APPULDURCOMBE GARDENS
HOLIDAY PARK
WROXALL • ISLE OF WIGHT
**SUMMARY OF FACILITIES**

- Two residential dwellings
- Entertainment building with two apartments, café, beer cellar, work storage area and pump room
- Outdoor heated swimming pool and adjoining toddlers pool
- Three toilet/shower blocks
- Reception, shop & laundrette
- 40 static caravan pitches and 134 touring caravan pitches
- Planning permission to develop 6 lodges
- Land with potential for further development
- 12 month season
- Approximately 12.3 acres [4.98 ha]

**BACKGROUND**

Appuldurcombe Gardens Holiday Park has been developed over many years to a 5 Star standard awarded by the English Tourist Board and 5 Pennant Rating by the AA. The Park also recently became The South East Regional Finalist in the Practical Motorhome and Practical Caravan Top 100 Sites 2014.
LOCATION

The property is situated within the Valley of Stenbury and St Martin’s Downs, a designated ‘Area of Outstanding Natural Beauty’. It is located on the outskirts of Wroxall, close to the resorts of Ventnor and Sandown on the south coast of the Isle of Wight.

The Isle of Wight is a popular tourist destination and benefits from a wide range of attractions and spectacular scenery. The town of Cowes, some 11.2 miles from the property, is host to many prestigious international yacht races including the renowned Cowes Week.
DESCRIPTION

Appuldurcombe Gardens Holiday Park is currently developed to provide 40 static caravan pitches and 134 mixed touring caravan, motorhome and camping pitches, spread over three sections. The park benefits from good quality amenity buildings which incorporate two apartments, as well as an outdoor heated swimming pool. Two attractive period residential dwellings known as the Grey House and High Barn House are also included with the property, which comprises approximately 12.3 acres [4.98 ha] in total.

Static Caravan and Touring Caravan Pitches

The static caravans are laid out within the former walled gardens of Appuldurcombe House, the surrounding grounds to which were designed by the famous landscape architect Capability Brown. This area, known as The Orchard, adopts an informal layout of fully serviced pitches and currently provides 40 sited caravans and one timber chalet, all of which are owned and operated as hire fleet holiday letting accommodation.

The touring caravan pitches are laid out within an open grassed area to the rear of the main reception offices and toilet/shower block. A further recently built toilet block has been constructed to a high standard and provides 5 star facilities adjoining this area. There are 134 electrical hook-up points and the area provides a variety of hardstanding pitches with one shared water point between two pitches, fully serviced pitches, grass pitches with shared water points & standard grass pitches. A stream meanders alongside The Meadow area, which includes a tranquil area for relaxing and nature watching.

Plans showing the layout of the static caravans and the touring caravan pitches will be available in the online data room.
ACCOMMODATION

Reception/Office
The reception and offices are accommodated within an attractive semi-detached building of stone construction under a pitched slate roof and include a tourist information board, staff room, WC, kitchen and store room.

Main Entertainment Complex
Set over three levels comprising:

Basement
- Workshop/Stores
- Plant room accommodating pool filtration and heating equipment
- Beer cellar

Ground Floor
- Bar area with seating for 24
- Entertainments room with seating for approximately 80 people, central dance floor and corner stage
- Conservatory with seating, five amusement machines and a pool table, with doors leading out to a paved poolside area with seating for 60 people and a decked area with seating for 20 people

First Floor
- Two 3-bedroom holiday apartments which overlook the swimming pool area and benefit from oil fired central heating and services connected to the entertainment complex

Storage/Maintenance/Bin and Bike Store
Located next to the touring pitches, this facility is new for 2015 and provides a storage room, work store, bin & bicycle store.

Café
With seating for 25 people and adjoining fully fitted kitchen. There is a grass area to the front of the building which has seating for outdoor dining.

Shop
A timber frame and clad building providing a retail area with adjoining store room.

Recreational Areas
Adjacent to the bar/entertainment area is the outdoor heated swimming pool [18m x 9m], with separate children's pool [4m x 3m].

The children's play park with rustic play equipment is on a grassed play area together with a crazy golf area.

Laundry/Toilet and Shower Facilities
Facilities are provided at three locations within the park. These comprise a converted building adjoining Grey House to the rear of the shop, shower and toilet facilities adjoining reception and a high quality purpose designed toilet and shower block within the main touring field, which was constructed and completed for mid 2012.

Housekeeper’s Office/Stores
This facility is provided within three adjoining timber chalets abutting the walled garden. The stores are used for linen and consumable goods, and are equipped with dryers and a washing machine.
THE BUSINESS
The Current Business
Income is generated primarily from holiday caravan lettings and touring park/camping pitch fees, which are supplemented by bar, shop and ferry crossing sales.

Holiday letting tariffs range from £35 to £185 per night depending upon time of year and type of unit. Touring park pitch fees range between £16.95 and £29.35 per night depending upon time of year and type of pitch.

