



Blue Waters Holiday Apartments

Cliff Park Road, Paignton, Devon, TQ4 6NB



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Stunning Coastal Holiday Letting Business Close to Goodrington Sands

Four Superior Self-Contained Apartments Plus Chalet with Conversion Potential

Prime Location Approximately 150 Metres from the Beach

Strong Repeat Trade and Excellent Guest Reviews • Potential Lifestyle Home and Income Opportunity with Flexible Configuration

LOCATION

Blue Waters Holiday Apartments occupy an enviable position in the popular seaside district of Goodrington, Paignton, just a short, level walk from the award-winning Goodrington Sands Beach. The area is renowned for its sandy shorelines, colourful beach huts, water sports and attractions, with Splashdown Quay West Water Park, the boating lake, coastal paths and promenade all within easy reach.

Goodrington forms part of the English Riviera, one of the South West's most visited coastal destinations, and benefits from strong tourism throughout the year. Paignton enjoys excellent transport connections to Torquay, Brixham, Totnes and Dartmouth, with rail and road links enabling convenient access for visiting guests. Nearby cafés, restaurants, amusements and leisure facilities make the locality highly attractive for couples, families and holidaymakers seeking a relaxing coastal break. Blue Waters therefore occupies one of the most desirable micro-locations for holiday letting in Paignton, combining proximity to the beach with a peaceful residential setting.

DESCRIPTION

Blue Waters comprises four very well-presented, interior designed, self-contained holiday apartments within an attractive and well-maintained coastal property, together with a separate chalet with planning for conversion. Each apartment is self-contained and have their own private entrance and have been fitted and furnished to a particularly high standard throughout. The accommodation provides a mix of one- and two-bedroom units, all featuring modern kitchens, well-appointed bathrooms, comfortable living areas and Smart TVs.

The apartments successfully combine contemporary styling with a number of appealing character features, including exposed beams, slipper baths, conservatories, private garden seating areas and, in some cases, sea views. All apartments are non-smoking and pet-free, with Wi-Fi, linen and towels provided for guests. The chalet located in the well-kept grounds benefits from a previous planning consent for conversion, offering potential for further development or additional accommodation, subject to any necessary consents.

The property offers notable flexibility for lifestyle purchasers. Historically configured as larger private accommodation, the two principal flats within the main building could be reinstated to create a substantial coastal residence. This would enable an owner to enjoy a spacious home while continuing to derive income from the remaining apartments. When combined with the chalet's conversion potential, this blend of home and income presents a rare and attractive opportunity on the South Devon coast.

Ref No: 5421

£595,000 Freehold

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The premises comprises:-

SERENITY SANDS (GROUND FLOOR)

The accommodation includes a spacious L-shaped open-plan living area, benefiting from good natural light and incorporating a seating area with a 55" Smart TV. A door from the living space provides access to a conservatory with additional seating.

The principal bedroom is fitted with built-in storage and a TV, and benefits from an en-suite bathroom comprising a freestanding slipper bath and a rainfall shower.

LIVING AREA

55" smart TV, electric wood burner.

DINING AREA

KITCHEN AREA

Electric oven, induction hob, microwave, fridge/freezer.

CONSERVATORY

BEDROOM

King-size (5ft) bed, 32" Freeview TV.

EN-SUITE

Slipper bath, cubicle shower, heated towel rail, toilet.

SHORELINE (GROUND FLOOR)

The apartment is accessed via an entrance porch/conservatory providing a seating area. The accommodation is arranged to provide an open-plan living space incorporating a lounge with a 40" Smart TV and a fitted kitchen area.

A partitioned section leads to the bedroom, which is arranged with a zip-and-link super king-size bed (capable of being configured as twin beds) and includes a Smart TV. The bathroom comprises a walk-in shower enclosure with rainfall shower and a separate slipper bath.

LIVING AREA

40" smart TV.

DINING AREA

KITCHEN AREA

Electric oven, electric hob, microwave, fridge/freezer.

