



“Love Your Holiday Home.
Love Your Holiday Park.”

We all know that Holiday Parks haven't been getting the best press lately. My last post “[How to make the most of your Holiday Home on a Holiday Park](#)” dealt with many of the issues being highlighted in the negative press. This post highlights what we can do to change the narrative and **WHY!**

From media exposés to legal campaigns, it can feel like every article paints the same picture: misleading sales tactics, hidden fees and unhappy Holiday Home buyers on Holiday Parks. But for most of us — especially those running family-owned or responsibly operated Holiday Parks — that couldn't be further from the truth. [And there 1000's of us!](#)

So how do we shift the narrative without becoming defensive?

We tell a better story — and we tell it together.




If Holiday Home buyers understand what they're buying, they're less likely to feel misled. That's why clarity, transparency and openness at the outset of a sales process, protects not just the buyer — but the reputation of the whole sector.

Why This Matters Now

There are estimated to be more than 365,000 static Holiday Homes across the UK and over 6,200 Holiday Parks. The majority of these are run by people who genuinely care about their customers and are proud of their Holiday Parks and the experiences they offer.

Yet a few negative cases are being used to justify calls for tighter regulation, while some legal voices push hard for litigation — and it's creating real fear, both in the industry and among future buyers. This is why we need to act now to change the narrative and highlight the good practice and high standards already in existence across the Holiday Home and Holiday Park sector.

If we don't take the lead in setting that standard ourselves, someone else will — and it may not reflect the day-to-day reality of most parks or manufacturers who are doing things right.

 So here's the idea	<p>Rather than waiting for the rules to be written for us, let's adopt a BEST PRACTICE Toolkit for Holiday Home Buyers and Holiday Park owners.</p> <p>A Holiday Home Buyers Standard Toolkit to clarify the contractual obligations and expectations buyers need to think about when buying a second home on a Holiday Park.</p> <p>If you like, let's build on the good practice already operating in the sector to create a standardised template, from the inside out, that helps everyone, including buyers, holiday parks and manufacturers.</p>
 In many sectors — like insurance, finance, and healthcare — consumers are offered a simple, clear summary of key facts alongside the detailed small print. These “key facts” or “important things to know” help people make informed decisions without needing to become experts.	<p>We believe the Holiday Home and Holiday Park Sector should offer the same clarity — without pressure, without sales tactics, and without confusion.</p> <p>That's why we've started to develop a simple, universal set of Q&A's — a set of essential questions every buyer should ask, and the reasons why they matter. After all, we are talking contracts!</p> <p>It's not legal advice. It's not fine print.</p> <p>It's just straight forward guidance — so people can make informed decisions before they buy.</p> <p>Armed with the facts, buyers can then decide whether they can afford their dream holiday home, whether the holiday park is for them and if the timing is right. But this only part of the 'idea'!</p>
 But here's the key: it's still a draft! We want to take the next steps as a collective, collaborative voice together.	<p>We're not launching the finished framework, although the skeleton and text is in place ready for discussion, amendment and expansion.</p> <p>We're inviting industry-wide collaboration to shape something that works in the real world — for real people.</p>

Buying a holiday home is emotional as well as practical.

By understanding that buying a holiday home is a big decision — one that often comes with excitement, anticipation, and a strong emotional pull. For many, it's a dream of finding somewhere peaceful, personal and a place to escape to.

But dreams deserve clarity.

That's why Holiday Parks should be upfront, consistent, and transparent.

Buyers also have a responsibility to ask the questions that matter. To slow down, to double-check, to make sure they understand what they are investing in — not just emotionally, but practically too.

We've all heard the term "buyer's remorse" — the regret that can surface when reality doesn't quite match expectations. In holiday homeownership, that gap often emerges not because anyone set out to mislead, but because the right conversations didn't happen early enough.

By providing consistent answers to key questions before contracts are signed, we can remove that doubt, that disappointment — and help buyers feel confident from day one.

This isn't about ticking boxes or legal jargon.

It's about peace of mind, long-term trust and making sure everyone — parks, manufacturers and buyers — are on the same page from the start.

Why We're Sharing This Now

Because change doesn't happen without numbers.

