



## *Leisure Marketplace*

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**Carter Jonas** | Simply better  
property advice

## How is the holiday letting season shaping up for 2023?



The 2023 holiday letting season is down versus the last couple of years which is no surprise due to the peak in demand for holiday letting accommodation across the country since the summer of 2020, fuelled by the Covid-19 pandemic. The current economic climate with inflation at double figures coupled with the increase in interest rates and energy costs has meant that households have needed to tighten their belts and are deciding to cut back on holidays.

Many clients have reported that they have gaps in bookings for August, generally one of the prime holiday months due to the school holidays, which is unheard of and likely caused by the bad weather in early summer. Clients are reporting that these gaps in the main holiday letting season are being filled with bookings being made last minute when the weather looks favourable. This seems to be a trend nowadays as many guests feel that they

may be able to get a better deal this way over booking in advance.

Sites such as [ukcampsite.co.uk](http://ukcampsite.co.uk), Airbnb and Booking.com are fuelling last minute bookings and I can only see that this will continue over the next couple of years which means that clients will have difficulty managing their cashflows and will hopefully end up in the same position at the end of the year with similar turnovers.

These changes in the market makes running a holiday letting business difficult in terms of predicting cashflow throughout the season. Clients can generally assume these missing weeks will be booked up so they can recoup their income and many are predicting that they will be back to 2019 income levels, so back to more of a normal market after the bumper years following the pandemic.

July is normally a good month for a holiday letting business, but the poor weather has meant this is not the case. Normally these weeks are filled by Scottish holiday makers as their school holidays start earlier, but many Scots have decided not to holiday in England or Wales, staying put due to the cost of living crisis.

As head of Leisure for Carter Jonas, I have seen peaks in businesses turnover over the last 3 years with many clients reinvesting in their sites with additional units. The explosion of glamping units entering the market has made adding additional pods, shepherds huts and safari tents to a site an affordable option to increase turnover and utilise the site fully, especially in picturesque locations, where traditional development of lodges or cottages would not be possible or economic under a traditional planning application.

The new 60-day rule under Permitted Development rights will encourage holiday letting operators and new start businesses to try this avenue for a 2 month period; meaning we are predicting that next year there may be an influx of temporary campsites coming to the market which could flood the market with extra pitches. If you are a new start business, you will have to stand out from the crowd to attract business.

The key issue for any holiday letting business is to look at energy costs. Renewable energy such as solar, wind turbines and biomass seem to be a no-brainer to reduce overheads.

Previously when the holiday letting market has contracted, there has always been a flight to quality and the additional services being offered by an individual site provide a unique selling point to your holiday letting business, enabling you to stand above the competition

which will become more important over the next few years.

We have an established department based in Taunton that specialise in this specific property sector, and we can advise clients from new start-up businesses through to valuations of existing businesses for tax purposes or secured lending. We cover the whole country offering advice regarding renewable energy, planning, business rates and the sale of going-concern businesses.

Honeypot locations such as North Wales, the Yorkshire Dales, Norfolk, Cotswolds and the South West are all covered with over 25-years experience within the leisure property market. The national coverage that Carter Jonas can provide across our 34 offices around the country provides regional and national exposure to clients that are considering selling their leisure businesses.

If you're thinking of buying or selling a leisure property, contact Stephen Richards, our head of rural leisure, or visit [carterjonas.co.uk/rural-leisure](http://carterjonas.co.uk/rural-leisure).



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*The picture on the opposite page and front cover shows Willowbank Lodges.*



FOR SALE

**STROUD,  
GLOUCESTERSHIRE**  
*Offers in excess of  
£1,100,000*

4 detached glamping lodges with hot tubs, a camping field with 25 pitches and an established café. The site has further development potential, subject to the necessary planning consents. Set in 5.56 acres.

**PICKERING,  
NORTH YORKSHIRE**  
*Offers in excess of  
£1,500,000*

Established holiday letting business with a 4-bedroom house and 9 spacious holiday letting cottages in Pickering, gateway to the North York Moors, Yorkshire Forests and coast.



FOR SALE



FOR SALE

**YELVERTON,  
DEVON**  
*£950,000*

Recently refurbished 6-bedroom period manor house currently run as a successful B&B business plus 2 self-contained 1-bedroom holiday letting apartments. In addition, a self-contained 2-bedroom owner's accommodation.



