

FOR SALE



PORTFOLIO OF 5 HOLIDAY AND RESIDENTIAL PARKS

*ON THE INSTRUCTIONS OF BRIAN MURPHY & MICHAEL JENNINGS, BDO AS JOINT ADMINISTRATORS of;
Blackpool Rock Limited, Lifestyle Homes N. Ireland Limited, Lifestyle Seeview Limited, Lifestyle Living (NI) Limited & Park Homes (NI) Limited - All In Administration*

Introduction

The 5 parks are all located in picturesque coastal locations across 3 separate sites in Groomsport, Ballyhalbert and Cloughey on the Ards Peninsula in Northern Ireland.

The portfolio offers a rare and exciting opportunity with a unique scale for investors / operators to enter the market to grow and enhance the parks.

There is immediate scope to increase turnover through a combination of unit sales, pitch fees and adding new on park amenities.

The parks are available on a group basis, however, premium offers may be considered for each of the 3 sites on an individual basis.

The three park sites for sale listed below are situated on the Ards Peninsula in County Down, Northern Ireland.

- Windsor Holiday Park / Seahaven Residential Park in Groomsport, approximately 13 miles from Belfast
- Ballyhalbert Residential and Holiday Park in Ballyhalbert, approximately 23 miles from Belfast.
- Cloughey Holiday Park in Cloughey, approximately 27 miles from Belfast.

Location

County Down boasts some of the most picturesque coastline and countryside in Northern Ireland. The dramatic scenery includes the beautiful mountains of Mourne and Strangford Lough, pretty coastal villages and other places of interest in the region.

The towns of Newtownards and Bangor offer an excellent range of shopping facilities and other amenities and are both easily accessible from the parks.

Due to its accessibility, range of visitor attractions, local services and natural beauty, the area has become hugely popular as a family holiday destination and place to retire.

Belfast is served by two airports with George Best Belfast City Airport offering daily services to the rest of the UK and Belfast International offering domestic and European flights.

Belfast is also a busy port with passenger ferry services operating to both Stranraer and Liverpool. Major road and rail links include cross border routes to Dublin.



A group of 5 established holiday lodge and residential parks set across 3 sites



All parks set in impressive coastal locations in Northern Ireland



Developed with a total of 845 pitches comprising 565 static and 280 residential pitches



Clear pitch development opportunities



Established trading platform with established trade and customer base



**Offers in the region of
£15,000,000 - Freehold**

FOR SALE

Windsor Holiday Park and Seahaven
Residential Park, Seahaven Road,
Groomsport, Bangor, Country Down
BT19 6PH

Windsor Holiday Park and Seahaven Residential Park, Seahaven Road, Groomsport, Bangor, County Down BT19 6PH



A mixed-use holiday and residential park located in a coastal location on the Ards peninsula



Developed with 164 static caravan pitches (39 vacant) and 171 residential pitches (25 vacant)



Well-appointed facilities



Clear pitch development opportunities under the existing licence



Extending to about 30.7 acres



Freehold

Introduction

- The site is situated approximately 13 miles north-east of Belfast and approximately 4 miles to the north-east of Bangor at the coastal periphery of the village of Groomsport which boasts a variety of local amenities.
- The A2 Belfast/Bangor Road is the principal route to Belfast and the A21 acts as Bangor's main southern arterial route connecting with Newtownards and the A20.
- The property benefits from two separate access points from the A2 Donaghadee Road with pleasant rural surroundings.
- These high-quality park has spectacular sea views and is situated on the edge of the village of Groomsport, with shoreline walks to Bangor; making the most of the setting.
- These adjoining holiday and residential parks operate as a single asset.





Windsor Holiday Park and Seahaven Residential Park

The *Park*

- The property is split into two elements, a holiday park to the west and a residential park to the east, both occupying part coastal areas with premium pitches overlooking the Irish Sea and comprising a total site extending to about 30.7 acres (12.4 hectares).
- Both areas have separate access points from the Donaghadee Road, with the site set back from the road with amenity facilities centrally positioned where the 2 areas meet.
- The central facilities comprise a reception building with various offices, meeting rooms, stores and kitchen and WC.
- The residential park benefits from a Community Hub building comprising meeting room, kitchen and WCs.
- The holiday park is well configured with terraces sloping down towards the coast surrounded with grassland and soft landscaping.
- The residential park is formed with avenues and a central cul-de-sac, presented well with tarmac roads and soft landscaped areas.
- The site also includes a former bungalow used as a maintenance area and a children’s play area.
- The site is presently developed with the pitch numbers shown in the table to the right.
- The site offers additional pitch development opportunities under the existing licence.

