



Sanderson
Weatherall

Holiday & Caravan Park

2022 Market Report



Exceptionally strong demand for caravan parks at premium prices

With the start of a new year, it is perhaps worthwhile considering the state of the current market for holiday and residential caravan parks of all types.

Prior to the Covid Pandemic, the market for parks was undoubtedly buoyant with prices achieved at the highest level for over 40 years. Although generally only marginally in excess of those achieved immediately before the financial crisis in 2008 on an inflation adjusted measure.

The pandemic itself created considerable uncertainty, with many parks having to close causing wide ranging instability for a short period. However, the Government stepped up across all sectors with favourable treatment of hospitality businesses helping to weather the storm whilst park owners got on with implementing the necessary measures to ensure a return to Covid safe parks as soon as possible.

Following the lifting of restrictions, a combination of pent-up demand caused by the enforced lockdown and well managed Covid precautions saw exceptionally strong demand from visitors to parks across the country. Moreover, the sector further improved its prominence amongst the wider investment community leading to many well-funded new entrants to the market competing against existing operators in a sector that has previously been considered something of a closed shop.

As a consequence, parks are being re-appraised with much stronger multiples of earnings and pitch values being achieved than has ever been the case. This, coupled with continuing strong demand has resulted in premium prices being achieved.

We have experienced parks across the country being in strong demand and have concluded sales across all types of park, including on and off market transactions. In recent years more vendors have emphasised their wish for a discreet, confidential sale and Sanderson Weatherall are well placed to oblige. Utilising our expertise and knowledge of the marketplace alongside our database of active applicants, operators and investors has ensured we have been able to generate the competitive interest that is key to maximising the realisation achieved and success of any sale.

Over the next few pages, we have listed a number of key park sales and transactions from the last year as well as a snapshot of some recently listed parks for sale. If you are contemplating whether to capitalise on the buoyant market conditions that presently exist and would like a discreet appraisal of your business in complete confidence and without obligation, please do get in touch.

Parks Sold



Wyelands Park



Hele Valley Holiday Park



Kennack Sands Holiday Park



Largo House Country Park



Cardigan Bay Holiday Park

Confidential sale in Pembrokeshire – 5 star holiday park on approximately 13.5 acres with consent for 100 static caravans and 2 holiday cottages. Included swimming pool, licenced restaurant and bar.

New owners for Beachcomber Holiday Park and Entertainment Centre



In late Spring we successfully concluded the sale of Beachcomber Holiday Park and Entertainment Centre on behalf of the private owners, to established park operators, Away Resorts. The sale concluded in time to enable the new owners to capitalise on the anticipated surge in demand for summer holidays in the UK.

The Beachcomber, licenced to accommodate up to 521 static caravans has extensive facilities including the well known Starlight Suite and Show Bar, a heated outdoor swimming pool and the popular Buckets bar and bistro.

After a discreet and confidential marketing campaign, Away Resorts were identified as the successful buyers attracted by the scale of the established business along with the tremendous further scope for investment and development.

Beachcomber Holiday Park will compliment Away Resorts existing presence in Lincolnshire with other parks at Tattershall Lakes and Boston West.



Pendle View Fisheries



Bluewater Caravan Park



Brookside Park



Wilby Park

Brookside Park & Wilby Park

Two residential mobile home parks sold together in a confidential off market sale. Brookside Park in Bedford extends over 9 acres with 109 privately owned park homes. Wilby Park in Northampton extends over 8.8 acres and is developed with 85 pitches.



Antshill Caravan Park

Antshill Caravan Park

Mixed static and touring holiday park in Carmarthenshire on 9 acres. Consent for 79 static and 75 touring pitches. Developed with 79 static caravans and 75 seasonal tourers.