FOR SALE

**BAMPTON,  
DEVON**  
*£1,200,000*

70.51 acres of woodland with a substantial poplar plantation and a large area of naturally established woodland. Planning consent for the erection of 5 Canadian style holiday lodges and associated parking, reception/store and all-terrain vehicle store.



UNDER OFFER

**PEWSEY,  
WILTSHIRE**  
*Offers in excess of £875,000*

Holiday letting business 1.5 miles to Pewsey and 7 miles to Marlborough. Within walking distance of the Kennet and Avon Canal. 5 timber lodges, two lakes and a nature pond. Set in 3.42 acres.



FOR SALE

**LOOE,  
CORNWALL**  
*Offers in excess of £1,250,000*

Established wedding venue near the picturesque South East Cornwall coastline. 3/4-bedroom barn conversion, 2 luxury holiday letting units and an oak-framed building with two rooms, currently used for weddings.

## Marketing Options

We understand that each client has individual needs regarding the marketing of their holiday letting business and we can offer three levels of marketing to our clients to maximise or minimise the exposure of the business to the market at the time of the sale.

### Fully confidential marketing

Many self-catering businesses do not want their property on the internet and are happy to use our established database of potential purchasers to find them a buyer. This off-market approach works extremely well in a buoyant market, where we can offer the business to corporate clients as well as individuals on our database.

### Semi-confidential marketing

If the property has not sold after a period of fully-confidentially marketing, clients have the option to release further information to purchasers and add their property to the internet with limited information to generate a better level of interest as step two in a marketing campaign.

### Open marketing

The majority of our clients want to maximise their price and exposure. Open marketing would include using all the website portals and press exposure through our national marketing team.

As social media interest increases, rural leisure businesses of this type make an ideal story and we use all platforms via our marketing department which includes Instagram, LinkedIn, Facebook and Twitter.

## Testimonials

*“Dealing with Stephen and Felicity has been great. It’s always stressful buying and selling property, especially a holiday letting business, however, they were always contactable and responded to queries, to make the process as painless as possible. They were proactive and helpful. I can highly recommend them and Carter Jonas.”*

*- Mrs B  
Minehead*

*“We recently sold our house and holiday complex through Carter Jonas. They very quickly found us several potential buyers, two of whom went on to make offers and a sale was agreed within two weeks of placing it on the market. Stephen Richards and his team were supportive and professional throughout and we would highly recommend them to others looking to sell their property.”*

*- Mr and Mrs L  
Devon*

*“It makes good sense to use a specialist agent when selling a holiday complex and Carter Jonas, with their in-depth knowledge of the market in the South West, provided us with prospective buyers from all over the country. Good advice and excellent communications were included in the sales package and we would whole-heartedly recommend Stephen and Felicity to you, nothing was too much trouble.”*

*- Mr and Mrs B  
Somerset*

## Planning & Development

From 26th July 2023, new rules for camping came into force under Permitted Development rights, which gives an extension from the old 28-day rule.



The Permitted Development rights mean that land can be used as a campsite for no longer than 60-days within a calendar year with a maximum of 50 pitches. The key when setting up a new campsite is to get an onsite provision for the use of toilet/shower facilities along with waste disposal which can be solved by hiring or purchasing a mobile toilet/shower block. The 60-day time limit is initiated as soon as the mobile WC facility is onsite. You must notify the local authority of the campsite which was not previously a provision under the old 28-day rule.

There are certain circumstances where this Permitted Development right would not be permitted such as a scheduled monument, if

there is a listed building on the site or if it is within flood zone 2 or 3. When it comes to flood zones the local authority would need to approve the development (prior approval) which would require a site specific flood risk assessment for the provision of warning and evacuation of the campsite.



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**LISKEARD, CORNWALL**  
£1,895,000

Holiday letting business with river frontage comprising a detached 4-bedroom bungalow, period cottage, 4 additional cottages and 2 holiday lodges. Planning permission for two further lodges. Set in approx. 17 acres of pasture, paddocks and lake.



**SKIPTON, NORTH YORKSHIRE**  
£4,500,000

Unique leisure development site within the Yorkshire Dales National Park. Planning permission for a 46-bedroom hotel, 6 self-contained hotel suites, a spa, gym, bars, restaurants and 9 self-contained holiday lodges. Set in 18.56 acres.



