

GOWER HOLIDAY VILLAGE

Monklands Road, Scurlage, Port Eino, Gower, SA3 1A



Guide price £2,250,000 – Freehold asset and goodwill



BUSINESS SUMMARY

- Located in the heart of the Gower Peninsular
- 17 acre holiday park and adjacent field
- 7 acres currently used for the holiday park
- Large former public house included
- Substantial car park for 100 plus cars
- 56 private chalets
- 6 holiday let chalets
- Indoor heated swimming pool
- Indoor children's play area
- 19 touring caravan pitches



[Click here to watch the drone footage](#)

THE PARK

The Gower Holiday Village is a thriving leisure business that was acquired by our clients over 33 years ago and has been developed to create a diverse business with multiple revenue streams. More importantly the site has excellent potential to further develop the income.

There is a large former public house that closed due to the COVID 19 pandemic but could re open under new ownership. We are advised that the alcohol licence is still in place for the premises and has a late licence until 4am. This provided a good income stream and was popular with site visitors and tourists in the area. Part of the former public house has been converted into a 3 bedroom flat with conservatory providing additional income.

Next to the former public house is a larger car park that is suitable to park over 100 cars. This is currently let for a farmers market for one day per week and is occasionally used to park HGV's for film companies operating in the area. This area may be suitable for full or part conversion for additional touring caravans subject to planning.

There is a 12m indoor swimming pool that is the only indoor swimming pool located on a holiday park on the Gower. This features full changing facilities, hot tub, sauna and games room. The swimming pool area has been maintained to a good standard but could be developed further by an incoming operator.

The holiday park benefits from a children's play centre with modern soft play style equipment. This is popular with families holidaying on the site but is also used by families in the local area for birthday parties and coffee mornings.

A c.10 acre field is included in the sale of Gower Holiday Village. Historically this has been used to accommodate up to 64 touring caravan pitches generating a substantial additional income particularly during the spring and summer months. It also provided a good customer base for the former public house. Planning for touring caravans on this field expired in 2015. the current owners re-applied for permission in 2018 but this was refused.

The Gower Holiday has a dedicated [website](#) that is included in the sale.



SITUATION

The site is situated in the heart of the Gower Peninsula, South Wales an designated area of outstanding natural beauty. Just over 3 miles away the from Rhossili Bay Beach which has won the "Best Beach in Wales" for a number of years and regularly appears in the list of best beaches in the world. Two more popular beaches are on the doorstep with Port Eynon only 1.3 miles and Oxwich Bay only 2.2 miles away. The area attracts approximately 150,000 tourists each year. More specifically the site is located in the village of Scurlage, inland from the coast and surrounded by open country side with. There is also a popular convenience store and fish and chip shop adjacent that provides additional local facilities to visitors.



THE OPPORTUNITY

The holiday village has been owned and operated by our client since 1990 and they have developed and maintained the site to a good standard over that time. They are now looking to retire. The sale presents an opportunity for a new operator to develop the site further, re-open the public house, expand the touring pitches (subject to planning) and look to maximise the revenue the adjacent field produces.

THE CHALET/HOLIDAY LETS

The park benefits from planning permission for 47 private chalets/ holiday lets that have been developed. There are 2, 3 beds and 61, 2 beds. Each chalet has its own family bathroom, kitchen and lounge area with the larger chalets benefiting from a master en-suite. They have all been decorated to a good standard. These are held on two types of lease agreement, with 49 being held on a 125 year lease that was granted in 2006, 7 that are held on a 60 year lease that was granted in 1987. In addition to this there are 7 owned by the existing operator and held on the 1987 lease. A service charge is collected on 56 chalets and 19 touring caravan pitches. A further 8 chalets have planning for holiday lets. The site benefits from a Laundrette where all of the machines are included in the sale and are not leased.