BEDROOM

Zip and link super king-size Bed (2 x singles on request), smart TV.

BATHROOM

Bath, walk-in shower, heated towel rail, toilet.

BEAU RIVAGE (FIRST FLOOR)

The first-floor apartment provides open-plan living accommodation comprising a lounge, dining and kitchen area, arranged to take advantage of natural light and outlook. The living area includes seating and a wall-mounted 55" Smart TV. A dining area is positioned adjacent to the window, enjoying views towards the sea. The kitchen is fitted with a range of modern units and integrated appliances.

There are two bedrooms, both of which are equipped with TVs and benefit from en-suite facilities. The twin bedroom is situated to the front of the property and enjoys sea views.

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LIVING AREA

55" Freeview smart TV.

DINING AREA

KITCHEN AREA

Electric oven, ceramic hob, microwave, fridge.

BEDROOM 1

Double (4ft 6in) bed, Freeview TV.

EN-SUITE

Cubicle shower, heated towel rail, toilet.

BEDROOM 2

2 x single (3ft) beds, Freeview TV.

EN-SUITE

Cubicle shower, toilet.

DRIFTWOOD (GROUND FLOOR)

The apartment is arranged to provide an open-plan living, kitchen and dining area, designed to maximise available space and natural light. The living area includes seating and a Smart TV, while the kitchen is fitted with modern units, integrated appliances and adequate work surfaces suitable for self-catering use.

The bedroom area is configured with a super-king zip-and-link bed, allowing for either double or twin arrangement. The space is finished in a neutral, coastal-style décor. The bathroom comprises a contemporary suite, including a walk-in shower with rainfall shower head, together with modern fittings and tiled finishes.

LIVING AREA

Freeview smart TV.

DINING AREA

KITCHEN AREA

Electric oven, electric hob, microwave, fridge.

BEDROOM

Zip and link super king-size bed (2 x singles on request).

SHOWER ROOM

Walk-In shower, heated towel rail, toilet. Gas central heating and electricity, bed linen, towels and Wi-Fi included.

OUTSIDE

Outside there is a pretty and well maintained, enclosed garden with separate patio areas and a newly erected, raised composite decking area to the front of the property. There is private parking for guest at the front of the property.

External utility room with washing machine and tumble dryer (shared facility).

Chalet – a detached, single storey unit in the grounds with the benefit of planning consent for a two bedroom holiday lodge. Torbay Council planning reference **P/2023/0595**. For further information please visit <https://publicaccess.torbay.gov.uk/>

The property benefits from gas central heating.

Heating, electricity, bed linen, towels and Wi-Fi are all included for guests.

Three of the apartments are pet free. (Shoreline is available for pets).

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GENERAL INFORMATION

THE BUSINESS

Blue Waters has been operated as a successful holiday-letting business since the 1960s and continues to achieve strong occupancy levels, underpinned by its excellent coastal position close to the beach, the high quality of the accommodation and its established reputation.

All apartments are particularly well designed and attractively presented, having undergone significant refurbishment and improvement in recent years.

The business benefits from strong online visibility, consistently positive guest reviews and a high level of repeat custom. The mix of apartment sizes ensures broad appeal to a range of visitors, including couples, small families and short-break holidaymakers, providing a resilient and diverse income stream.

There remains clear potential for further growth. The existing planning consent relating to the chalet offers scope to create an additional letting unit or ancillary accommodation, providing an opportunity to further increase income. In addition, the option to reconfigure the two principal flats into a single substantial residence presents an attractive home-and-income opportunity.

Additional upside may be achieved through seasonal pricing strategies, enhanced off-peak marketing and potential repositioning within the premium holiday sector.

Overall, the combination of lifestyle appeal, proven trading history, additional letting potential and future development scope makes Blue Waters a compelling coastal investment opportunity.

RATEABLE VALUE

2026 List: £12,000. Please note this is not Rates Payable. Interested parties are advised to make their own enquiries with the Local Billing Authority, Torbay Council.

EPC RATINGS

Flat 1 - E.
Flat 2 - D.
Flat 3 - D.
Flat 4 - D.