**BIDEFORD, DEVON**  
Offers in excess of £500,000

Caravan storage, servicing and repair business. Detached 3-bay industrial unit with a G.I.A of 267.80 Sq M (2,883 Sq ft). Scalped yard of 1.75 acres. Set in 2.35 acres with easy access onto the A39.



**LOCH LOMOND, SCOTLAND**  
£60,000 per annum

Campsite on the edge of Loch Lomond, on the West Highland Way. Two level camping fields with 40-60 pitches, bar/restaurant for 50-60 covers, 6 camping cabins, 2 chalet blocks with 8 bedrooms and a detached 4/5 bed house.



## For Sale or To Let, this is the question

Marketing a leisure complex for sale as a going concern business is a big decision to make for many operators. Clients would normally want to sell the freehold interest or the limited company to maximise their capital value.

In some circumstances, clients do not want to dispose of the freehold interest but want to retain the asset by granting a lease to an operator in exchange for an annual rent.

Carter Jonas were approached by the Glenfalloch Estate, Scotland in late 2022 to find a new operator for their campsite on a Joint Venture basis. The clients were looking for professional advice from a firm with national coverage and experience within the leisure sector.

Stephen Richards, Head of Leisure for Carter Jonas was responsible for agreeing the terms and comments "I have over 25 years experience in the leisure industry and have only come across the letting of a leisure business on a handful of occasions, normally involving large Estates or charities."

Carter Jonas were able to successfully provide a shortlist of potential applicants which were then interviewed by the trustees, this resulted in a successful partnership who took occupation before the start of the holiday letting season in April 2023.

Here is our clients testimonial following the transaction: *"We were very pleased with the support we received from the team at Carter Jonas in our search for an operator for the campsite. This transaction was more complex than would have been the case with a straightforward search for a tenant but Carter Jonas were able to bring their expertise to bear to help us achieve a successful outcome. Their approach, including site visits to review the property, preparation of particulars and securing candidate operators was professional, diligent and timely. In the event we had a wide choice of credible operators to consider. Arranging first and second round viewings and interviews was all achieved very smoothly and we were happy with the eventual outcome. We believe we achieved wide coverage of the potential candidates through Carter Jonas's network."*

### HARTLAND, DEVON £950,000

Glamping business with sea views comprising 10 detached glamping cabins, a detached 2/3-bedroom owners lodge, tennis court, BBQ hut, hot tub and lake with island. Potential to develop further glamping units. Set in 5.55 acres.



### LITTLE DOWNHAM, CAMBRIDGESHIRE £1,500,000

A luxury retreat complex comprising guest accommodation in 8 lodges with private hot tubs, plus Egret House. Four well-stocked fishing lakes and a stock lake. Set in 15.59 acres.



### LISKEARD, CORNWALL £3,300,000

Magnificent residential farm comprising an impressive Grade II listed Georgian farmhouse, 6 residential cottages and traditional/modern buildings. Set in a private valley setting, accessed by a tree-lined avenue. Lot 1 totals 91.58 acres.

## Valuations

Our specialist team of valuers deal with formal written reports for all asset types from single properties to mixed asset portfolios for a whole range of purposes, including:

*Loan security (bank lending)*

*Expert witness in relation to a range of disputes*

*Capital Gains Tax*

*Inheritance Tax*

*Trusts and transfers of land*



**Dudley Holme-Turner**

Partner

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*Recent valuations include:*

### Holiday Lodge Park - Kent

- Valued for internal purposes
- 20 lodge site on the beach with leisure facilities and shop
- Further area for potential expansion and development including club house
- **Value confidential**

### Holiday Lodge development - Newquay Cornwall

- Valued for potential loan security purposes
- Coastal site with potential consent for 73 lodges, amenities including shop, restaurant, and swimming pool
- **Value confidential**

### Lodge Park - Isle of White

- Valuation for loan Security and accounts
- 50 Lodge site mostly sold to occupiers
- Further new development in progress
- Minimal amenities
- **Value Circa £5,000,000**

### Holiday Park - Isle of Sheppey

- Valuation for loan security purposes
- 700-unit Holiday park on the coast
- Potential for redevelopment
- **Value circa £6,00,000**



**LITTON,  
NORTH YORKSHIRE**  
**£1,700,000**

A profitable holiday letting business including a barn conversion, 5 cottages and 3 apartments, together with an indoor swimming pool complex, located in the beautiful Littondale Valley within the Yorkshire Dales National Park.



