



*Leisure Marketplace*

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**Carter Jonas**



## Welcome to our 2020 issue of the Leisure Marketplace

I'm so pleased to share with you this showcase, my first since joining Carter Jonas.

My team and I have brought to Carter Jonas over 20 years' experience of the leisure market – from yurts to caravan parks, B&Bs to 5\* luxury cottages. We join a national network of agents who specialise in selling and buying farms, land and estates.

One thing that we share is understanding the importance of the right marketing strategy – in many cases both they and I are dealing with not only a property but a business. Sometimes this requires a delicate touch – in some cases even complete confidentiality – and in others the best approach is to get the property in front of as many potential purchasers as possible. In every case, we work with the client to understand their requirements and tailor our approach accordingly.

Over the following pages, you'll find a selection of the property that we have sold recently, along with an update on the leisure market.

Currently we are marketing further holiday letting businesses on a confidential basis and would be happy to discuss further.

If you would like to discuss the leisure market and current market conditions for the sale of your business, then please do not hesitate to contact me.



**Stephen Richards**

Head of Leisure

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## All eyes on the market

Before the effects of the COVID-19 pandemic impacted all aspects of the UK economy, the leisure market was on an upward trajectory, the success of 2019 bolstered by the newfound clarity surrounding Brexit.

The travel restrictions and social distancing measures have resulted in many cancellations for holiday-lets. The recent Easter break and bank holidays in May would normally be a busy time for these businesses however the crisis temporarily stalled activity. Should the crisis come under control and restrictive measures lifted by the summer, a spike in domestic trade is expected for September through to December, where premium prices are likely to be charged. This is largely due to an expected increase in demand, with consumers needing to use up the abundance of work annual leave as a result of cancelled trips, and also because many are unlikely to want to travel abroad for the foreseeable future.

In 2008 and 2009, demand to acquire rural leisure businesses increased, due to the short-term spike in trading. If the same principle were to be replicated in the current crisis, sellers will be in a strong position towards the end of the year.

We were finding that many of our corporate purchasers – those looking for a commercial

venture – feel that leaving the EU and the current weaker sterling will, in fact, bolster the 'staycation' and therefore the market.

Our other key purchaser type is the private individual, typically seeking a change in lifestyle. Here in the South West, we find that a lot of these purchasers are coming from outside the region (mainly London and the South East) and see the business as a way to fund their move longer-term.

Generally, these buyers will be looking for a property that includes owners' accommodation – sometimes two separate residences to house two generations of family. Frequently, another aspect of their lifestyle change will require some land to keep animals and this is becoming more and more important for many purchasers.

Taking it a step further, some buyers are looking up to 15 years ahead and view the purchase as a retirement plan. Many of our private buyers take the plunge and sell their existing property up front and move into rented accommodation, so that they're ready to seize the right opportunity when it comes to the market.

The range of properties we've had on the market in the last year have ranged from £200,000 to £3,500,000 and all have proved desirable.



**AXMINSTER,  
DEVON**  
£1,950,000

A period four/five-bed property close to the Dorset coastline, with a two-bed apartment and two holiday cottages (two and three-bed), set in the centre of its 37-acre grounds and with potential for a glamping business.



**LYMPHAM, SOMERSET**  
£1,150,000

A holiday cottage complex with established business, consisting of a period farmhouse with four en-suite double bedrooms, four two-bedroom holiday cottages with VisitEngland 4\* rating, plus outbuildings. All set in 3.42 acres close to the Somerset coastline.



**LISKEARD,  
CORNWALL**  
£200,000

A level site of 3.63 acres with panoramic views to Dartmoor. Planning permission for an owners lodge, plus the construction of six disabled holiday lodges.

*“Throughout the process they kept me informed and agreed viewing times to my convenience. I cannot recommend them enough and would certainly use their agency services for similar properties on another occasion.”*

- MR DAVIS, CLIENT



**BEER, DEVON**  
£795,000

An established guest house, close to the sea and village facilities, with six en-suite bedrooms, newly refurbished two/three bed owners' accommodation and private rear gardens with sea views.



**STOULTON, WORCESTERSHIRE**  
£1,250,000

A holiday letting business comprising three newly-built detached lodges, a five-bedroom bungalow, a static caravan, stables and planning permission for four further lodges. Set in 4.62 acres of grounds with a lake.



**BIDEFORD,  
DEVON**  
£1,500,000

A holiday cottage complex with four/five-bedroom farmhouse and ground floor holiday letting apartment, first floor residential apartment, detached three-bedroom residential cottage and further two-bed cottage. The complex benefits from panoramic sea views, fishing lake, industrial unit and yard, and sits within 10.7 acres.



**LIFTON, DEVON**  
£1,950,000

A holiday letting business with five-bedroom house and five luxury barn conversions, all benefitting from panoramic views. Situated in 12 acres with paddocks and within easy reach of Dartmoor.