The park is currently open from March to November as the current owners only choose to operate during this period. Planning permission is in place for all year round use if required.

Income net of VAT over the last five years has ranged between £500,000 to £570,000, with the business operating profitably and the owners continuing to invest capital in various improvements to the park during this period. Detailed trading information is available in the online data room.

Future Potential
The site offers several opportunities for a future owner:-

- There is an extant permission for development of six holiday lodges on part of the site which would replace approximately 20 touring caravan pitches.
- The northern part of the site has an approved layout for 68 pitches (24 camping and 44 touring caravan) but has currently been developed to provide 38 touring caravan pitches. Subject to regularising the current planning permission, there is potential for further development of this area.
- Sale of all or part of the hire fleet caravans to owner-occupiers would deliver a capital receipt and increased annual pitch fee income.
- There is permission for operating the site 12 months of the year rather than between March and November as at present.

SERVICES
The Park
Mains water, electricity and drainage are all connected to the site. The swimming pool is heated by an oil fired boiler and the flats over the entertainment/bar area have oil fired central heating systems.

The Houses
The Grey House and High Barn House are connected to mains water, electricity and drainage, which are separately metered from the park. Both properties have oil fired central heating systems.

FIXTURES, FITTINGS AND EQUIPMENT
An inventory of fixtures, fittings and equipment, including the hire fleet caravans, is available in the online data room.

The Grey House
Constructed of local stone and a pitched slate roof, the property has been modernised over recent years but retains the original windows and other features of character.

Ground floor - front entrance porch leading into the main open hall with original flagstone flooring, sitting room with parquet floor and open fireplace, dining room with parquet floor and kitchen with a door leading to the park.

First floor - three bedrooms and bathroom.

High Barn House
Constructed of local stone with a pitched slate roof the building has been converted into the park owner’s living accommodation, with its own access from Redhill Lane, which adjoins the western boundary of the property. Private gardens surround the house, together with a double garage.

Ground floor - sitting room, dining room, kitchen, study, toilet and storage cupboard.

First floor - three bedrooms, bathroom and toilet.
OWN AND COUNTRY PLANNING
The local planning authority is:-
Isle of Wight Council
County Hall, High Street, Newport PO30 1UD
Tel: 01983 821000
Copies of the primary planning permissions and site licences for the site are available in the online data room.

BUSINESS RATES
The current rateable value of the property is £36,750, giving rise to rates payable of £17,713.50 for the period 1 April 2014 - 31 March 2015.

COUNCIL TAX
The Grey House is within Council Tax Band F, with an annual payment of £2,149.20 for the period 1 April 2014 - 31 March 2015.

SERVICES
The Park
High Barn House is within Council Tax Band E, with an annual payment of £1,818.56 for the period 1 April 2014 - 31 March 2015.

TENURE AND BASIS OF SALE
The freehold interest in the property together with its associated business and goodwill are offered for sale. The vendor would consider a sale of the freehold property and associated trading assets, or alternatively a sale by transfer of the entire shareholding of Appuldurcombe Garden Holiday Park Limited.
An apportionment of the pitch fees and other prepaid income and expenditure will be made on completion of sale if appropriate.

TUPE
Purchasers will be required to comply with the relevant legislation in respect of current employees.

VAT
Should the sale of the property or any right attached to it be deemed a chargeable supply for the purpose of VAT, such tax shall be payable by a purchaser in addition to the sale price.

ENERGY PERFORMANCE CERTIFICATES
Full copies of the Energy Performance Certificates are available on request or alternatively can be viewed in the online data room.

FURTHER INFORMATION AND VIEWINGS
An online data room providing detailed information in relation to the property and business is available to seriously interested parties, subject to signature of a non-disclosure agreement.
Viewings are to be undertaken strictly by appointment through Savills, in order to avoid disruption to the business or intrusion upon visitors to the holiday park.
For further information, or to arrange a viewing, please contact Savills, 16 Grosvenor Court, Foregate Street, Chester CH1 1HN.

Contact
Richard Prestwich 01244 328141 rprestwich@savills.com
Ian Simpson 01865 269022 isimpson@savills.com
Robert Gale Hasleham 01392 455794 rgalehasleham@savills.com

DIRECTIONS
The postcode of the property is PO38 3EP. From the centre of Wroxall village, take Appuldurcombe road to the west. The park is located on the right hand side, on the edge of the village.

IMPORTANT NOTICE
Savills, their clients and any joint agents give notice that:
1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact.
2. Any areas, measurements or distances are approximate. The text, images and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Savills have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.

Photographs taken 2012 - 2014
Sale particulars prepared April 2015

High Barn – Energy Efficiency Rating

The Grey House – Energy Efficiency Rating

Folly East – Energy Efficiency Rating

Folly West – Energy Efficiency Rating

The Lodge – Energy Efficiency Rating

NEW CARAVAN TOILET BLOCK – ENERGY PERFORMANCE ASSET RATING