**KESWICK, CUMBRIA**  
**£1,500,000**

A delightful art gallery, tea room, 3 holiday cottages and a detached 3-bedroom link house with an abundance of character set in ample garden and grounds.



**EGGLESTON, DURHAM**  
**£1,200,000**

Rare opportunity to acquire an award-winning diversified grassland smallholding with enviable views over Teesdale. Comprising a traditional farmhouse, 2 canine friendly holiday lets and indoor sand/fibre arena. Extending to 49.27 acres.

## Natural Capital

Our natural capital team brings together expertise from the rural, leisure, planning, development, minerals, waste management, infrastructure, geospatial and commercial sectors.

Under the Environment Act and National Planning Policy Framework, the concept of Biodiversity Net Gain (BNG) and conservation covenants have become enshrined in law. Developers will soon be, or are already being, required to leave the biodiversity relating to a development site in a better state than before they undertook the development. Where it's not possible or viable to achieve this onsite, this presents an opportunity for landowners who can implement an environmental improvement on their land in return for a payment from the developer.

This legislation and other drivers to mitigate climate change and achieve "Net Zero" by 2050 are going to have a major impact on many aspects of our lives. Businesses looking to reduce their carbon footprint can do so by making a payment to a landowner in return for implementing change to their land use practice, which facilitates the capture of more carbon. Thanks to our legacy of rural land management, we are well placed to match businesses looking to offset all or some of their carbon production with interested farmers and landowners.

At Carter Jonas Natural Capital Exchange we hold details of landowners/farmers willing to enter arrangements in these arenas. Our process is to understand a firm's

ESG requirements and to match them with the most appropriate land manager to meet the firm's objectives. It may be that linking BNG and carbon capture together or the social element of ESG can be used to add value to employees' experience within a business. Similarly with regards to land managers who want to provide habitat sites; these can be specifically designed to meet an internal policy requirement, such as a wish to carry on some form of farming or conservation to move towards rewilding.

We have been helping clients throughout the country to address the emerging challenges, which we are all going to face. We cannot say that we have all the answers, but we do have significant experience helping clients navigate their way through, what is an increasingly complex and interconnected world.



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**DRIFFIELD, EAST RIDING**  
*Offers in excess of £500,000*

Detached farmhouse, range of traditional buildings with planning consent for conversion to provide 5 no. holiday cottages, general purpose buildings and paddock. Extending in all to approximately 2.67 acres.



**BOUTHWAITE, NORTH YORKSHIRE**  
*£1,575,000*

Principal stone-built 5 bedroom farmhouse. 2 stone cottages. Traditional stone buildings. Two ranges of modern farm buildings. Expansive views over Gouthwaite Reservoir. Extending to 100.50 acres.



**TOTNES, DEVON**  
*£4,600,000*

A stunning Medieval Manor house currently run as a large holiday let, located within the South Hams AONB, some 10 miles from the coast. Offered with a range of historic barns, 2 cottages and up to 125 acres.



**WELCOMBE, DEVON**  
*£370,000*

A potential glamping site with a modern agricultural building situated within the North Devon AONB benefitting from sea views and across to Lundy Island. Extending to nearly 37 acres.





## 34 Offices across the country, including 9 in central london

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Bangor

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Bath

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Birmingham

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Bristol

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Cambridge Central

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Cambridge North

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Cambridge South

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Cardiff

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Harrogate

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Kendal

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Leeds

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Long Melford

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Marlborough

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Marlborough Rural

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Newbury

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Northampton

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Oxford

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Peterborough

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Shrewsbury

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Taunton

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Truro

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Warrington

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Winchester

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York

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National HQ One  
Chapel Place

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Barnes

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Fulham Bishops Park

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Fulham Parsons Green

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Holland Park &  
Notting Hill

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Marylebone &  
Regent's Park

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Mayfair & St. James'

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South Kensington &  
Knightsbridge

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Wandsworth

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### Our leisure services

As well as advising on the sale or purchase of properties, our leisure team can help with valuations and planning advice. Get in touch with your local contact to find out more.

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# Carter Jonas

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