

For Sale



Bluewood Lodges Churchill Heath, Kingham, Oxfordshire, OX7 6UJ

- 5* luxury holiday lodge park
- Supreme location in the Cotswolds
- Hoseasons Autograph collection
- Exceptional turnover and occupancy

Offers in excess of £3m

CONTACT US

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SITUATION

Bluewood Lodges lies in a tranquil setting on the outskirts of the beautiful Cotswold village of Kingham. Designated an Area of Outstanding Natural Beauty and one of the most visited regions in the country, the Cotswolds is easily accessible by road (including M5, M40 and M4 motorways) and mainline train services operate from Kingham railway station to London Paddington in approximately 1.5 hours.

The village lies roughly equidistant between the main Cotswold towns of Stow-On-The-Wold and Chipping Norton, while the major centres of Cheltenham and Oxford are both approximately 25 miles distant.

Aside from the glorious local countryside and variety of historic towns and villages, the park is within a short distance of notable tourist attractions such as Blenheim Palace and various other historic houses, gardens and wildlife centres. There are many other reasons to visit this beautiful part of the world and year-round activities for the whole family.

THE PARK

Conveniently situated for the village amenities including pub/restaurants and the mainline railway station and yet hidden away along a private road, Bluewood Lodges enjoys a pretty part woodland setting that ideally lends itself to a prestige holiday lodge development.

Extending to approximately six acres, the lodge park has a low density layout for 30 lodges. A parking area for guests arriving is provided by the security gate and reception/shop building. There is a further ancillary building providing well-appointed office, staff room and laundry and a separate store immediately beyond.

Also located by the entrance to the park and sitting within its own grounds, a detached bungalow is presently used to provide further letting accommodation in the form of two holiday cottages and alternatively can be utilised to provide owner's/manager's accommodation or indeed a combination of letting and staff accommodation if required. The bungalow has very generous gardens, a double garage block and stable yard with stables comprising 30ft barn, four loose boxes and tack room. Lying within its own curtilage and with its own services, the bungalow offers the potential for redevelopment and/or separation from the park if required. The park has a further, separate three acre paddock held on a separate title. This carries a restrictive covenant allowing grazing only and provides an additional useful amenity for lodge owners and guests. A public bridleway passes through the park and additionally provides access to an neighbouring fishing lake which is proving to be another popular diversion for guests.

THE LODGES

There are presently 28 40ft x 20ft timber-clad lodges sited, each enjoying a pleasant setting within the carefully tended and immaculately presented bluebell wood from which the park takes its name. Each of the extraordinarily highly specified lodges has its own parking space, decking and hot tub.

Although all the lodges are the same size, the luxuriously appointed internal accommodation

ranges from one to three bedrooms, with individual and contemporary styled interiors featuring designer wallpapers, high quality furnishings and equipment including wide screen televisions, dvd players etc. The Cupid and Romeo lodges unashamedly cater for couples and have extremely spacious internal layouts which even include whirlpool baths and (along with the two bedroom Blenheim Lodges) two person saunas.

The park's own website carries further details and a breakdown of the total number of lodges is as follows:

8 two bedroom Kingham:	(4 privately-owned)
7 two bedroom Norton:	(5 privately owned)
1 Romeo Suite	
5 Cupid Suites	
3 two bedroom Blenheim	
4 three bedroom Churchill	(1 privately owned)

10 of the lodges are currently sold with 99 year licence agreements to private owners who all presently choose to let on an annually renewable agreement exclusively through Hoseasons, thereby achieving a good return on their investment and offsetting their annual service charge covering maintenance and upkeep of the communal areas etc presently set at £3,440 pa inclusive of VAT.

THE BUSINESS

Bluewood Lodges currently has an exclusive letting agreement with Hoseasons, with the park being featured in the Autograph Collection of exclusive lodge parks in England and Wales. Indeed, the park was very much the blueprint for the collection and in a short space of time has garnered further accolades including a 5* Visit Britain park award (96%) and a Visit Britain gold award for its accommodation. Additionally, the park is recommended by TripAdvisor and its Cupid Lodges are one of the fastest selling accommodations in the Hoseasons portfolio.

In the short time since its inception, Bluewood Lodges has built up an enviable reputation and enjoys both a very high occupancy rate and income per unit. The park has its own website, www.bluewoodpark.com giving further details and additional information including tariff, concierge services and local information can be found on the Hoseasons Autograph lodge holidays website at www.autographlodgeholidays.co.uk.

The remaining two lodges plots have been developed and are ready for occupation allowing a choice to be made between offering the lodges for sale or increasing the hire fleet.

The bungalow has also been refurbished to a high standard to provide flexible self-catering letting accommodation presently again let exclusively through Hoseasons. Described as holiday cottages with one offering a three bedroom, two bathroom configuration and the other having a one bedroom layout, each is well equipped and can alternatively be let as one unit for larger families etc. There is even the prospect of redeveloping this area of the park to provide up to an additional 10 lodges, together with a warden's lodge by the main entrance, subject to planning permission etc.

The present owners have also recently investigated the potential for providing a larger

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reception/shop as an enhancement to the concierge service provided and have obtained the necessary funding in principal to proceed with this next phase of development. Further information is available on request.

FINANCIAL INFORMATION

Unaudited accounts for the year ending 31 December 2010 show a net turnover of £803,716, up from £715,371 in 2009. Accounts for the year ending 31 December 2011 are expected to show a further increase in turnover. Further detailed financial information will be provided to bonafide purchasers following a formal inspection of the business.

SERVICES

The park is served with mains electricity and water supply and has bulk LPG tanks and a private drainage system. The park has a sophisticated CCTV security system and is also equipped with wi-fi and a freeview digital TV network which can also be upgraded to offer a Sky TV service if required.

PLANNING & SITE LICENCE

We understand that planning permission exists for a total of 30 lodges and the park has a current site licence allowing year round holiday use subject to the condition that no stay exceeds eight weeks in each case.

TENURE

Freehold.



DATA PACK

A detailed data pack including Energy Performance Certificates where required, accounts, plans and other relevant documentation is being prepared and will be made available to bonafide purchasers, following a formal arrangement to view.

GUIDE PRICE

Offers are invited in excess of £3m for the business which is to be sold as a going concern.

DATE

These sales particulars are correct as at December 2011.

FINANCE

Colliers International is 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.

TO VIEW

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



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