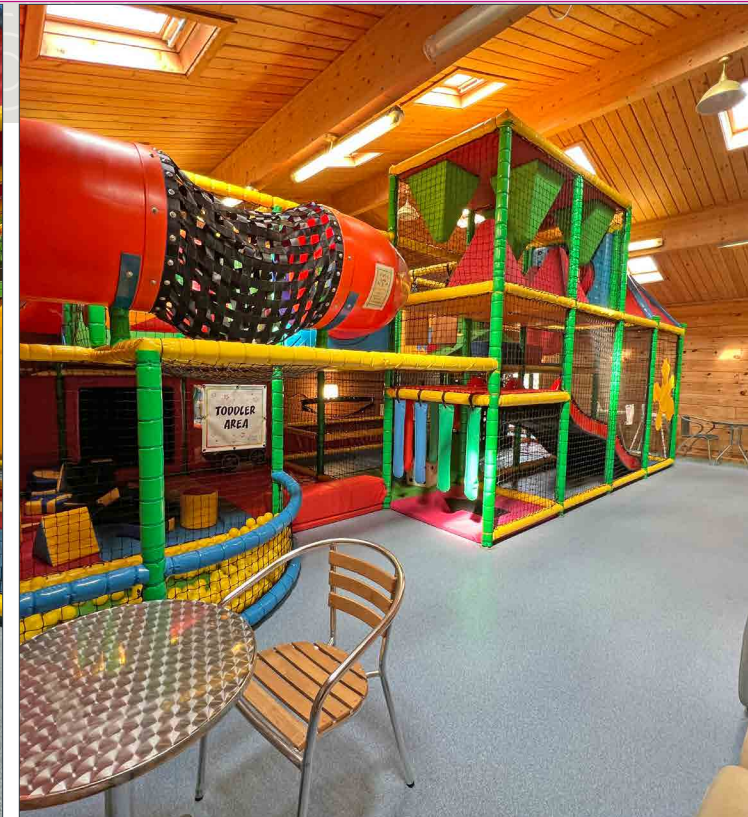


THE TOURING CARAVAN PITCHES

The holiday village has planning permission for 19 touring caravan pitches. These all have electric and water points and benefit from a designated area on the site. They currently pay £2,358 per year plus £95 for two months storage as the caravans have to be moved off pitch for two months of the year and there is a waiting list for these pitches. There is potential to expand the number of touring caravan pitches on site subject to planning. The outdoor children's play area is situated next to the touring caravan pitches.

THE FORMER PUBLIC HOUSE

The former public house (Monksland) is situated at the front of the holiday village with good visibility from the road. It has two function rooms each with their own bar, gents and ladies W/C, a large dining/bar area with its own bar, gents and ladies W/C, numerous store rooms, a former kitchen area, lobby and cellar. This would be ideal to host functions or could be converted into additional holiday lets. The current owners closed the former public house during the COVID 19 pandemic and most of the equipment was sold. Part of the former public house has been let out as a 3 bedroom self contained flat that generates £5,200 per annum. There is a large car park next to the pub that could accommodate 50 plus cars. The owners have had interest from developers who were looking to get planning for residential accommodation on this area. There is a farmers market held on this area once a week under an informal agreement.



SWIMMING POOL

The holiday village has the only 12 metre indoor swimming pool situated on a holiday park on the Gower Peninsular with other facilities including a hot tub, sauna and games room that have all been maintained to a good standard. There are male and female changing facilities, separate W/C dedicated baby changing room an office area and a reception. This facility is an excellent addition to the site and is particularly popular when the weather is less favourable. The swimming pool is currently open 10am -6pm from April 1st to 31st September.

TUMBLE TOWN (INDOOR SOFT PLAY AREA)

Situated next to the swimming pool is the Tumble Town indoor play area. This has a good range of indoor play equipment and is popular through out the year with local families using the facility for children's parties and coffee meets. The indoor play area is open from 10am-6pm 12 months of the year.



SHEPHERDS HUT

There is a mobile shepherds hut included in the sale that was added in 2021. This is currently situated in the touring caravan area but the owners have applied for planning permission to allow for this to be placed in the field included in the sale so that it benefits from the excellent views across open fields towards the coast. This currently is let for £120 per night with a hot tub included.

THREE BEDROOM HOUSE (Occupied for 12 months)

Attached to the swimming pool is a three bedroom house that has historically been used as the owners/managers accommodation. This briefly consists of entrance hallway, Kitchen, Lounge, study, W/C. to the first floor are three bedrooms and a family bathroom. The house also benefits from a small garden to the rear. The planning consent for the house allows for it to be occupied xxx months of the year and could be used as an additional holiday let.

TRADING INFORMATION

More detailed financials can be provided following a formal viewing of the site. Trading information for the year ending 31st March 2021 summarised below. There are currently 2 full time and two part time staff that will transfer under TUPE .

