

# Former Holiday Centre

HEMSBY | NORFOLK



## Holiday centre with potential for refurbishment or redevelopment for tourism and leisure uses

Great Yarmouth 7 miles • Norwich 23 miles  
Ipswich 64 miles • Cambridge 85 miles  
(all distances are approximate)

- Popular Norfolk coastal holiday location
- 8.877 hectares (21.94 acres) site with extensive road frontage
- Range of central leisure and entertainment facilities extending overall to approximately 6,785 sq m (73,033 sq ft) GIA
- 4 single storey chalet blocks approximately 720 sq m (7,750 sq ft) GIA
- 44 two storey chalet blocks approximately 17,459 sq m (187,927 sq ft) GIA ground floor footprint
- Overall accommodation for 2,440 within 512 chalets
- Sale of the whole site or sub-division into smaller lots will be considered



Outline for guidance only

## Background

The site was established as a holiday centre in 1946 when the majority of the existing chalets and central facilities were developed.

Further central facilities were added over a number of years, the most recent being construction of the swimming pool complex in 1992.

## Location

Hemsby is located on a part of the East Norfolk coast long established as a popular holiday destination. The Norfolk Broads is a further nationally recognised visitor attraction and is located to the west and south of Hemsby.

Road access to Hemsby is gained principally via the A47, which links to the A1(M) at Peterborough to the west and to the A11, connecting to the M11 at Cambridge, to the south west. The nearest train station is located on the northern side of Great Yarmouth.

Hemsby offers a sandy beach backed by sand dunes and adjoined by a range of amusement, entertainment and dining facilities located on Beach Road, which leads west from the sea front to the centre of Hemsby Village which offers further shops and amenities.

The site is located at the western end of Beach Road, close to the village centre and with good access to the main road leading into Hemsby, as well as to Beach Road leading to the beach and associated leisure facilities.

## Property Description

The overall site area extends to approximately 8.877 hectares (21.94 acres). The site is entirely enclosed by security fencing and currently accommodates the following facilities:-

### Central Facilities

The central facilities which serve occupants of the chalets are principally located on the northern part of the site and include:-

#### Reception/Administration Building

Adjoining the main entrance into the site, constructed of painted brick/block elevations under a monopitch roof. Extending to 80 sq m (861 sq ft) GIA including outdoor canopy.

#### Main Central Entertainment Complex

Located at the end of the main entrance drive leading into the property and comprising a substantial steel framed structure with rendered/painted block work elevations beneath a pitched corrugated steel sheet roof and partly synthetic flat roof, extending to an overall area of 3,145 sq m (33,853 sq ft) GIA. It is a single storey structure and accommodates a range of facilities including:-

- visitor reception and information centre
- amusement arcade
- fast food outlet
- children's play area
- main entertainment hall with bar, stage and overall capacity for approximately 1,700
- secondary entertainment room with capacity for approximately 800
- shop

#### Secondary Entertainment Building

Located to the south of the main central entertainment complex, of rendered/painted brick and block work construction beneath a flat roof, extending overall to 830 sq m (8,935 sq ft) GIA. Incorporating a themed pub with outdoor decking area and extensive indoor bar with adjoining series of snooker rooms and small function rooms.

#### Indoor Swimming Pool Building

The main swimming pool building comprises a series of interlinked structures adjoining the main pool hall, of partly steel framed construction clad with brick, rendered/painted block work beneath a pitched corrugated steel sheet and partly flat synthetic roof covering. The interlinked building complex accommodates the main swimming pool with adjoining children's pool, together with extensive changing areas, plant rooms and store rooms. The building extends overall to approximately 1,100 sq m (11,840 sq ft) GIA.





### Outdoor Leisure Facilities

Within the central part of the site is an open grass area enclosed by some of the chalets to the south and west and by the central leisure facilities to the north. Within this area there is a tarmac surfaced go kart track and an extensive children's outdoor adventure play area together with a climbing tower. There are three hard surface tennis courts enclosed by netting and a basket ball court located to the south west and north east of the main central entertainment building. These facilities are all currently in a state of disrepair.