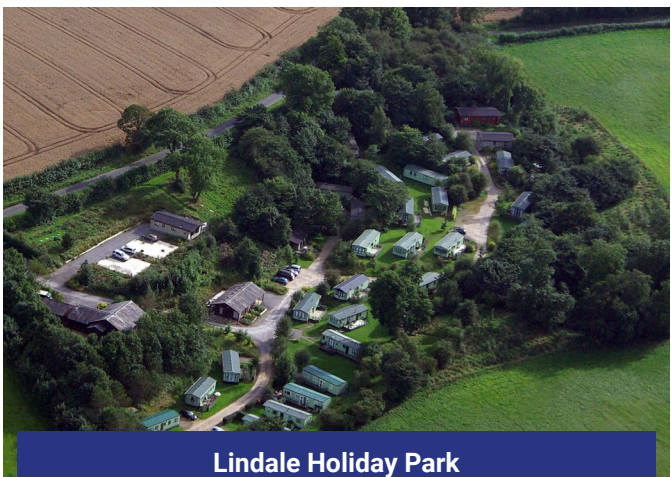
Pegwell Bay Caravan Park



Richmond Hill Park



Roses Caravan Park



Lindale Holiday Park



Holly Bush Park



Penlan Holiday Village

Duo of Yorkshire Holiday Parks sold in excess of guide price



Angrove Country Park

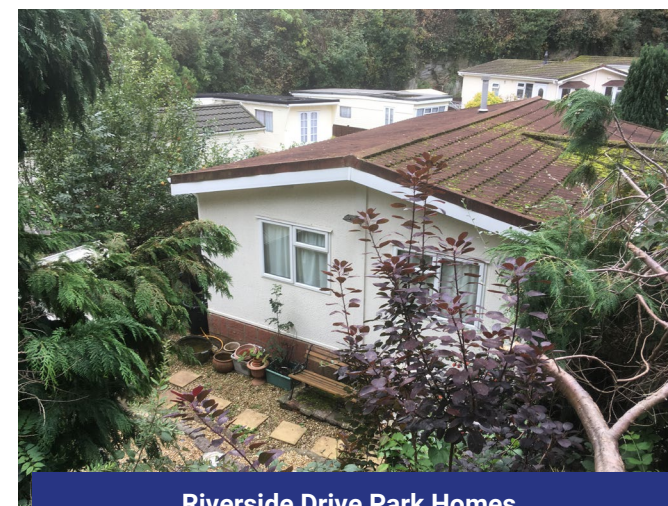


Flask Holiday Park

Demand for holidays in Yorkshire and a buoyant market for holiday parks continues with our specialist holiday and caravan park team successfully negotiating the sale of Angrove Country Park near Stokesley and The Flask Holiday Park near Whitby.

Angrove Country Park, a high quality holiday lodge park offering both private lodge ownership and holiday rental, is the perfect business to profit from the current and future demands of the UK holiday market. Situated in a beautiful rural setting, surrounded by farmland and woodland the park boasts impressive views of Roseberry Topping and has permission to accommodate up to 79 holiday lodges. The property and business was sold, following a confidential targeted marketing campaign, to the Leisure Resorts Group, to become the fifth park in their portfolio of high quality lodge parks across the north of England. Angrove has been developed to an exceptionally high standard by the previous owners and offers tremendous scope for further development both within the existing planning permissions and utilising the substantial land that extends in excess of 70 acres.

Flask Holiday Park was offered to the open market with a Guide Price of £1.5M with the level of interest quickly lead to a closing date for offers. Situated in an enviable position with views across the moors to Robins Hoods Bay and being in the heart of the North Yorkshire Moors National Park the Flask Holiday Park is developed with 52 static holiday caravans and also provides scope for further development. In a superb location the park is situated adjacent to the Flask Inn, a popular public house on A171 coast road between Whitby and Scarborough. The park was acquired by Meridian Parks, a family owned group that already operate 11 parks across Yorkshire, the North East and the Scottish Borders and will provide a superb fit within their group.



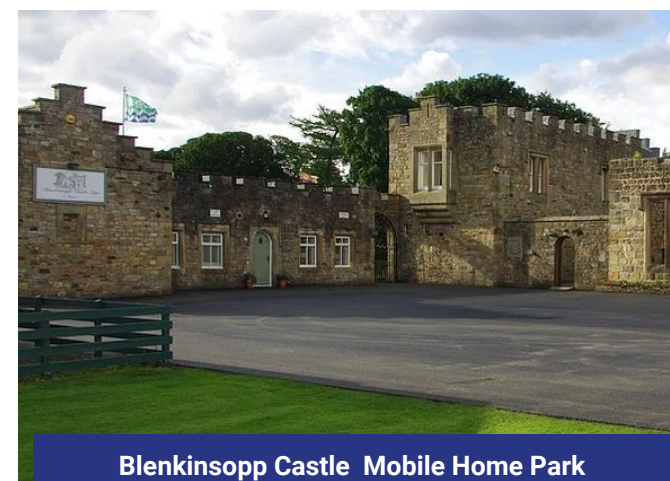
Riverside Drive Park Homes



Willow Park



Tamar Park



Blenkinsopp Castle Mobile Home Park



Ashfield Mobile Home Park

On behalf of private clients Sanderson Weatherall are delighted to have negotiated the sale of Ashfield Mobile Home Park in Lincolnshire to Tingdene Parks. The sale of the second generation family owned park was agreed in an off market deal that sees Tingdene further strengthen their presence in Lincolnshire.

Ashfield Park is a long established mobile home park developed over 14 acres licensed to accommodate up to 160 homes and provides additional scope for further development with a number of vacant and undeveloped plots.