YEAR ENDED 30 SEPTEMBER 2021

£207,728	£147,821	£59,907	£62,200
SALES	SERVICE CHARGE	GROSS PROFIT	ADJUSTED PROFIT

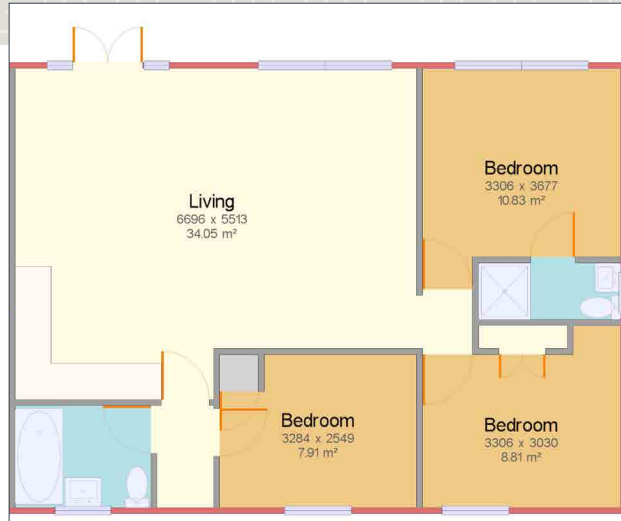
TENURE

The freehold interest is available as a fully equipped operational going concern.

EPC

EPC's are in place for the following buildings and are available on request;
Swimming pool E, Former Public House C, Tumble town C

SITE PLANS



3 bed Chalet



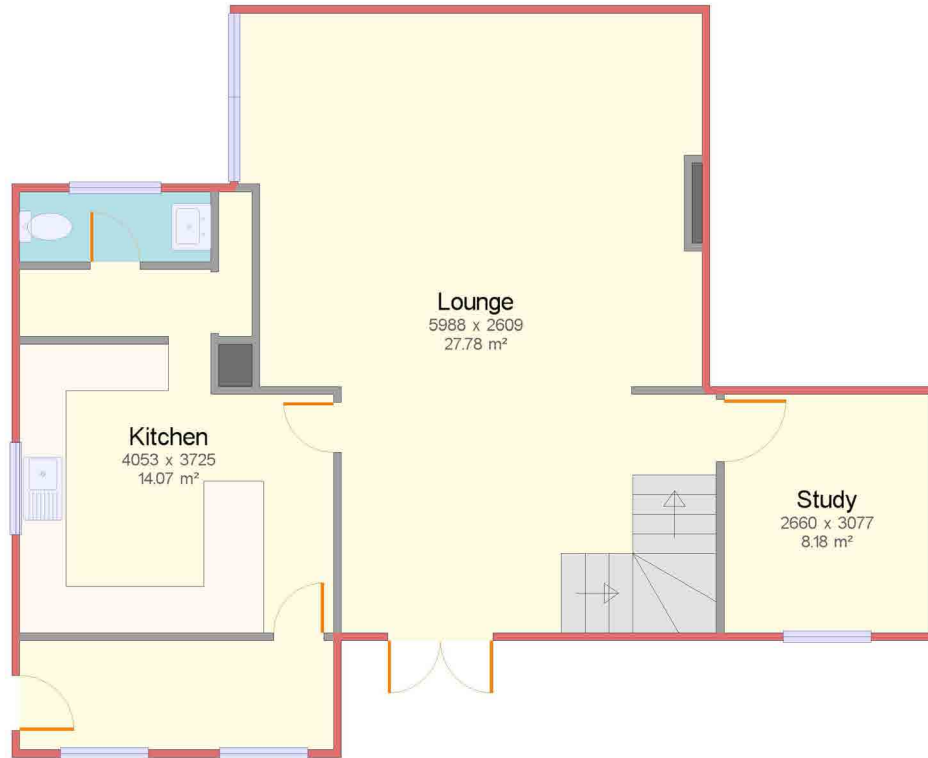
2 bed Chalet



Swimming Pool

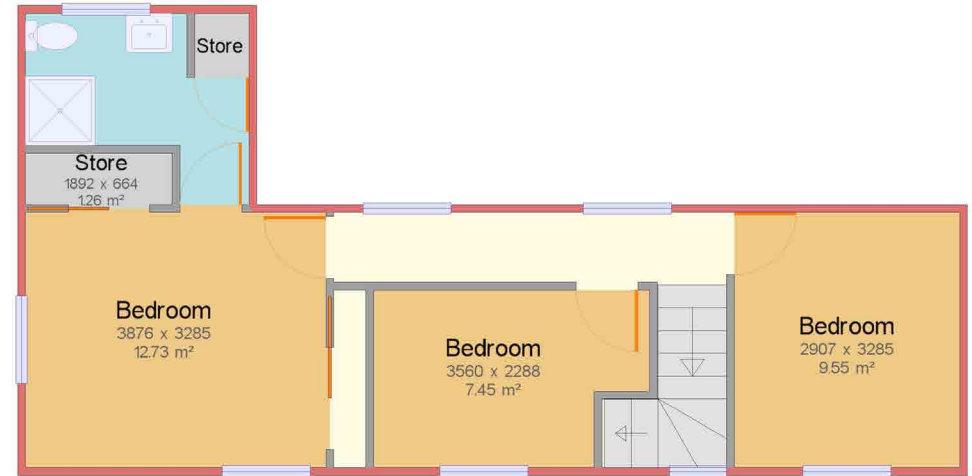
SITE PLANS

Gross internal area: 79.19 m² (852.4 ft²)