Pitch Type	Pitch Numbers
Private Holiday Static	124
Vacant Holiday Static	39
Staff Static	1
Private Residential	146
Vacant Residential	25
Consented but undeveloped Residential	7
Provisional TOTAL	342





Windsor Holiday Park and Seahaven Residential Park

Planning & *Site Licence*

The park benefits from a site licence for 147 static caravans permitted for 12 month holiday use and 178 residential caravans for 12 month residential use.

2025 *TARIFFS*

Privately Owned Static Caravan – (inc. VAT) - £3,388.54 - £2,870.77

Residential Rent - £1,799.52 - £2,709.96 (exc. Utilities)

A full breakdown of site fees and licence/MHA expiry dates is available to genuinely interested parties.

TENURE

Freehold

EPC

Office building – rated F



FOR SALE

Ballyhalbert Holiday & Residential Park,
96 Shore Road, Ballyhalbert,
Newtonards, County Down BT22 1BJ

Ballyhalbert Holiday & Residential Park, 96 Shore Road, Ballyhalbert, Newtonards, County Down BT22 1BJ



A mixed-use holiday and residential park located in a coastal location on the Ards peninsula



Developed with 269 static caravan pitches (34 vacant) and 108 residential pitches (13 vacant)



Well-appointed facilities including crazy golf area



Clear pitch development opportunities on additional land, subject to necessary consents



Extending in total to over 90 acres



Freehold

Introduction

- The small fishing village of Ballyhalbert has the distinction of being the most easterly point in Northern Ireland.
- The parks are set a little further down the coast from Windsor Holiday Park and Seahaven Residential Park and similarly form 2 adjoining parks operated as a single asset.
- The caravan park comprises a former RAF air base which was decommissioned in the mid 1940s then sold in the 1960s where it has operated largely since as a caravan park.
- The park is situated approximately 23 miles to the south east of Belfast and approximately 15 miles south east of Bangor.
- Settlements within the peninsula comprise Portaferry, Millisle, Donaghadee and Portvogie.





The *Park*

- Operated as a single park, the property is split in two, a holiday caravan park to the east and the residential park to the west and north.
- The total site extends to over 90 acres offering significant development potential, subject to necessary statutory consents.
- The site is presently developed with the pitch numbers shown in the table to the right.
- The holiday park's central facilities are positioned towards the entrance, briefly comprising a reception building overlooking a crazy golf putting green and a gym hall with an attached self-contained retail unit
- Residential Park facilities on site include a reception building, a central bowling green and resident's clubhouse. There are two further small brick-built pavilion buildings, one overlooking the bowling green and a sales office
- The park presents well with attractive soft landscaping and neat pitches throughout.
- There is agricultural land positioned beyond the residential park boundary which offers development potential (subject to planning) and approximately 2 acres of roadside land positioned to the front of the holiday park which we understand formerly comprised a convenience store but is now vacant.

Pitch Type	Pitch Numbers
Private Holiday Static	235
Vacant Holiday Static (20 used for tourers as per site licence)	34
Licenced but undeveloped holiday static	381
Private Residential	95
Vacant Residential	13
Licenced but undeveloped Residential	101
Provisional TOTAL	859





Ballyhalbert Holiday & Residential Park



Planning & *Site Licence*

The park benefits from a site licence for 859 caravans (650 holiday caravans (630 statics and 20 tourers) and 209 residential).

The caravans are permitted for 12 month use, the statics for holiday use only and the tourers for stays no longer than 7 days. The residential caravans are permitted for 12 month residential use.

We also understand the site has previously had planning consent for a 16 bedroom hotel with ancillary areas which has now expired.

2025 *TARIFFS*

Privately Owned Static Caravan – (inc. VAT) - £,2076.22 - £2,337.42

Residential Rent- £1,282.84 - £1,634.76 - (exc. utilities)