If we want to protect the integrity of holiday homeownership, the viability of UK-based manufacturing and the freedom for buyers to choose a holiday lifestyle without confusion, we need to work together.

What's inside the Draft Toolkit (so far) - the foundations to build on

Even without statutory protection, buyers are still entitled to fair treatment under consumer law. Our toolkit aims to uphold that standard voluntarily — across the industry. The content of all aspects of the Toolkit have been written to take into account the negative feedback swirling around the media online and as outlined in [Consumer protection: leisure park homes that can be found in the House of Commons Library](#).

We're keeping the full content under wraps for now, not because it's secret (what's the point of that when it's a self-help movement we're proposing), but because we want feedback, contributions and partnership — not passive downloads. That way, we all sign up to the 'self-help' model that communicates everything a Holiday Home buyer should know and understand when purchasing on a Holiday Park - it's about ownership all the way down the line. It is about industry led change. It is about enshrining the good practice and positive experiences that many holiday homeowners experience collectively. If you like, we want to set the exam questions and pass with flying colours. We want to be the best we can be for the industry sector and our holiday homeowners.

So far the Toolkit includes:-

- A friendly introduction (One for Buyers, One for Holiday Parks), for example:-


"Why ask these questions?"

Because no two parks are the same. By understanding the details before you buy — not after — you avoid confusion, cost surprises, and disappointment.

That's why we created this universal checklist: to help you ask better questions and get clearer answers. It's about making informed decisions, building trust, and protecting your peace of mind — right from the start."

- A clear, buyer-friendly Key Fact Sheet. This will cover a quick summary of key points about what a buyer needs to understand when buying a Holiday Home on a Holiday Park and what to expect during that ownership as part of a contract with the park. We believe there is room for two Key Facts Sheets - (1) Buying a New Holiday Home (2) Buying a Pre-Loved Holiday Home - as the narrative is slightly different in each case. We also use the Key Fact Sheet to emphasise the legal differences between Holiday Home vs Residential Home.

- A standardised Q&A Table & Key Fact Sheet (a) covering important ownership questions – and why they matter. This is designed to focus a buyer’s mind on what questions they should be asking before they commit to buy. From a contractual point of view, it highlights key areas the buyer needs to be aware of before committing. This document will become a standard handout/PDF that is given to all potential buyers of a Holiday Home on a Holiday Park.
- A completed sample of the Q&A’s Table (b) as an aide memoir for Holiday Parks owners/managers/sales personnel to follow when completing the park-specific Q&A Table(c) answer template.
- A park-specific Q&A Table (c) template for transparency before purchase. The questions in this Q&A Template will match the same questions that the buyer will have received in the standardised Q&A Table (a). The buyer can then check the answers in Q&A Table (c) against the standardised Q & A Table (a) for reassurance.
- A’ Let’s Talk About Pitch Fees’ Fact Sheet. This will assist Holiday Park owners justifying their fees and offers transparency to holiday homeowners before they buy.
- For buying a new Holiday Homes, a simple signed statement from the manufacturer/dealer responsibilities on aftersales and snags- A pledge that confirms we’re all in this together.
- To emphasise our commitment to promote transparency and Best Practice, we suggest a badge of reassurance: “Love Your Holiday Home. Love Your Holiday Park.” A stamp of care and transparency, designed to build buyer confidence – without over-complicating trust, that recognises the Holiday Home's journey (from factory to Holiday Park) and the commitment of everyone involved to make it a special experience for new builds.

 Holiday Parks are more than just tranquil getaways

They’re vital economic engines and social anchors in communities across the UK.

Holiday homeowners with second homes on Holiday Parks contribute far beyond their pitch fees.

They shop locally, hire trades people, support rural businesses, and bring year-round footfall to areas often reliant on seasonal tourism.

According to the [UKCCA's 2024 Economic Impact Report](#):

- Holiday Parks and campsites generated £12.2 billion in visitor spend
- They contributed £7.2 billion in GVA to the UK economy
- Supported over 226,000 full-time jobs
- And made up around 5% of all UK tourism GDP

Even more compelling?