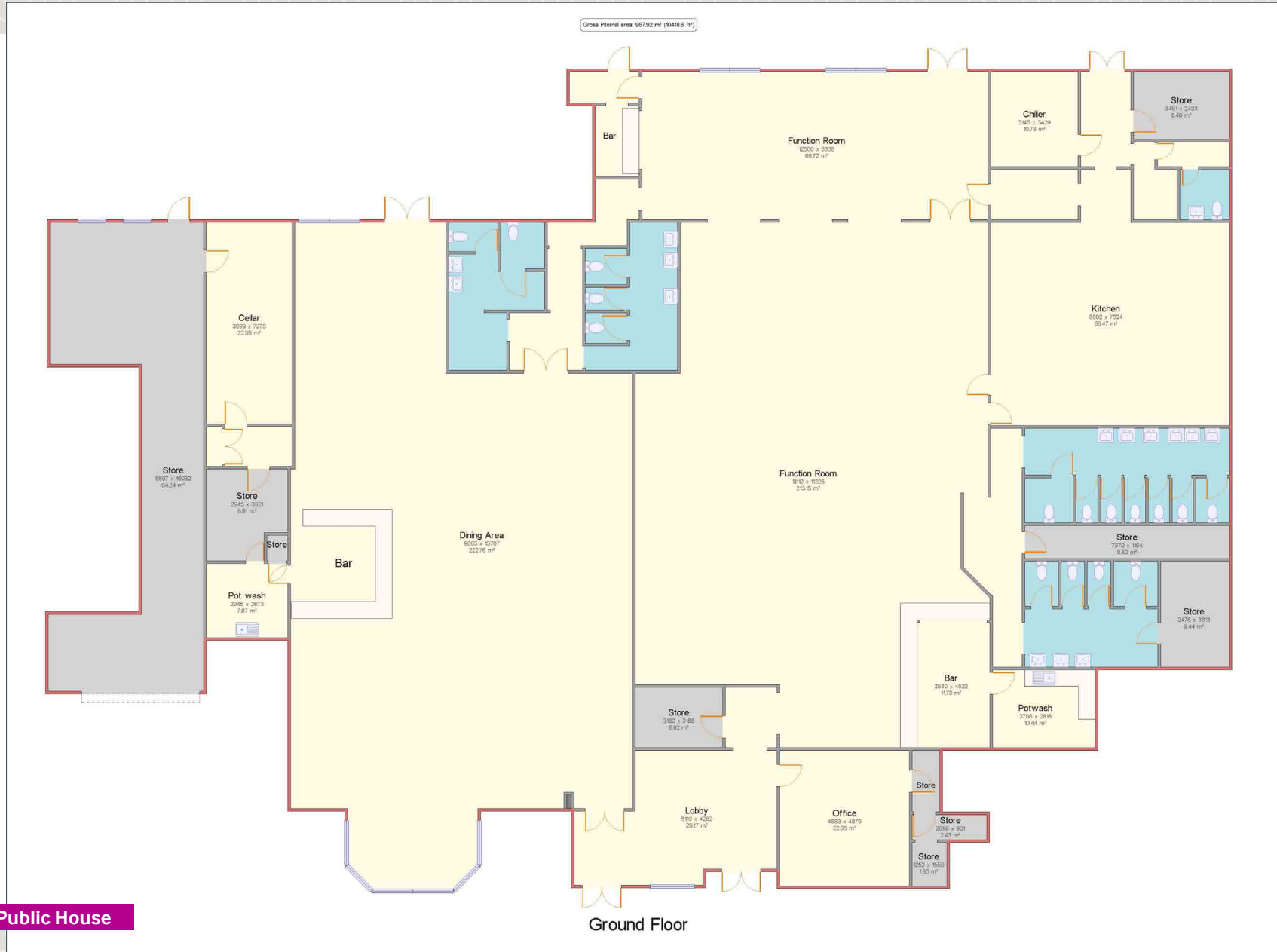
Ground Floor

Gross internal area: 47.13 m² (507.3 ft²)



1st Floor

SITE PLANS



Former Public House

VIEWING

No direct approach may be made to the business as staff are not able to discuss the sale. For an appointment to view, or for further information, please contact:

CONTACT

DAVE MORRIS

Regional Director – Retail & Leisure

M: 07712198835

E: Dave.Morris@christie.com

CONDITIONS OF THESE PARTICULARS

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