### Storage Facilities

There are a number of maintenance buildings and storage facilities distributed around the site to provide accommodation for support services.

### The Chalets

There are 44 blocks of two storey chalets of either brick or painted rendered brick/block elevations, all beneath flat synthetic covered roofs. The majority of these units provide visitor accommodation.

At the northern and eastern corners of the site there are four further single storey blocks of chalet accommodation, which are of similar construction to the two storey units, but generally provided higher quality accommodation than that provided across the remainder of the site.

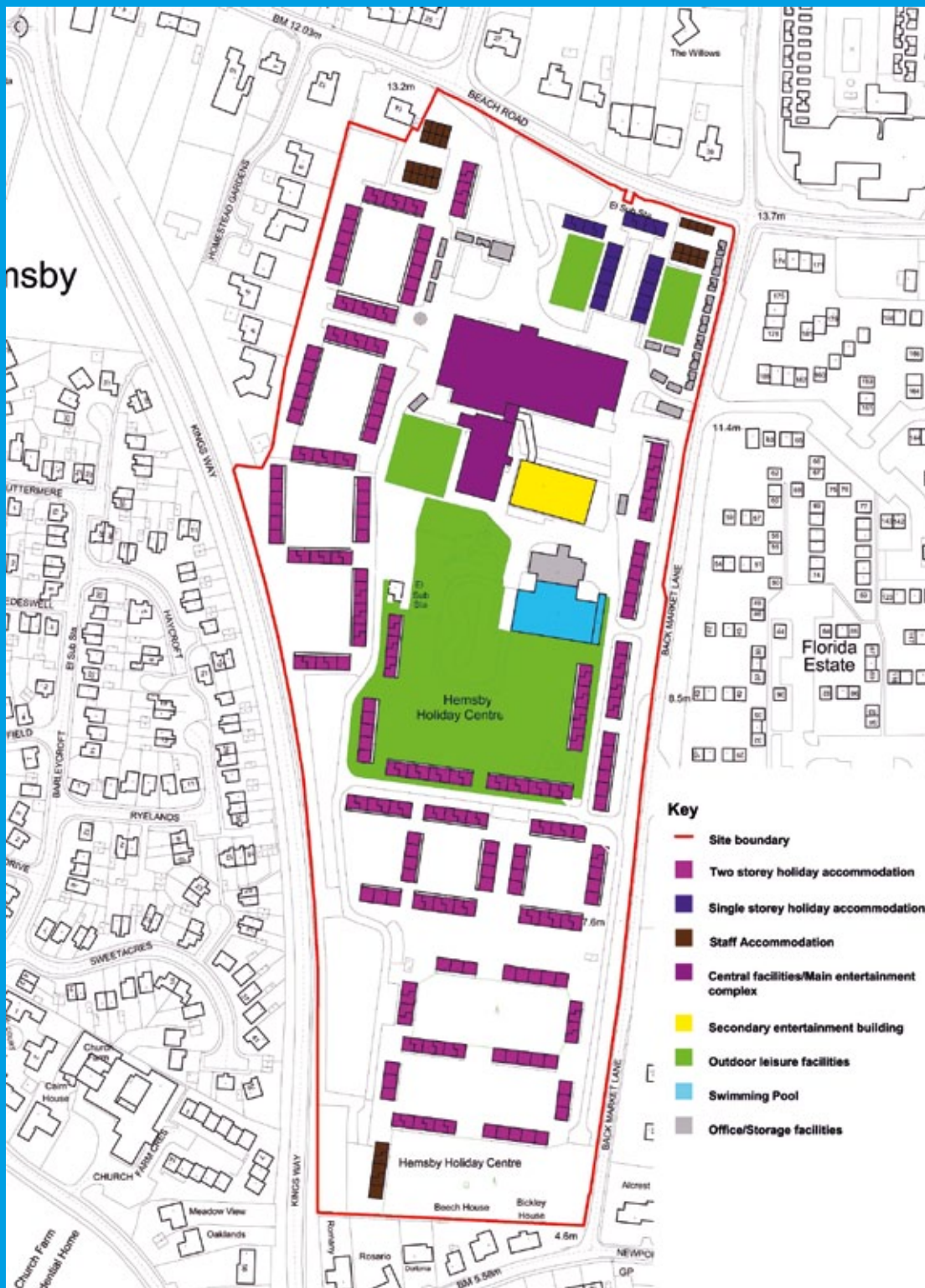
Staff accommodation is provided in the north west, north east and south west corners of the site.

