ref: YRK1965)



Holiday Lodge and Static Park,
Devon (Ref: DVN1954)





Prime YMCA Lake District site for sold

An 18-acre site on the bank of Lake Windermere has been sold to new owners.

The site, which was surplus to the modern YMCA Lakeside Centre, known as North Camp, occupies a superb position on the southwest bank of Lake Windermere 3 miles north of Newby Bridge and with its own public jetty. It was marketed for sale asking offers in excess of £5M.

The sale will enable YMCA Fylde Coast to invest further into their modern outdoor learning and education centre on Lake Windermere, that has been operational on the same site for over 70 years and will cement its future as one of the largest and leading residential and activity centres in the UK.

Graham Oatridge, CEO of YMCA Fylde Coast said *'We have a good relationship with Sanderson Weatherall, underpinned by regular communication and friendly professional advice, and are pleased to have achieved what we set out to do at the start of this process. The sale allows us to continue to develop our high quality outdoor education offer at the Southend of YMCA Lakeside and we look forward to welcoming thousands of children to the site each year.'*

Adam Burkinshaw, Partner of Sanderson Weatherall acting on behalf of the YMCA says, *'We are delighted to have sold this once in a lifetime opportunity in the heart of the Lake District National Park. The property attracted a great deal of interest from a wide range of prospective applicants and for a whole range of potential uses, and we were delighted to secure a sale which enables the YMCA to continue the great work that they do.'*

Parks for sale



Holiday Cottage Complex, Devon
(Ref: DVN1986)



Mixed Static and Touring Park
Isle of Wight (Ref: DVN1945)



Mixed Static and Touring Park
Pembrokeshire (Ref: DVN1978)



High quality lodge letting business
North Yorkshire (Ref: YRK1968)



Touring Caravan Park with further
potential, North Yorkshire (Ref: YRK1970)



Touring and Camping Park,
Devon (CONFIDENTIAL)



Development Land, Worcestershire
(Ref: DVN1976)



Lakeside holiday lodge letting business
Shropshire (Ref: YRK1973)





FOR SALE: Long Established Touring Caravan Park

North Yorkshire (YRK1984)

- Outstanding private lakeside setting with significant scope for commercialisation and/or planning gain
- Total area approaching 20 Acres
- Currently operated over a seven-month season for 132 touring caravan pitches with the majority reserved for seasonally sited caravans
- Superb location circa 1/3rd of a mile from Thirsk Railway Station on the East Coast main line railway
- Thirsk Racecourse and Market Place circa 1.25 miles and 1.5 miles respectively
- Very large owners / managers bungalow, 3 bed farmhouse, 2 bed annex and 1 bed studio together with former joiners workshop, reception office/toilet block, boat store/garage , two storage buildings and a further toilet block
- Guide Price: Offers in excess of £3,000,000



Stunning Yorkshire Dales holiday park under new ownership

Sanderson Weatherall concluded the discreet off market sale of Littondale Country & Leisure Park on behalf of the owners Park Holidays. Littondale comprises an idyllic location in the Yorkshire Dales National Park within easy reach of Grassington and with unspoilt views along the valley.

With a site area extending over 37 acres the park is developed with privately owned static holiday homes, touring caravans, camping pods and includes an attractive former owner's/manager's accommodation. Given the location and quality of the development the park generated a strong level of competing interest amongst established park operators looking to add a prime location to their portfolio.

Adam Burkinshaw of Sanderson Weatherall commented *"We were delighted to agree a sale of Littondale to Green Wood Parks adding another picturesque private owner park to their portfolio. Despite the recent and ongoing challenges in the economy including higher interest rates, inflationary pressures and a slowdown in discretionary spending, the sale of Littondale to a growing private park operator demonstrates the continued buoyant demand for high quality holiday park assets in excellent trading locations. Agreeing a discreet and confidential sale was a key objective for our clients and we were pleased to facilitate this using our experience, expertise and contacts in this specialist sector"*

The purchasers Green Wood Parks are a longstanding family business specialising in friendly and picturesque holiday parks. The acquisition adds to two existing parks in Yorkshire and provides a superb addition in the heart of the Yorkshire Dales.

Parks for sale



Residential Park Home Estate,
Lincolnshire (Ref: YRK1982)



Superb Touring Park,
North Yorkshire (Ref: YRK1984)



Mixed Touring and Static Park,
Cornwall (Ref: DVN1920)



Residential Parks, Somerset
Ref: (DVN1981)



Long Established Holiday Business,
Devon (Ref: DVN1980)



Static Holiday Park, Somerset
(Ref: DVN1985)

For more parks
for sale, visit
our website



scan or [click here](#)





Subject to planning sale maximises value

Our specialist caravan and holiday parks team were pleased to report the sale of Stafford Moor Fishery and Lodge Park in Devon. We successfully negotiated a sale, subject to the grant of planning permission for an additional lodge development in order to maximise the value for our client.

Offering an attractive rural setting nestled around approximately 30 acres of picturesque, fully stocked fishing lakes in Mid Devon, the opportunity offered a long established angling business and low density hirefleet lodge park along with the benefit of additional planning having been achieved for further lodges set around the lakes.