Holiday homeowners themselves spend around £102 per day during their stays – more than the average UK tourist – and they stay longer, spend more, and return often, supporting their favourite haunts and local businesses. Some [“95% of caravans are privately owned”](#), which also supports a cosmos of interconnected services.

The Bigger Picture - can't be ignored

Buyers who choose UK-manufactured Holiday Homes are helping to support regional employment, skilled craftsmanship, and supply chains that often go unseen – but are deeply valued.

Most static caravans and luxury lodges sold in the UK are built by British firms, many in the North East of England, where these businesses are some of the largest employers in their communities.

- UK Holiday Home manufacturing supports thousands of jobs across design, production, logistics, plumbing, joinery, and finishing
- Each lodge or caravan sold fuels a wider supply chain – from steel frames to kitchen fittings, insulation to timber and so much more

- After market servicing, delivery logistics, and on-site siting teams rely on strong, consistent sales to remain viable

In the face of rising imports and economic uncertainty, the decision to buy a UK-built Holiday Home has real impact. If the continued negativity around Holiday Parks continues, it will affect demand and will impact manufacturers, their supply chains, jobs and communities. That's why it is imperative that manufacturers are included in this campaign, as their voice counts, especially as aftersales can become an issue that is picked up by the negative press.

Building relationships with manufacturers who make Holiday Homes and dealerships who supply new Holiday Homes is an integral part of the Holiday Home and Holiday Park supply chain!

UK Holiday Home Manufacturing: By the Numbers

Annual Sales & Market Growth

- In 2022, UK sales of static caravans reached approximately £1.2 billion, up from £900 million the previous year, marking significant growth even amid economic pressures.

Employment & Jobs Impact

- Parliamentary records note that around 20,000 jobs depend directly or indirectly on caravan and motorhome manufacturing and sales in specific manufacturing.
- Broader estimates suggest the sector – spanning manufacturing, maintenance, transport, and servicing – supports over 40,000 jobs across the UK economy

UK Manufacturing Leadership & Supply Chain

The UK is regarded as a global leader in caravan and lodge manufacture. It also exports substantial volumes to Ireland and parts of mainland Europe. It is thought that this manufacturing sector alone contributes over £1.8 billion to the UK economy.

As part of the larger leisure industry, it is estimated to contribute to over £117 billion to the UK economy, confirming its importance.

Balancing the Narrative: Why Clarity and Transparency Matter More Than Ever	
	<p>Each manufactured mobile unit relies on <u>approximately 2,500+ individual parts</u>, requiring a skilled supply network of steel, timber, electronics, plumbing, upholstery specialists and many other elements.</p>
<div>●</div> <p>More Than Just a Holiday Home</p>	<p>When a buyer stands inside a Holiday Home for the first time — keys in hand, views out front, kettle boiling — it's easy to forget what it took to get it there.</p> <p>But every single lodge or caravan is the result of dozens of skilled trades, businesses, and workers behind the scenes.</p> <p>From the factory where it was built, to the hauliers who carefully transported it, or to the crews sited/craned it into place and connected it to every service — a Holiday Home has already supported multiple local economies before it's even unpacked.</p> <p>And behind that? The manufacturers. The joiners. The soft furnishing specialists. The utility engineers. The IT and compliance teams. The planners and contractors who ensure the infrastructure around a Holiday Park is safe, working, and beautiful.</p>
<div>●</div> <p>Let's break it down even further : The Hidden Workforce Behind Every Holiday Home</p>	<p>Each holiday home may involve dozens of people across multiple trades — often small, regional businesses — whose livelihoods rely on a healthy, trusted Holiday Park sector.</p> <p>When we talk about supporting the industry, we're not just talking about parks and manufacturers — we're talking about this wider ecosystem too.</p> <p>It's a supply chain built on service, safety, and pride - it's about more than ownership.</p> <p><i>That's why we think the</i> <i>Love Your Holiday Home Love Your Holiday Park</i> <i>initiative is so important.</i></p>

This isn't a campaign against lawyers, or regulation, or media scrutiny.

It's about promoting balance, openness & mutual respect.

It's about changing the narrative to a positive one.

It's about being transparent.

It's about being proud of what we do and offer.

