

NEWS

From **British Holiday & Home Parks Association Ltd**
Chichester House, 6 Pullman Court, Great Western Road, Gloucester GL1 3ND



Story issued by PR consultant Jon Boston
Tel 01768 895225. email jon@jjbpr.co.uk

March 2009

Investment go-ahead as Littlehampton park defies property gloom

Home-buyers seeking a dream retirement in West Sussex are helping to create a property boom at a Littlehampton residential park. And now the owners of the development have announced plans to turn Thornlea Park into one of the south coast's most des-res locations.

Residents, says general manager Richard Sigsworth, will soon be benefiting from a huge investment which will see their park fully re-landscaped and become a gated community with electronic access.

While bricks-and-mortar prices in the surrounding area continue to crash, Richard reports that park home prices have held steady over the past year - and are now even showing signs of edging up.

But any increase is still likely to leave a substantial gap between the cost of park homes - which start at around £50,000 - and similarly-sized properties nearby which can be up to four times more expensive.

According to Richard, demand is being fuelled by an increase in the numbers of people taking early retirement, sometimes with the incentive of substantial pay-offs from their recession-hit employers.

Others, he said, have decided to bail out of the sinking property market - and to use the proceeds of the house sale to buy a park home, and still have enough left over to provide a nest-egg.

But it isn't just the financial incentive which is helping to keep buyers buoyant at Thornlea Park, comments Richard. Most of the occupiers of its 140 homes are enjoying a style of retirement about which most people only dream, he says:

more...

"Many couples long to escape urban living when they retire, and to lead life at a slower pace in quieter surroundings - and this is what we can offer, at an affordable price," said Richard.

"But just as important, people are moving into a semi-sheltered environment where you maintain your independence, but have a community which can also provide support and friendship," he added.

At Thornlea Park, a thriving social club on the grounds is run by residents with a busy schedule of activities which range from keep-fit and line-dancing to coffee mornings and charity fund-raising.

The new phase of environment-friendly landscaping and development work at the park is now underway, said Richard, and should be completed by summer.

The work, he said, would also help to ensure that the park remained as welcoming to its wildlife residents as it is to its human occupants. Deer, badgers, kingfishers, owls and other animals and birds are often spotted at Thornlea, and there are now plans to introduce new wildlife habitats in the grounds.

* Thornlea will be throwing open its gates to the public next month (4/5 April) when it hosts an open weekend to which people in the Littlehampton area are invited. There will be show-homes open for inspection, refreshments, and guided walks around the park.

ends

More press information from Richard Sigsworth on 07776 200 853
or PR consultant Jon Boston on 01768 895225

Address: Thornlea Park, Lyminster Road, Littlehampton, W Sussex BN17 7QM

Note to editors

Thornlea Park is one of twenty parks owned by Britannia Parks in southern England, and which collectively provide over 2,300 homes to retired and semi-retired people aged fifty-plus. Although prices start at around £50,000 for a pre-owned unit, they can rise to £250,000 upwards for top-spec models. Park homes resemble traditional detached bungalows, and have their own private gardens and parking areas. They are pre-constructed in workshops to exacting British Standards, and are designed to be extremely low-maintenance throughout their long lives.