Lee Southan, Associate Partner and caravan park specialist at Sanderson Weatherall commented, *'It was a pleasure to work with the owners of the park from the initial concept to expand the park right through until completion of the sale when planning permission was achieved. Already one of the best fishing businesses in the country offering first class accommodation, the additional planning now secured along with the expertise of the new owners provides exciting times ahead for the park.'*



FOR SALE: Freehold Caravan Park Investment

Yorkshire Coast (YRK1987)

- Valuable reversion in under 10 years
- Presently tenanted
- Scope for owner occupation & development on expiry of tenancy
- Popular coastal village location
- Unrestricted planning consent (inc potential for mobile homes)
- Grade II listed 6 bedroomed house & former farm buildings
- Site area circa 9 Acres
- Currently developed for 183 static caravans

Parks Sold



Southfork Caravan Park



Stafford Moor Fishery



Franchis Holiday Park



Woodlands Park



Woodland Springs



Vacant Touring Park, Staffordshire



Burnt House Caravan Park



Clay Lake Caravan Park



TAX PLANNING COMES TO THE FORE

Since the October budget the proposed changes to the Business Property and Agricultural Property rules surrounding Inheritance Tax have certainly been felt and will have an overriding impact on park owners. Consequently, we have seen a marked increase in enquiries and a raft of new instructions from park operators requesting park valuations for tax planning purposes.

The first question park owners are often being asked by their tax advisers is 'how much is the asset worth'. If this sounds familiar and you require professional advice we are well placed to help. We will liaise with your professional advisers to ensure you receive the best advice that is right for you and your circumstances. Should you require a confidential conversation in the first instance please get in touch to see how we can help.



Parks Sold



Cote House Caravan Park



Craven Garth Cottages



Foxhill Caravan Park



Lickpenny Caravan Park



Little Lakeland Caravan Park



Littondale Country Park



YMCA Lakeside



Winchelsea Beach Caravan Park



The Sun Shines on Southfork Caravan Park



Our specialist caravan and holiday parks team completed the retirement sale of Southfork Caravan Park in Somerset.

Set within the attractive rural setting between Martock and South Petherton, the park offered a long established, low density touring and static park providing consent for 16 static pitches and 30 touring pitches and storage with 12 months use. To compliment the park the highly successful Ranch Café & Deli has remained on a leasehold basis and will continue offering tasty breakfasts, lunch time meals, Friday night food and Sunday roasts.

Lee Southan, Associate Partner and caravan park specialist at Sanderson Weatherall commented, *'It was a pleasure to handle the sale of the successful and evolving holiday business. After the initial marketing campaign we had a number of asking price offers, with the park being acquired by an entrepreneur and his family from the Southeast who intend to continue to develop the park with the addition of further static caravan pitches.'*

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Business Rates - Changes are here and here to stay

The first Budget from Rachel Reeves failed to deliver the 'abolishment of business rates' once promised but significant changes are coming nonetheless.

Under the Conservatives, the promise of more frequent Revaluations (whereby the valuation date moves forward and values are adjusted to better reflect current market conditions) was already underway, as was the modernisation of the system so as to assist them in delivering this; involving the Digitalising Business Rates (DBR) project which seeks to match property level business rates data across English and Welsh Local Authorities with HMRC business level tax data and the introduction of a new information duty / 'Duty to Notify'.

The current Government are progressing these changes, with a commitment to deliver the 2026 & 2029 Revaluations and a phasing in of Duty to Notify between 2026 and 2029. Coinciding with the planned completion of the DBR by March 2028 they hope to have a system that is "fit for the 21st Century" by the end of their first term.

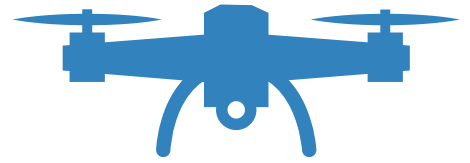
They have also announced major changes for retail, hospitality and leisure (RHL) properties, with a move away from the complex system of multiple reliefs for differing scenarios and a move towards a new (more complex) system involving different multipliers for RHL properties with a rateable value (RV) under £500,000 and also under £51,000 from April 2026 and higher multipliers for all properties over RV £500,000 to fund it. In advance of this there will be the phasing out of the current 'Retail, Hospitality and

Leisure Relief Scheme' whereby eligible businesses, who can presently obtain up to a 75% discount on their bill, will only receive a reduction of 40% next year. This will have a direct impact on a number of Holiday Parks, who will see a significant increase in their annual liability. Furthermore, with the draft legislation unclear as to how RHL will be classified going forward, there is presently considerable uncertainty as to who precisely will benefit from the lower multipliers come 2026.

While the RHL charging provisions will be very unwelcome to many, the Duty to Notify provisions may be the most burdensome of all changes occurring; amounting to self-assessment of sorts. The information duty will replace the current 'requests for information' sent out by the VOA every 2 – 3 years to park operators and instead require businesses to notify the Government of any physical, occupational or ownership changes within 60 days, as well as complete annual returns to confirm the current data they hold is correct. In a sector where the properties can be subject to regular minor changes, such as caravan bases being added / removed or fleet hire provisions fluctuating, it will be difficult to comply with.

If you have any queries, our national business rates team are here to help, so please get in touch.

Rob Cohen, Rating
rob.cohen@sw.co.uk | 07523 505841



Give your park the best view

We are pleased to offer drone photography of your park as part of our marketing package.

Other services

In addition to our specialist holiday and caravan park services, we offer a wide range of commercial property advice. Including:

- Agency
- Asset, Advisory & Recovery
- Asset Based Lending
- Building Consultancy & Architecture
- Business Rates
- Compulsory Purchase
- Lease Consultancy
- Planning
- Property Management
- Property Valuation
- Machinery & Business Assets

Thinking about selling?

We've achieved some great results for our clients. Get in touch with our team for a confidential appraisal of your park.

General enquiries

North

01347 822005

edwards.york@sw.co.uk

South

01884 256741

edwards.devon@sw.co.uk



Adam Burkinshaw
adam.burkinshaw@sw.co.uk
07714 680393



William Reynolds
william.reynolds@sw.co.uk



Lee Southan
lee.southan@sw.co.uk
07712 438215



Andrew Bagnell
andrew.bagnell@sw.co.uk
07809 321602



sw.co.uk



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