



*Leisure Marketplace*

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**Carter Jonas**



As I sit down and write this showcase to summarise the 2020 season, it is difficult to put into words the dramatic changes that the pandemic has caused to the market this year.

I have worked in the leisure industry since 1997 – through foot-and-mouth, 9/11, the 7/7 London bombings and the credit crunch of 2008. I've seen the highs and lows of the market, and the positives and the negatives these major events cause for clients within the self-catering industry. 2019 was a good year for the sale of leisure businesses, especially holiday cottage complexes and lodge parks.

### The leisure property market in 2020

The Government lockdown in March brought the property market – along with much of the country – to a standstill. Through the months of April, May and June, we saw unprecedented levels of enquiries for leisure properties as corporate operators and individuals considered the future. Our database of potential purchasers swelled, and this led to pent-up demand and, through the

months of July, August and September, levels of viewings that we hadn't seen since the height of the market back in 2007.

When the tourism industry was re-opened on the 4th July, many of my clients reported that they were then fully booked until the end of October. Anyone who has tried to rent a holiday cottage from Cornwall to the Yorkshire Dales will not be surprised, having probably spent hours on the internet trying to find available accommodation.

The 2021 season is a third full already, and many clients are considering increasing their prices due to the excess demand for their properties. It's this level of demand that has made 2020 the year of the staycation, and there is nothing to suggest that this won't continue into the next couple of years – something that is reflected in the level of enquiries we're seeing from potential purchasers.

### Who's buying and selling?

Our purchasers this year are from across the board – from new entrants into the market looking to set-up a glamping business by

purchasing woodland or bare land, through to corporate leisure operators looking to expand their businesses.

Many are coming from London and the South East, looking to cash-in on the buoyancy of the residential market. They are looking to move to the countryside, and they see a self-catering business such as a holiday cottage complex or lodge park as an ideal way of funding their move.

Where buyers are not able or not inclined to borrow large sums, we have seen generations of family pooling their money to fund a purchase, and sharing the workload.

In 2008, we saw a trend of people selling their properties and using their pension (or redundancy packages) to purchase a holiday cottage complex as a semi-retirement project, providing them with an income stream and job, alongside the change of lifestyle they desired. There are early signs of this happening again, and with a potentially difficult economic climate ahead, I can only see this increasing.

The majority of our clients have owned their businesses long-term and are now looking to retire. We have seen long established operators feeling that it is the right time to sell, having seen the number of leisure properties that have been sold this year.

### What's in store for next year?

It's always difficult to predict the future but it seems very likely that, whatever happens, people will be more inclined to holiday in the UK than we have seen recently. 2021 is going to be an interesting year and the tourist honeypot locations across the country seem to be set for another bumper season.

Self-catering accommodation seems to be the favoured type of accommodation, offering the separation that many want and need.

Carter Jonas is a national firm, with 33 offices throughout England and Wales, including 9 in London. Our leisure team spans all regions from Cornwall across to Norfolk, South and North Wales, across the Peak District and up to the Yorkshire Dales. We have a proven track record for the valuation, sale and professional advice within this market. We can also provide a confidential marketing campaign to protect the business.

**Whether you're thinking of a change in lifestyle, want to expand your existing portfolio, or sell your leisure property while the market is strong, Carter Jonas is best placed to help you. Get in touch to find out more.**

To read about our services and the properties that we are currently marketing, please visit [carterjonas.co.uk/rural-leisure](https://carterjonas.co.uk/rural-leisure)



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*The picture on the opposite page shows Sunbrae Holiday Lodges in Stoulton, Worcestershire. The front cover shows Sandy Acres in Hayle, Cornwall. See page 10 for more details on both these properties.*





**BLANDFORD  
FORUM, DORSET**  
*Offers in excess of  
£700,000*

Established and profitable tea rooms and holiday letting business in a picturesque tourist village. Period property with 3-bed owners accommodation, two holiday cottages and outbuildings.



**BUDE, CORNWALL**  
*£2,750,000*

Premier holiday complex 1¼ miles from the sea and beach of Bude. Grade II listed detached 4/5 bed Manor House in need of refurbishment, with adjoining 2 bed cottage and 3 bed apartment, plus 16 holiday cottages (rated 4\*). Impressive facilities including pool and equestrian, all in 17 acres.



**CONISTON, CUMBRIA**  
*£1,700,000*

A traditional Lakeland farmstead, currently used as holiday accommodation, sitting in an elevated and picturesque position to the south west of Coniston Village, with views sweeping across Coniston Water.



**TAUNTON, SOMERSET**  
*£295,000*

Mature woodland of approximately 23 acres, which was the former arboretum to St. Audries Park, benefitting from panoramic views over the West Somerset coastline.



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

Potential lodge development site of approximately 7.4 acres with sea views for up to 25 lodges and only 1.5 miles from the town centre located at Berry Head.





### PARRACOMBE, DEVON

*Offers in excess of £1,250,000*

A holiday cottage complex in a National Trust Valley in Exmoor National Park, including a period 4/5 bed property, 3 holiday letting apartments and a detached holiday letting cottage, plus an indoor swimming pool complex. Set in approx 14 acres of woodland.