The existing accommodation was graded into budget, classic and club standard, providing three slightly different specifications of fit out and equipment.

The chalets comprise a mix of one and two bedroom units, each with an open plan kitchen/dining/sitting area and a bathroom or shower room with WC and basin.

The majority of the units have basic bathroom fittings and kitchen units, although all white goods have been removed and some bathroom fittings have also been removed from a number of the chalets.





### Access Road and Car Parking

The main entrance into the site is from the northern boundary directly onto Beach Road. The entrance road is tarmac surfaced and leads to tarmac surfaced and block paved car parking adjoining the main reception and central entertainment building. There are further tarmac and concrete surfaced access roads around the site, together with similarly surfaced parking areas and an extensive crushed stone/gravel surfaced car parking area located along the south western side of the site, close to the southern area of chalet accommodation.

### Fixtures, Fittings and Equipment

The majority of trading fixtures, fittings and equipment have been removed from the buildings. Whilst fixed plant, such as heating systems, largely remains in situ, it has not been used since closure of the site in December 2008 and will require renovation or replacement if it is to be brought back into use.

### Trading History

As the site closed in December 2008, its past trading performance is of limited relevance to purchasers, who should also note that such performance reflects the presence of the Pontins brand and its associated central marketing and infrastructure benefits.

## Services

The site is connected to mains water, drainage and electricity. The chalets are served by electric heating systems. Parts of the central facilities are served by LPG fired boilers which also heat the swimming pool.

## Town and Country Planning

The Local Planning Authority is Great Yarmouth Borough Council, Town Hall, Hall Plain, Great Yarmouth, Norfolk NR30 2QF Tel: 01493 846430.

The Great Yarmouth Borough-Wide Local Plan was adopted on 23 February 2001 and identifies the site as being located within a designated Primary Holiday Accommodation Area.

## Business Rates

The rateable value of the property was assessed at £340,000 under the 2010 rating list for the period 1 April 2010 to 31 March 2015. It has been removed from the list following closure of the business.

## Licences and Certificates

When the business was operating, the property had a Premises Licence permitting service of alcohol and provision of live entertainment within the main central amenity building.

## VAT

VAT will apply to the sale of the property.

## Tenure and Basis of Sale

The freehold interest is offered for sale on the following basis:-

- Vacant possession will be provided upon completion.
- All fixtures, fittings and equipment at the property are included in the sale.
- The vendor will consider proposals for purchase of parts of the property, for continued tourism related uses.

## Further Information and Viewings

An online data room providing detailed information relating to the property and business is available to interested parties.

Viewings may only be undertaken by prior appointment either on specified viewing days or by arrangement through the selling agents. The site is securely fenced and for health & safety reasons access to the buildings must be accompanied.

For further information, or to arrange a viewing, please contact Savills, Wytham Court, 11 West Way, Oxford OX2 0QL.

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kgriffiths@savills.com

## Directions

The property is located on the east side of Kings Way, Hemsby, but access is gained from Beach Road at the northern end of the site.

The postcode for the property is NR29 4HL.

## Energy Performance Certificates

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

## Important Notice

Savills, their clients and any joint agents give notice that:

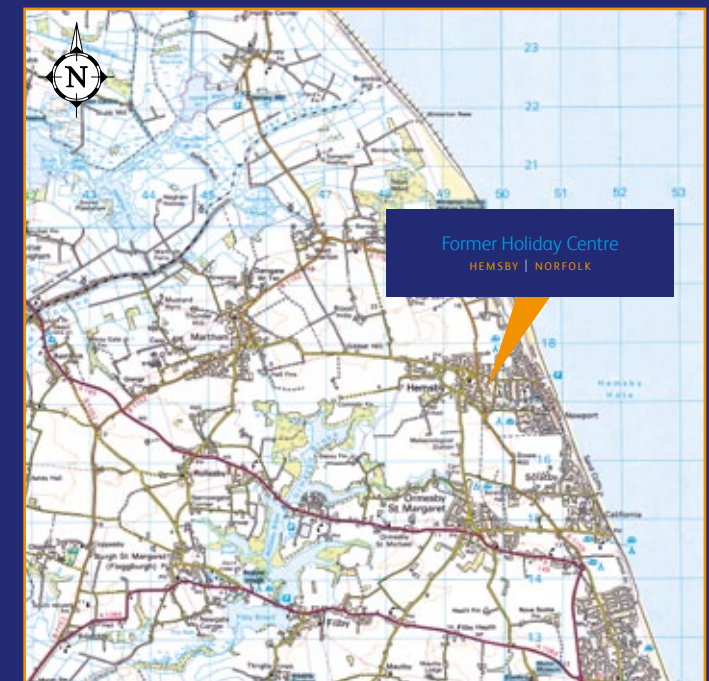
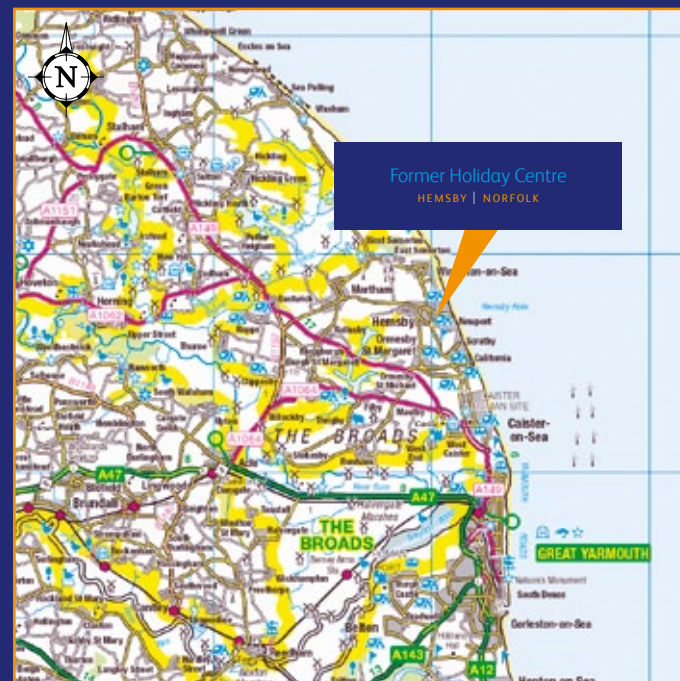
1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either

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 between 2008 and 2011. Please note that since the property closed in December 2008 the grounds to the site have not been maintained. The buildings have only been maintained to a basic standard, and will require refurbishment before being brought back into use.**

Sale particulars prepared September 2012.



## Energy Performance Certificate

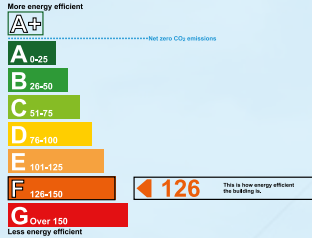
Non-Domestic Building

MAIN COMPLEX  
Pontins Ltd  
Holiday Camp, Beach Road  
Hembsy  
GREAT YARMOUTH  
NR29 4HL

Certificate Reference Number:  
0960-2962-0392-3822-0000

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

### Energy Performance Asset Rating



### Technical Information

Main heating fuel: Oil  
Building environment: Heating and Natural Ventilation  
Total useful floor area (m<sup>2</sup>): 4154  
Building complexity (NOS level): 3  
Building emission rate (kgCO<sub>2</sub>/m<sup>2</sup>): 166.91

### Benchmarks

Buildings similar to this one could have rating as follows:  
**33** If newly built  
**88** If typical of the existing stock

### Green Deal Information

The Green Deal will be available from later this year. To find out more about how the Green Deal can make your property cheaper to run, please call 0300 123 1234.