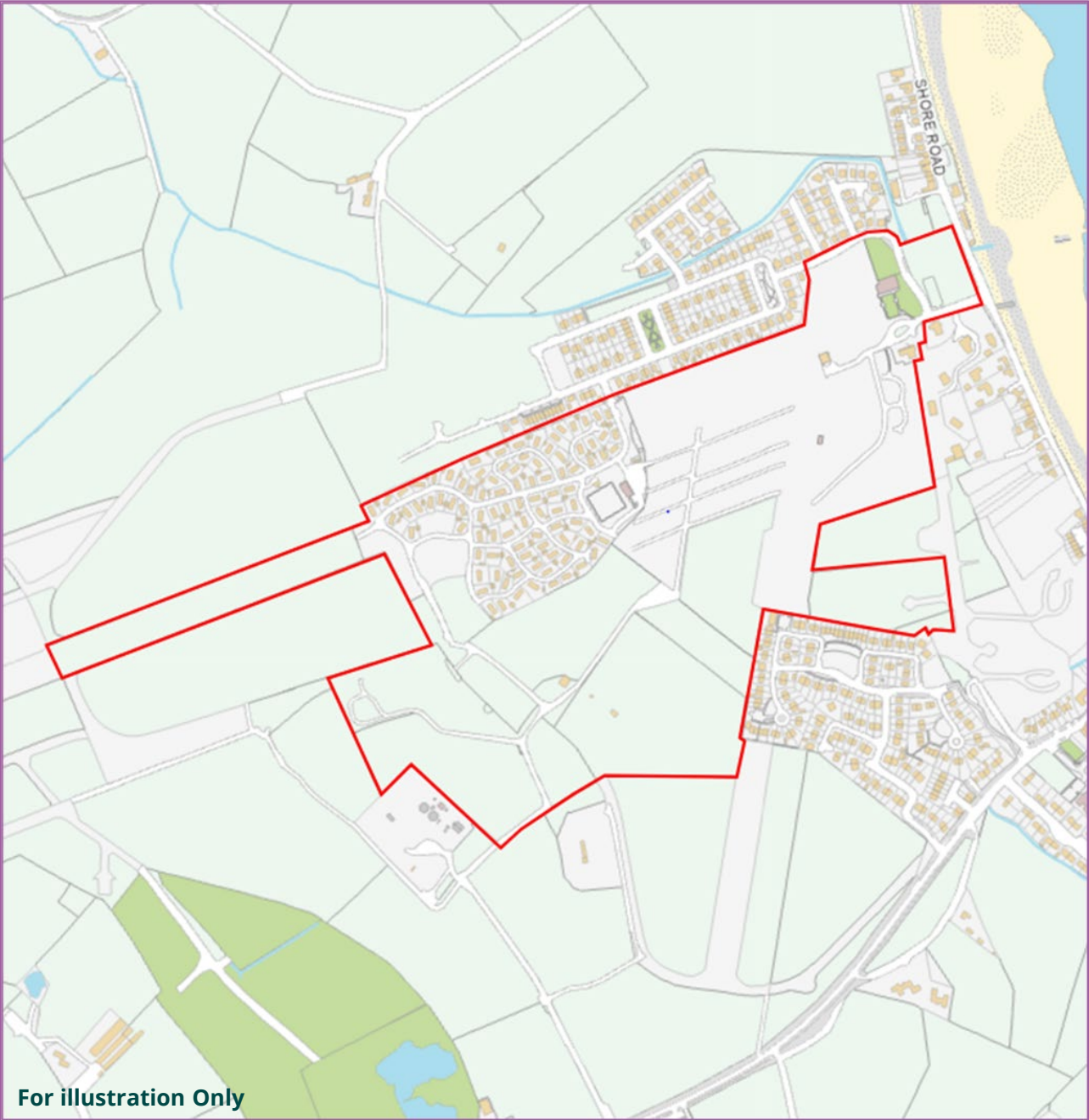
A full breakdown of site fees and licence/MHA expiry dates is available to genuinely interested parties.

TENURE

Freehold

EPC

Office building - rated F
Recreational hall - rated D
Resident clubhouse - rated C



FOR SALE

Cloughey Holiday Village, 55D Main
Road, Cloughey, County Down BT22
1JB

Cloughey Holiday Village, 55D Main Road, Cloughey, County Down BT22 1JB



An established holiday static caravan park in a coastal location on the Ards Peninsula



Developed with 133 static caravan pitches including 9 shorefront holiday lodges (25 vacant)



Former plans in place for a new facilities building including clubhouse and gym



Clear pitch development opportunities on additional land, subject to necessary consents



Extending in total to about 19.3 acres



Long Leasehold

Introduction

- The Park is situated approximately 27 miles southeast of Belfast and approximately 19 miles south-east of Bangor, 5 miles to the south of Ballyhalbert and at the periphery of the village of Ringboy.
- The property is accessed principally from Main Road (A2) and set back behind residential dwellings and bound by the coastline with beach frontage to the east.
- Cloughey Holiday Village has a tranquil setting on the edge of the village and benefits from direct access to the beach with stunning sea views.
- The area is popular with tourists and holidaymakers, being accessible while offering relaxation and a range of outdoor activities and places of interest