Why -
Love Your Holiday
Home | Love Your
Holiday Park

You may have a different idea, but here are our thoughts

Why "Love Your Holiday Home"

- Emotionally driven: It appeals to why people buy — peace, joy, memories, space to breathe.
- Buyer-first: It feels like something for them, not about regulation or rules.
- Positive tone: Rather than correcting bad practice, it celebrates the best of ownership — and that quietly sets a standard.
- Warm & human: We chose a tree, hearts, butterflies — to reinforce the lifestyle dream, but other ideas are welcome if we are going to work together to change the narrative to help buyers love their Holiday Homes and the Holiday Parks they choose to be their dream lifestyle.

Why "Love Your Holiday Park"

- "Love Your Holiday Park" offers reassurance for the lifestyle and location chosen by the buyer
- The circular stamp mirrors the visual language of trust — like a seal of quality or certification
- The message is buyer-focused, but also holds parks and manufacturers accountable in a positive, values-driven way
- It bridges emotional trust ("we want you to be happy") with practical transparency ("we've got nothing to hide")

Why we think it works

- Signals action from within the sector. A badge of BEST PRACTICE.
- Keeps it non-confrontational
- Includes manufacturers, dealers, and suppliers
- Resonates with owners, park operators and manufacturers
- Speaks to those seeking to buy a Holiday Home on a Holiday Park



Why Add Your Voice

Buying a Holiday Home on a Holiday Park, is not just about where it is located – it's about what the park's planning permission allows and what the contract says.

That's why clear pre-sale information and honest dialogue are so important – and exactly why a BEST PRACTICE solution is the way to go. The Holiday Home Buyers Standard Toolkit For Holiday Parks will help deliver exactly that.

Even without statutory legal protection, all buyers are still covered by the Consumer Rights Act 2015, which protects against misleading practices and unfair contract terms.

Our aim is to offer a voluntary, Holiday Home buyer-first standard that makes transparency the norm.

This initiative echoes recommendations already made in Parliament for voluntary codes of good practice where legislation doesn't apply. It's a no-brainer to take proactive steps – before regulation removes flexibility for everyone.

In a depressed environment, we are advocating “A Self-Help Initiative for the Holiday Park Sector” with the aim of:

- Creating a voluntary code of transparency
- Encouraging better-informed decisions between Holiday Home buyer and Holiday Park before money is exchanged
- Differentiating between Holiday Homes and residential homes in plain English and what that means in terms of a holiday homeownership on a Holiday Park
- Highlight all that good practice that many Holiday Parks do - and make it better across the board

Now Let's work together & get it right for Holiday Home buyers on Holiday Parks

We're inviting you to help us set the exam questions and pass with flying colours!

Follow the links to:-

- sample Q&A's and
- a road map for the Proposed Best Practice Toolkit For Holiday Home Buyers & Holiday Park Owners

Now You Understand The WHY & The How - What Next?

We invite you to sign up to our Love Your Holiday Home | Love Your Holiday Park initiative to find out more, contribute your views and ideas, to help change the narrative around the Holiday Home and Holiday Park sector. Register your interest, suggest improvements, join the team, or simply stay in the loop if you are:-

- A Holiday park owner and operator
- A Static caravan and lodge manufacturer
- A Dealer, suppliers and industry professionals
- A Holiday homeowner with lived experience

👉 [Click this link to join the conversation, sign-up, give feedback - let's change the narrative together.](#)

Let's co-create something the entire sector can stand behind — where Holiday Home buyers on Holiday Parks can feel good about, too.

Because if people love their Holiday Home...they will love their Holiday Park too.

"Love Your Holiday Home | Love Your Holiday Park" is about more than buying with confidence — it's about contributing to something meaningful, sustainable, and proudly British.

For further information related to this subject, please follow the links.

- [How To Make The most Of Your Holiday Home On A Holiday Park](#)
- [Love Your Holiday Home, Love Your Holiday Park](#)
- [20 Questions 20 Standard Key Questions Every Buyer Should Ask Before They Purchase a Holiday Home on A Holiday Park](#)
- [Proposed Best Practice Toolkit Overview For Holiday Home Buyers & Holiday Park Owners](#)

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