Parks for Sale

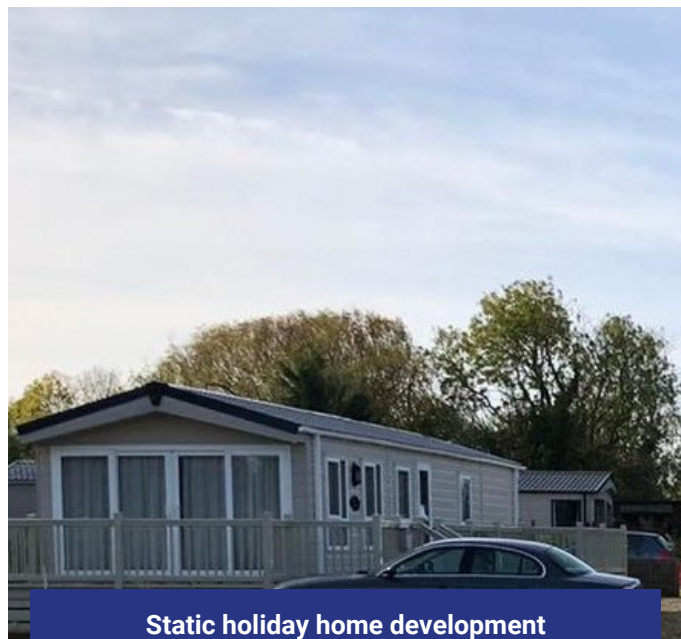
Following an incredibly successful period of sales the majority of parks for sale are presently under offer and progressing through legal due diligence. Below we are pleased to detail a selection of recent park listings to the market. '.



**Rural and picturesque static caravan park,
Northumberland (Ref YRK1893)**



**Unique holiday lodge opportunity
Devon (Ref DVN1890)**



**Static holiday home development
Suffolk (Ref YRK1895)**



**Superb modern residential mobile home park,
North Yorkshire (Ref YRK1866)**

As identified, each year, we transact a high number of parks, often on a confidential basis. Making contact to ensure we are aware of specific localities, scale, type and lot-size, of opportunities that could be of interest helps ensure our database is accurate. If you would like to get in touch with us to register or update your details and requirements so we can keep you informed of new sale instructions throughout 2022, please e-mail edwards.north@sw.co.uk to do so.

Golden planning result for park home site in Sussex



Over the Summer we were delighted to confirm that we have obtained planning permission for Osborn Leisure LLP for 29 residential park homes at Golden Cross Holiday Park, Golden Cross in Wealden District.

Head of our planning team, Owen Pike summarised the case;

"Despite being unallocated and in a rural area, our understanding of recent planning decisions nearby helped to demonstrate that the site was sustainable and accessible to local facilities and services. Our understanding of the Council's shortfall in its 5 year housing land supply helped to strengthen the supporting case as did our understanding of the Housing and Planning Act 2016, specifically, the legal obligations it imposes on all Councils to forward plan for the provision of residential caravans (park homes).

"We were also able to identify several material considerations that support housing for older people, modular housing and recognise that park homes are generally accepted as low-cost forms of housing (but recognising this form of housing does not meeting the national policy definition for affordable housing). Notwithstanding this, we had to use our tactful negotiation skills to agree a financial contribution to off-site affordable housing, securing an amount that was much less than the Council originally requested – thanks to a Viability Appraisal we commissioned. This also involved opposing several financial contributions that were requested by the Local Highway Authority.

"Thankfully, we were able to persuade the Planning Case Officer that these latter requests were unreasonable. To overcome a highway objection, we commissioned a Vehicle Trip Assessment. We would like to thank Robert Rougham of Transport Planning Associates, Andrew Bagnell of Sanderson Weatherall Caravan Agency & Valuation, and 3-D Architecture Ltd. Finally, we want to wish Osborn Leisure LLP good luck in delivering the development which we think will be hugely popular."



Considering Selling?
 We have achieved some exceptional results and would like to help you!
 Get in touch with our team for a confidential appraisal of your park

Meet the Team



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



William Reynolds
 07809 321604
 william.reynolds@sw.co.uk



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



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



Owen Pike, Planning
 07889 701457
 owen.pike@sw.co.uk



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



**Sanderson
Weatherall**

In addition to our specialist holiday and caravan park services we also offer a wide range of commercial property advice

Who we are

Owned and run by a group of commercial property experts, we are a long-established property consultancy that's a popular alternative to the industry's larger international firms.

With a history in property consultancy dating back to 1833, we've adapted and evolved to be one of the leading SMEs in the industry.

We have nine local offices across the UK and 205 talented individuals working in them, helping owners, occupiers, developers, investors and financial institutions with property.

We work hard, give honest advice, and love what we do.



What we do

From acquisition to disposal, and everything in between, we are experienced in handling the entire life cycle of a property. Our knowledge covers all areas of commercial property, which we apply across sectors and regions to deliver award winning services. Our expertise covers:

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



Sanderson
Weatherall

Birmingham Bristol Exeter Leeds London
Manchester Newcastle Teesside York

Contact Us

Devon Office: 45 Bampton Street, Tiverton, Devon EX16 6AH
Tel: 01884 256 741 Email: edwards.devon@sw.co.uk

Yorkshire Office: 165 Long Street, Easingwold, North Yorkshire YO61 3JB
Tel: 01347 822 005 Email: edwards.york@sw.co.uk

sw.co.uk/caravanparks

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