### BIDEFORD, DEVON

*£795,000*

Period 4/5 bedroom farmhouse with panoramic sea views and fishing lake with ground floor 1-bed holiday holiday let and first floor 1-bed residential apartment, all set in 3.06 acres.



### BLAENAU FFESTINIOG, GWYNEDD

*£680,000*

An attractive Welsh farmstead which has been diversified to provide a successful holiday business, benefitting from approximately 13 acres of grazing pasture split into manageable blocks.



### WESTBURY, WILTSHIRE

*£875,000*

Established and profitable holiday letting business within walking distance of the village facilities, with 8 bedrooms for up to 18 guests and a dining area. The business specialises in large groups and corporate events.

### TORPOINT, CORNWALL

*Offers in excess of £1,000,000*

A holiday park in a unique position overlooking the beach at Seaton, comprising ground floor owners apartment, 3-bed residential apartment with panoramic sea views and 25 privately owned apartments.



### CAERNARFON, GWYNEDD

*Offers in excess of £1,200,000*

A holiday investment business comprised of five income-producing holiday cottages situated in the stunning Snowdonia National Park.





**SOLD****CHALLACOMBE,  
DEVON***Offers in excess of  
£900,000*

An established holiday letting business in a unique location within walking distance of the village facilities, with 4-bed farmhouse, 4 holiday cottages plus two B&B rooms, a spa facility with swim spa, and a camping and caravan site. All set in 4.24 acres with paddocks, gardens and lake.

**UNDER  
OFFER****COMBE MARTIN,  
DEVON***Offers in excess of  
£1,500,000*

An established holiday letting business with a 5-bed farmhouse and 9 holiday letting cottages, converted from former farm and mill buildings, with an indoor swimming pool complex, sauna and all-weather tennis court, all set in gardens and grounds of approx 7.35 acres.

**FOR  
SALE****SKIPTON, NORTH YORKSHIRE**  
£3,000,000

An upland estate with a successful leisure business, set within the Yorkshire Dales, available as a whole or in two lots.

**SOLD****RICHMOND, NORTH YORKSHIRE**  
£2,100,000

A productive 135-acre agricultural holding, with principal farmhouse, three further cottages, modern and traditional agricultural buildings and excellent equestrian facilities.

**FOR  
SALE****LLANGFNFI, ISLE OF ANGLESEY**  
£1,650,000

Lodge development site set in 5 acres in the centre of Anglesey. Established holiday park with planning permission for 25 luxury Canadian lodges overlooking surrounding countryside to Snowdonia and adjoining a lake. Consent for an on-site cafe/restaurant.

**SOLD****SKIPTON, NORTH YORKSHIRE**  
£1,300,000

A partially rewilded upland farm in the heart of the Yorkshire Dales National Park with a Victorian farmhouse, 2 holiday cottages with consent for 2 further units and nature barn. In all, 377 acres.



### STOULTON, WORCESTERSHIRE £1,250,000

A holiday letting business with panoramic countryside views, 3 detached, newly built lodges, a 5-bed bungalow, a static caravan and stables, set in 4.62 acres with two lakes. Planning permission for 4 further lodges.



### COLCHESTER, SUFFOLK £995,000

A wonderful Grade II listed Suffolk farmhouse set in about 8.5 acres of undulating countryside with a traditional barn and 3 holiday cottages providing a useful income.



### HAYLE, CORNWALL *Offers in excess of* £5,500,000

A residential and leisure estate situated in one of the most iconic locations on the north Cornwall coast, consisting of 8 luxury lodges, a yurt, residential caravan, cottage/office and workshop, paddocks, sand storage facility, campsite, 3 car parks, events area, beach café, surf school, beach and sand dunes.

## Our other services

### FARM, LAND & ESTATE MANAGEMENT

Since 1855, we have provided a trusted, strategic and pragmatic management service to a wide variety of clients including private landowners, companies, institutions, charities and local authorities.

### PLANNING & DEVELOPMENT

We offer professional advice to landowners and developers of any scale, building strategies to address clients' needs and delivering a high-quality service that maximises the value of assets.

### VALUATIONS

Valuation is a core service, sitting at the root of all property decision making, and we have experts covering all the property types that make up a rural portfolio, including leisure, commercial, residential, energy and telecommunications.

### NATURAL CAPITAL

Our 15-strong natural capital team brings together expertise from the rural, planning, development, minerals, waste management, infrastructure, geospatial and commercial sectors.

### SALES & ACQUISITIONS

Our rural agency team covers the whole of the UK with dedicated agents in each region. In 2020, we dealt with over £200m worth of farm, estate, land and leisure sales.

### ENERGY

Our market leading energy team comprises surveyors, valuers, environmental specialists, project managers and town planners, and offers sound, independent advice on all aspects of an energy project.

### FINANCE

We are a leading agent for the AMC, with unrivalled experience of helping farmers and landowners secure finance for purchase, development, diversification, or refinancing.

**FIND OUT MORE ABOUT  
ALL OUR SERVICES  
AND SECTORS, AT  
CARTERJONAS.CO.UK.**





## 33 OFFICES ACROSS THE COUNTRY, INCLUDING 9 IN CENTRAL LONDON

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Cambridge South

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Cardiff

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Harrogate

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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

### 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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