## Energy Performance Certificate

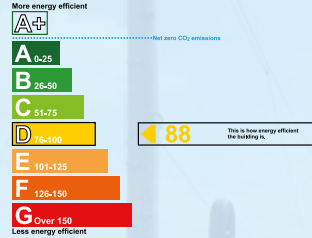
Non-Domestic Building

POOL HOUSE  
Pontins Ltd  
Holiday Camp, Beach Road  
Hembsy  
GREAT YARMOUTH  
NR29 4HL

Certificate Reference Number:  
0824-0032-3699-0296-2002

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

### Energy Performance Asset Rating



### Technical Information

Main heating fuel: Oil  
Building environment: Heating and Natural Ventilation  
Total useful floor area (m<sup>2</sup>): 1333  
Building complexity (NOS level): 3  
Building emission rate (kgCO<sub>2</sub>/m<sup>2</sup>): 200.39

### Benchmarks

Buildings similar to this one could have rating as follows:  
**46** If newly built  
**123** If typical of the existing stock

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## Energy Performance Certificate

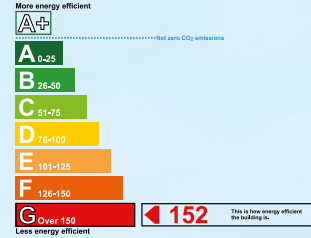
Non-Domestic Building

CHALETs  
Pontins Ltd  
Holiday Camp, Beach Road  
Hembsy  
GREAT YARMOUTH  
NR29 4HL

Certificate Reference Number:  
0821-0032-3699-0296-2006

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

### Energy Performance Asset Rating



### Technical Information

Main heating fuel: Grid Supplied Electricity  
Building environment: Heating and Natural Ventilation  
Total useful floor area (m<sup>2</sup>): 15059  
Building complexity (NOS level): 3  
Building emission rate (kgCO<sub>2</sub>/m<sup>2</sup>): 310.55

### Benchmarks

Buildings similar to this one could have rating as follows:  
**47** If newly built  
**127** If typical of the existing stock

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## Energy Performance Certificate

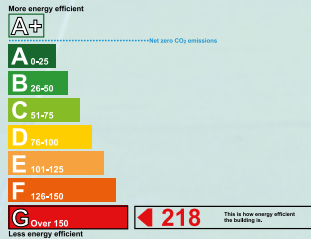
Non-Domestic Building

TRAINING CENTRE  
Pontins Ltd  
Holiday Camp, Beach Road  
Hembsy  
GREAT YARMOUTH  
NR29 4HL

Certificate Reference Number:  
0960-2962-0392-3826-0004

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

### Energy Performance Asset Rating



### Technical Information

Main heating fuel: Grid Supplied Electricity  
Building environment: Heating and Natural Ventilation  
Total useful floor area (m<sup>2</sup>): 172  
Building complexity (NOS level): 3  
Building emission rate (kgCO<sub>2</sub>/m<sup>2</sup>): 226.3

### Benchmarks

Buildings similar to this one could have rating as follows:  
**65** If newly built  
**172** If typical of the existing stock

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## Energy Performance Certificate

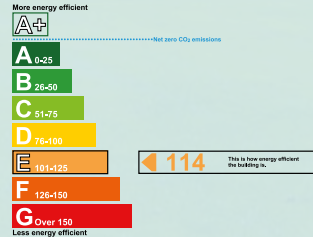
Non-Domestic Building

QUEEN VICTORIA PUB  
Pontins Ltd  
Holiday Camp, Beach Road  
Hembsy  
GREAT YARMOUTH  
NR29 4HL

Certificate Reference Number:  
0290-9063-9230-8600-2253

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

### Energy Performance Asset Rating



### Technical Information

Main heating fuel: Oil  
Building environment: Heating and Natural Ventilation  
Total useful floor area (m<sup>2</sup>): 792  
Building complexity (NOS level): 3  
Building emission rate (kgCO<sub>2</sub>/m<sup>2</sup>): 174.79

### Benchmarks

Buildings similar to this one could have rating as follows:  
**37** If newly built  
**98** If typical of the existing stock

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