VIEWING

Viewing is highly recommended and can be arranged by prior appointment with the Sole Agents, Bettesworths. Tel. 01803 212021.

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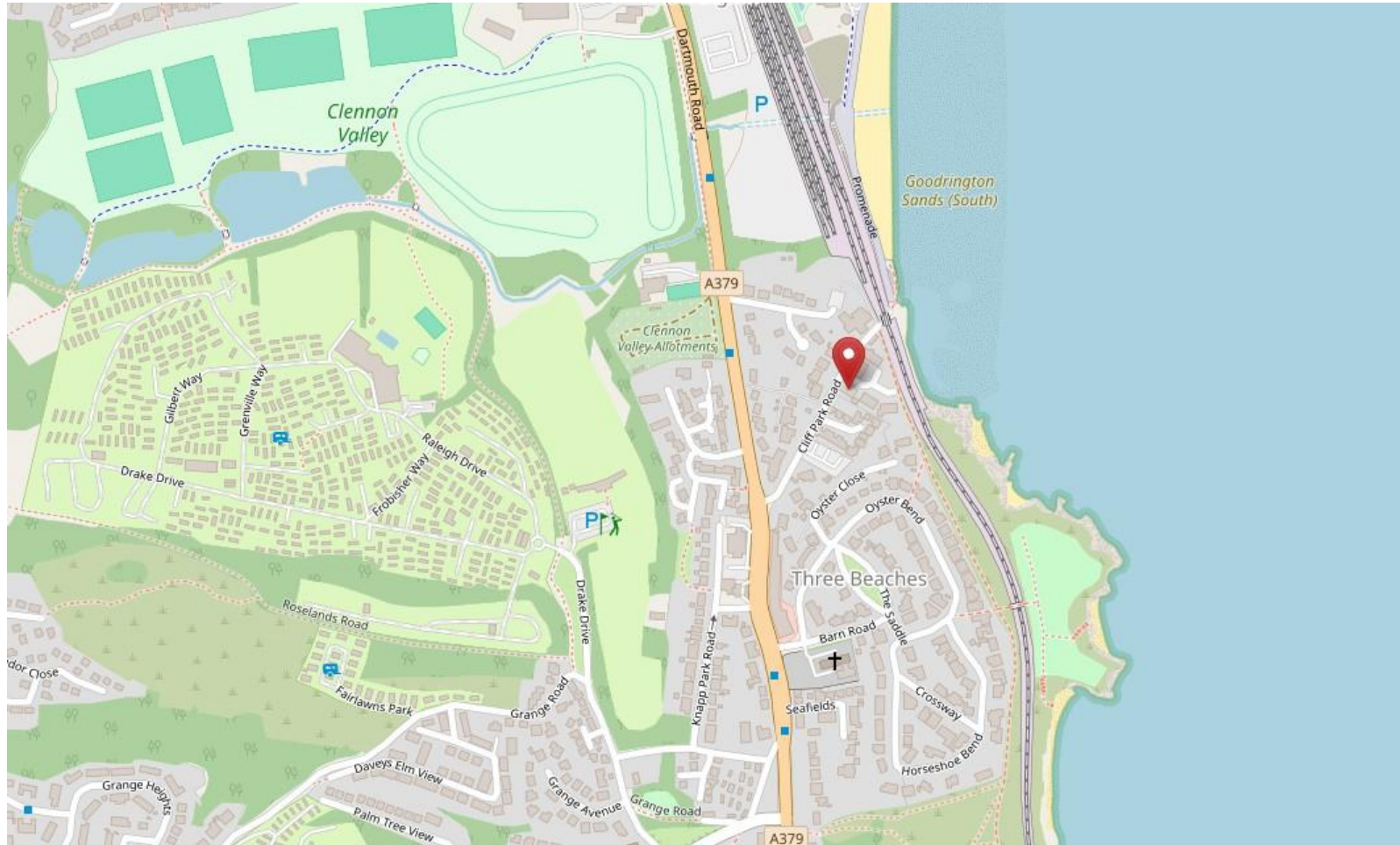
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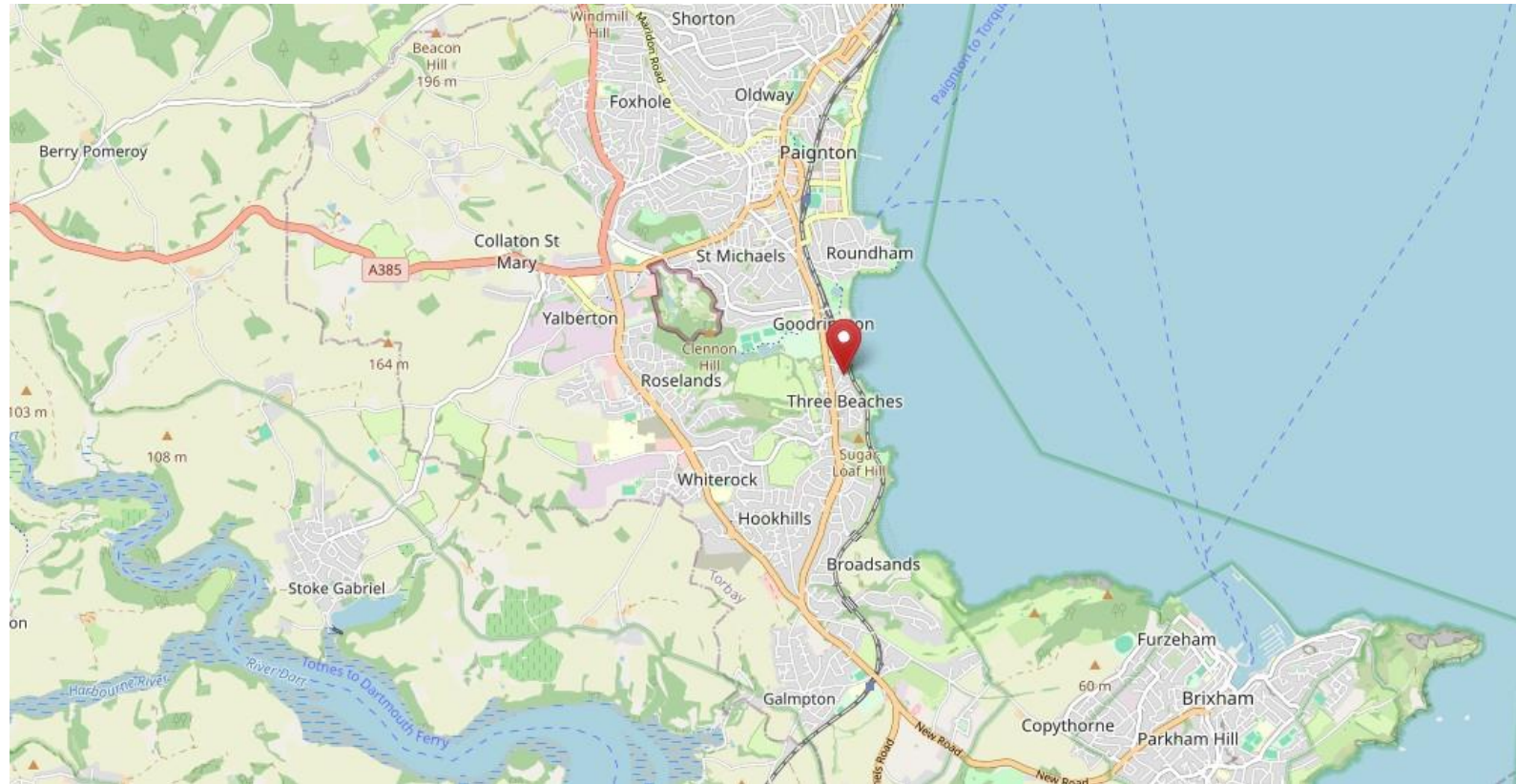
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