Cloughey Holiday Village

The *Park*

- The total site extends to about 19.3 acres (7.81 hectares) with potential for the development of further static caravan pitches (subject to planning).
- The property is accessed from the A2 via an access shared with an adjacent industrial property.
- The entrance to the park is secured via a barrier and the site benefits from a range of on-site amenities which include a sales office, timber community building, laundrette, W/C Block and BBQ Hut.
- The Park is well configured with grassed areas and gravel roadway (tarmac to holiday lodges)s and is developed to provide the pitch numbers shown in the table to the right.
- There is also an area set for touring pitches at the eastern periphery of the park comprising a mixture of hardstanding and grass pitches.

Pitch Type	Pitch Numbers
Private Holiday Static	108
Vacant Holiday Static (used for tourers as per site licence)	25
Licenced but undeveloped holiday static	12
Provisional TOTAL	145





Planning & *Site Licence*

The park benefits from a site licence for 145 static caravans permitted for 12 month holiday use.

The shorefront lodges are permitted for holiday use only.

Original plans for the property included a new clubhouse and facilities.

2025 *TARIFFS*

Privately Owned Static Caravan – (inc. VAT) - £2,782.01 - £3,388.34 - A full breakdown of site fees and licence expiry dates is available to genuinely interested parties.

TENURE

Long leasehold – 999 years from 10th January 2008 at a Peppercorn Rent. (983 years remaining)

EPC

TBC



The Business

The parks have performed on a consistent basis throughout recent times with each being well placed to capture revenue as consumers continue to consider travel and tourism as a top priority despite economic headwinds, with the parks providing a secure income.

Each park is operated individually within the Group with a head office undertaking high level functions such as VAT, payroll, accounting and statutory obligations.

The parks operate on a predominately holiday/second home ownership and residential trading model in which income is generated from static and residential caravan sales and pitch fees; with the pitch fee and rental income providing a relatively consistent core income.

Private owners are issued with a pitch licence agreement / mobile home agreement and there remain significant opportunities for caravan sales with high sales values achievable on vacant pitches.

The turnover for H1 2024 for each park can be seen in the summary table, and the parks remain well positioned to take advantage of the continued prevalence of UK based / staycation holiday.

We believe that scope exists to further grow revenue and profitability for the following key reasons:

- Strong local market reputation, with opportunity to cross sell units across the portfolio;
- Each park offers a distinctive experience whilst at the same time having synergy across the group;
- Excellent locations in and around popular areas;
- Additional land and planning / development upsides;
- Increase sales profits and conversion and increase pitch occupancy.

The portfolio offers an exciting opportunity to acquire an established group of parks in Northern Ireland to either create or add to an existing portfolio.

Operating Entity & Park Name	Turnover (net) H1 2024
Lifestyle Seeview Limited – Windsor Holiday Park & Seahaven Residential Park	£801,470
Park Homes (NI) Limited – Ballyhalbert Holiday and Residential Park	£409,741
Lifestyle Living (NI) Limited – Cloughey Holiday Village	£295,131
Total	£1,506,342

To *View*

All appointments to view MUST be made through the vendors' agents who are acting with sole selling rights.

Strictly no direct approaches to the parks please.

Information / *Data Site*

A data pack of property and financial information can be made available to genuinely interested parties.

Finance

Colliers / Savills are able to assist prospective purchasers by introducing sources of finance if required. Whilst we do not charge the buyer for this service, we may receive an introductory commission from the lender or broker involved.

Identity *Checks*

In order to comply with anti-money laundering legislation, the successful purchaser will be required to provide certain identification documents. The required documents will be confirmed to and requested from the successful purchaser at the relevant time.

Price

Offers in the region of £15,000,000 (Fifteen Million Pounds) for the freehold assets and businesses as a transfer of a going concern. Stock in addition. Excluding personal items.

Premium offers may be considered for individual parks or clusters.

Further Information

For further information or to arrange an inspection of the property, please contact:

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The Joint Administrators reserve the right to vary, cancel or terminate the sales process at any time and at their absolute discretion without further recourse. The Joint Administrators do not assume any obligation whatsoever to accept any offer to acquire the parks.

Brian Murphy and Michael Jennings are authorised by Chartered Accountants Ireland to act as Insolvency Practitioners. Please note that the affairs, business and property of the Companies are managed by the Joint Administrators, who act as their agents, without personal liability.

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