*“Their commitment to us as a buyer was second to none... I would strongly recommend to friends and colleagues.”*

**- MR CORRICK, PURCHASER**



**PILTON,  
SOMERSET**  
£1,100,000

A profitable lodge complex with four-bedroom owners bungalow and seven log cabins, set in 10.5 acres of pasture and orchards.



**LAMPETER,  
WALES**  
£1,195,000

A profitable cottage complex with nine holiday cottages, indoor pool and five-bed farmhouse, in a rural setting with river frontage.

**TORRINGTON,  
NORTH DEVON**  
£1,750,000

A holiday cottage complex specialising in the pre-school market, with recently refurbished five-bed farmhouse, one-bed annexe and seven holiday cottages, set in 8 acres and close to the coast.



**BURTON BRADSTOCK,  
DORSET**  
£1,250,000

A holiday letting business with five holiday apartments, three B&B suites, owners' accommodation and two further apartments with sea views.



*“Initial contact with Stephen Richards was informative and helpful... Our journey had a few highs and lows but we always felt supported. We would not hesitate to recommend them.”*

- MR & MRS BENNISON, CLIENT



**PENSILVA,  
CORNWALL**  
£500,000

A holiday cottage complex with four-bed farmhouse, holiday cottage and apartments, set in 4.5 acres of mature gardens and paddocks.



**MARLDON, DEVON**  
£995,000

A holiday cottage complex with a three/four-bed farmhouse with two-storey annexe, five holiday cottages and an outdoor pool, currently run as a profitable business, within a village setting.



**PENZANCE, CORNWALL**  
£1,650,000

A holiday cottage complex with a five en-suite bedroom manor house with annexe and three luxury residential cottages, with an indoor pool and close to the coast and beaches.



**MINEHEAD,  
SOMERSET**  
£1,250,000

A hotel set within Exmoor National Park, specialising in functions and parties and with further business potential. Includes accommodation for 16 guests (8 bedrooms in the main house) plus a self-contained function barn and detached coach house currently used as owners accommodation, set in 4.28 acres of formal gardens and grounds.



**BODMIN, CORNWALL**  
£2,500,000

A premier holiday letting business specialising in families with young children, with grade II listed 4 bedroomed farmhouse, detached stone one-bedroom annexe, eight holiday letting cottages and indoor pool, set in 13 acres.



**CONISTON, CUMBRIA**  
£1,700,000

A holiday cottage complex overlooking Coniston Water in the Lake District, with a four-bed farmhouse, four cottages and two stone barns with potential for conversion, in 85 acres of pasture.



**HOLSWORTHY, DEVON**  
**£5,750,000**

A four-bedroom manor house with annexe plus a modern farmhouse with seven cottages and two flats, alongside commercial and dairy farming facilities. In all 339 acres.



**HOLSWORTHY, DEVON**  
**£650,000**

A holiday lodge business with three detached holiday letting lodges, two fishing lakes, a nature wildlife lake, and a detached 2/3 bed owners lodge. Set in 9.28 acres with a caravan site.



**BUDE,  
 CORNWALL**  
**£2,750,000**

A premier holiday complex close to Bude beach, with manor house, adjoining 2-bed cottage, 3-bed apartment and 16 holiday cottages (rated 4\*). Facilities include a tennis court, indoor pool complex and equestrian centre. All set in 17.27 acres.

## Our other services

### PLANNING & DEVELOPMENT

Our rural planning experts can assist with a variety of projects including new agricultural, residential or equestrian buildings, barn conversions, diversification projects or holiday lets. They have worked on behalf of clients to prepare and submit applications for change of use, prior notification (including class Q), full and outline planning applications and appeals.

**Nicola Palfrey** 01823 428594  
 nicola.palfrey@carterjonas.co.uk

**Caroline Lawrence** 01872 487621  
 caroline.lawrence@carterjonas.co.uk

### FINANCE

Carter Jonas is the leading agent for the Agricultural Mortgage Corporation (AMC) and has unrivalled experience of helping farmers and landowners from across the South West of England secure finance for the purchase or development of property, or investment into diversification projects or refinancing other borrowings.

**Marie Handel** 01823 428592  
 marie.handel@carterjonas.co.uk

**Jonathon Day** 01823 428859  
 jonathon.day@carterjonas.co.uk

### RURAL AGENCY

In 2019, our rural agency team in Taunton alone marketed over £40m worth of rural property totalling over 1,800 acres. These ranged from a farmhouse with two acres to a farmyard development site with permission for three dwellings, up to a 540-acre commercial farm.

**David Hebditch** 01823 428591  
 david.hebditch@carterjonas.co.uk

**Jack Mitchell** 01823 428593  
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**33 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

## OUR LEISURE SERVICES

As well as advising on the sale or purchase of properties, our leisure team can help with valuations for disposals, secured lending or taxation, acquisition and general planning advice for further development.

### TAUNTON

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# Carter Jonas